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Storage as secret weapon in protecting unstructured data

Florian Malecki, international product marketing director, StorageCraft, on how businesses can handle the explosion in unstructured data

Doha - May 14, 2018: <p>The amount of unstructured data—freeform information that does not fit neatly into databases organised by fixed categories—is exploding.</p>

<p>By 2022, 93% of all digital data will be unstructured, IDG Research 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. </p>

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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.

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