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Make Storage Your Secret Weapon to Protect Unstructured Data

Dubai - May 10, 2018: [Florian Malecki](http://www.tcfnewswire.net/en/company/storagecraft/executive-biographies/florian-malecki-international-product-marketing-director-at-storagecraft), International Product Marketing Director, [StorageCraft](http://www.tcfnewswire.net/en/company/storagecraft)

The amount of unstructured data—freeform information that does not fit neatly into databases organized by fixed categories—is exploding. By 2022, 93% of all digital data will be unstructured, [IDG Research](https://headwaters.group/your-unstructured-data-is-sexy/) predicts. Much of this will be corporate data, including email and text messages, audio files of customer service recordings, video files of YouTube uploads, text files of Word documents and PDFs, social media posts and more.

Having reached epic proportions, the proliferation of unstructured data presents huge storage and processing challenges. Machine-generated data such as medical 3D imaging and satellite imagery, and data created by the Internet of Things, is adding new and even larger streams of unstructured data to the flood.

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About StorageCraft:

The StorageCraft family of companies, founded in 2003, provides award-winning backup, disaster recovery, system migration and data protection solutions for servers, desktops, laptops and SaaS applications in addition to powerful data analytics. StorageCraft provides business continuity and data management market services through software products that reduce downtime, improve security and stability for systems and data, and lower the total cost of ownership. For more information, visit www.storagecraft.com.

For media enquiries, please contact:

Frances Manabat
Office: +971 (4) 447 2501
E-mail: frances@tcf-me.com

THECONTENT|FACTORY
<http://www.tcf-me.com/>