

Identify exactly what data you're storing, where, and the potential benefits of migrating some/all of it to the cloud.

## About Cloudlake Analytics

Cloudlake Analytics is a free-of-charge service uniquely offered by Autodata that uses advanced tools, combined with professional engineering resources, to identify your organisation's data usage.

## Future Planning

Whether you are looking to purchase a new NAS / SAN / DAS, adopt a cloud or hybrid-cloud data strategy, or simply want to reclaim back wasted storage, the starting point is to understand your data. Trying to work this out is often where projects stall and the answer often ends up being "just buy more of the same".

By defining the usage of your current storage platforms, potential game-changing technologies can be adopted. These can improve services, reduce costs, increase resilience and performance, and contribute to delivering new business strategies.

## Cost Saving

A key driver for the advancement of digital transformation technologies - such as the utilisation of cloud storage - is reducing operational expenditure without negatively impacting current business workflow.

The starting point is to identify what data is suitable for this process, or alternatively, what can be transferred to the cloud with the least impact.

We typically see cost savings of 50-70% on hard-costs (physical on-premise equipment vs cloud storage) and 80%+ on soft-costs (operational expenses including management, heating/cooling/power etc) on the data identified by our Cloudlake Analytics service as suitable for migration.

**Unstructured data typically represents around 70% of all the data stored by an organisation, yet 70-80% of this is unlikely to have been accessed at all within the previous 12 months.**

Storing everything on the same, expensive, high-performance equipment, ends up slowing down the same systems (e.g. backup, network, latency) that process and deliver the core data needed more regularly or rapidly.

**Why does this happen? Because up until now it has been very hard for I.T. teams to determine exactly what data they have and where it is stored.**

**Our free-of-charge Cloudlake Analytics service helps organisations to identify and classify their data in the following ways:**

- **When it was last viewed**
- **When it was last modified**
- **How much storage space is being taken up**
- **What is the potential cost of migration**
- **How much money could be saved**

## Personalised for your environment

Every Cloudlake Analytics engagement is completely customised. We are able to select specific locations within your environment, calculate your potential cost-savings based on a 3-year or 5-year hardware-replacement cycle, and map the analytics to your specific business processes. If your organisation regularly ingests data that probably won't be accessed again, we can take this into account. Similarly, if you need to retain data for a fixed time period for regulatory compliance purposes, this can be adjusted for.

Once we have collected all the data and customised it for your specific use case, it will be delivered back to you in a very simple PDF which can be used to strengthen your future strategies and business cases.

## Secure

We only collect size and age data - never any unique identifiers such as file names, locations etc. You are able to view the data we collect before it is retrieved from your environment and/or you can send it to us to then run through our analytics engine.

**Contact us to discuss whether this free-of-charge service is suitable for your data platform and to schedule your enablement briefing session.**