EXECUTIVE SUMMARY

There is great awareness of and attention on database growth these days. Estimates put the amount of data in existence at this time at more than a zettabyte (or a trillion gigabytes), which would be the equivalent of 75 billion fully loaded iPads. All this data is streaming into and through enterprises from transactions, remote devices, partner sites and user-generated content. Formats vary from structured, relational data to graphics and videos.

In addition, enterprises are mandated to retain much of this data, and to be able to make the information available as users require. But it's increasingly clear that these enterprises are having difficulties managing the growing volumes of data, and there has also been an impact on application performance. New research shows that companies are responding to these challenges by throwing hardware at the problem. A new survey of 581 members of the Independent Oracle Users Group (IOUG), sponsored by Oracle Corporation, finds that managing data growth is a priority for many companies, but smarter responses are needed to address the challenge. The survey was conducted in July and August 2010.

A majority of respondents report having performance and budget issues due to exponential data growth. Those companies with the highest rates of data growth, in fact, are eight times more likely than slow-growth sites to be seeing significant increases in their storage budgets. New processes and tools are needed to help organizations take control of the massive volumes of information now moving through their systems. The IOUG survey looked at approaches being taken by organizations to manage their growing data stores, and what still needs to be done.

Key survey findings include the following:

- Data is growing rapidly at nine out of 10 respondents' companies, and business growth is driving this expansion in data stores. Sixteen percent of companies are experiencing data growth at a clip exceeding 50 percent a year. Many companies have large numbers of both Oracle and non-Oracle databases.
- Two out of five respondents' companies recognize the value of information lifecycle management to better manage storage growth. However, these are the early stages for ILM strategies for most companies. ILM approaches are most common at companies with high levels of data growth, though the most common approach continues to be that of buying new hardware to address the problem.
- An overwhelming majority of respondents say growing volumes of data are inhibiting application performance to some degree. The problem is even more acute at enterprises with the highest levels of data growth. However, most still attempt to address the problem with more hardware, versus more sophisticated/efficient approaches.
- Many companies feel compelled to retain data for extended periods of time—forever in some cases—and are having difficulty making it accessible to end users.
- Data storage budgets also keep growing. A sizable segment of companies with fast-growing data stores spend more than one-fourth of their IT budgets on storage requirements.

On the following pages are the detailed survey results, which explore the size of the rapidly expanding data market, along with traditional and more efficient approaches to managing this challenge.

Keeping Up With Ever-Expanding Enterprise Data—2010 IOUG Database Growth Survey *was produced by Unisphere Research and sponsored by Oracle. Unisphere Research is the market research unit of Unisphere Media, a division of Information Today, Inc., publishers of* Database Trends and Applications *magazine and the* 5 Minute Briefing *newsletters. To review abstracts of our past reports, visit www.dbta.com/research. Unisphere Media, 229 Main Street, Chatham, NJ 07928. Tel: 973-665-1120, Fax: 973-665-1124, Email: Tom@dbta.com, Web: www.dbta.com.*

Join the IOUG—If you're not already an IOUG member and would like to continue receiving key information like this, visit the IOUG at w3.ioug.org/join/today for information on how to join this dynamic user community for Oracle applications and database professionals.

Data collection and analysis performed with SurveyMethods.