



Digital Realty Research: Budget, complexity and connectivity emerge as key challenges for Australian data strategies

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- 88% of Australian businesses struggle to secure budget to implement their data strategy
- 90% are concerned about how they will deal with the increasing quantities of data
- 79% of businesses report lack of clarity around who 'owns' the data operations

SYDNEY, Australia – January 30, 2020 – Digital Realty (NYSE: DLR), a leading global provider of data centre, colocation and interconnection solutions, today announced the results of a new study revealing how and why Australian businesses are struggling to implement successful data management and storage strategies. The survey of more than 200 IT leaders across Australia revealed that rapid data creation, lack of investment, security challenges, storage complexity, and sustainability are all factors in data neglect and strategy failure.

Evolving data and infrastructure requirements

The volume of data being generated is a key challenge for organizations - it's estimated that the Internet of Things (IoT) alone will generate more than 500 zettabytes of data per year, according to Cisco's Global Cloud Index^[1]. With this in mind, 90% of IT leaders reported concerns about how they will deal with their increasing quantities of data, and the corresponding data gravity effect. Similarly, 87% of Australian IT leaders surveyed are wondering how they will manage and integrate related data services across multiple external providers.

Despite continued data growth, 81% of organizations feel their data strategies are being hindered by senior executives choosing to invest in other areas of the business. As a result, 88% of IT leaders admitted struggling to manage and secure budget to implement their data strategies.

Getting the basics right

The survey suggests a core challenge amongst organizations is not having yet achieved the basics when it comes to their data strategies. Firstly, there is a lack of clarity around which business unit owns which data (reported by 79% of respondents). Additional issues for IT leaders include:

- 85% find it a challenge to get sufficient connectivity within their data centre
- 89% admit securely storing their data to be a challenge
- 89% find staying up to date, and complying with government legislation is tough

“Lack of senior buy-in, coupled with budget constraints, will create ongoing challenges when securing, organising and gleaning insights from data effectively”, said Mark Smith, Managing Director, Asia Pacific, Digital Realty. “With data generation continuing to grow, organizations must take a holistic approach from the top-down to ensure their infrastructure meets changing customer demands. This means viewing data infrastructure, whether on-premise, in the cloud, or a hybrid setup, as a strategic tool to support key business objectives.”

With data gravity remaining a big concern amongst IT leaders, the complexity around the management and integration of data is increasing too. For example, almost three quarters of respondents (74%) believe their use of cloud services will increase over the next 12 – 14 months.

In addition, 95% of IT leaders indicate that a data centre’s ability to integrate co-located and fully managed services is important when considering prospective data centres. And, 98% of respondents indicate that connectivity will continue to be important. This showcases the growing need for the adoption of tools that can meet the new data, control and networking demands of global enterprises.

“It is becoming increasingly clear that organizations face considerable roadblocks when implementing their data management strategy,” added Smith. “As enterprises adapt IT strategies, seemingly on the fly, to meet evolving demands we see a stronger need for tools, clouds, networks and resources, such as our own PlatformDIGITAL™, to address the growing challenges posed by data gravity.”

Refreshingly, over three quarters (80%) of IT leaders indicate that the use of renewable energy and low carbon footprint is important when considering a prospective data centre and looking at their data strategies. In fact, one-in-three say they will not consider a data centre that doesn't have a sustainability plan.

For more information and to view the full results of the survey, please visit: www.digitalrealty.com/australia-2020. More information on PlatformDIGITAL™ can be found [here](#).

About this survey

This survey was conducted in 2019 by Fifth Quadrant on behalf of Digital Realty. In total, 203 IT leaders, defined as those who are knowledgeable about their organization's data management and are involved in decision-making regarding data management within their organization, were surveyed.

About Digital Realty

Digital Realty supports the data center, colocation and interconnection strategies of customers across the Americas, EMEA and APAC, ranging from cloud and information technology services, communications and social networking to financial services, manufacturing, energy, healthcare and consumer products. To learn more about Digital Realty, please visit digitalrealty.com or follow us on [LinkedIn](#) and [Twitter](#).

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Safe Harbor Statement

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[1] Cisco Global Cloud Index 2016 – 2021