

Business data by the numbers

More data to manage, in more locations

Data sprawl

What is it?

The ever-growing amount of data produced by organisations every day.



Global data volume is doubling every 4 years¹

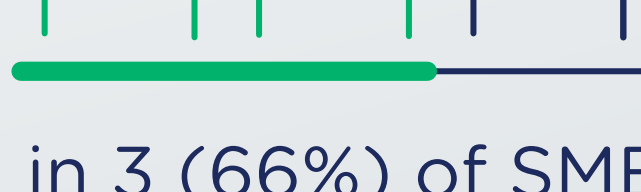


80%+ of SMEs say growing data generation has impacted connectivity²

Data spread

What is it?

Business data is stored (and needs to be accessed from) a wide range of locations.



2 in 3 (66%) of SMEs are using cloud²



Majority (63%) of usage is regular cloud storage²

Data is here, there and everywhere

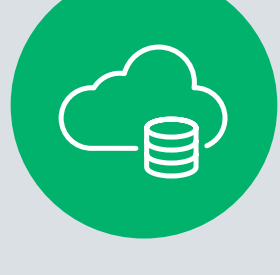
Where is data located?



Internal data centre



Private cloud



Public cloud



IoT devices

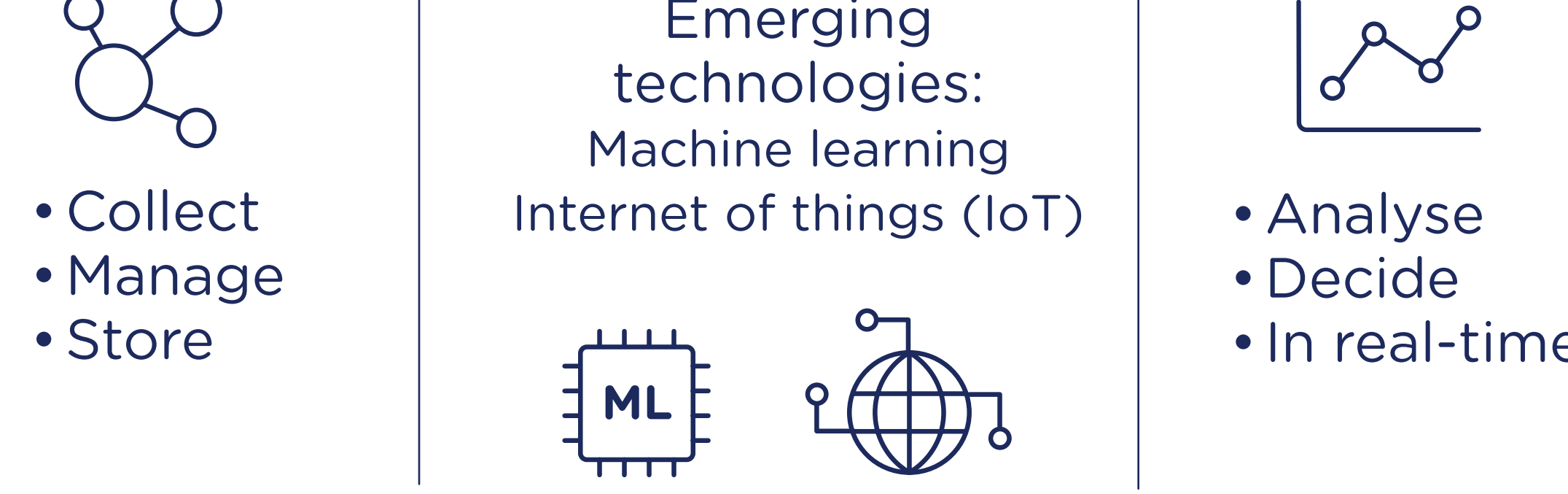


Remote endpoints (users)



Technology is changing the way data is used

Moved from managing data to leveraging it for business insights.

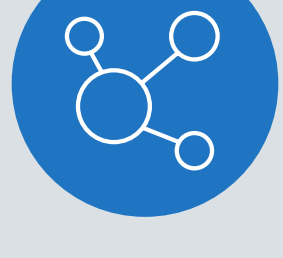


Investment by SMEs in data capability on the rise



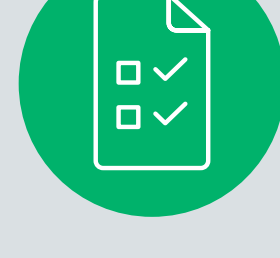
Data and analytics solutions

1 of 5 'new normal' technology investments³



Data management solutions

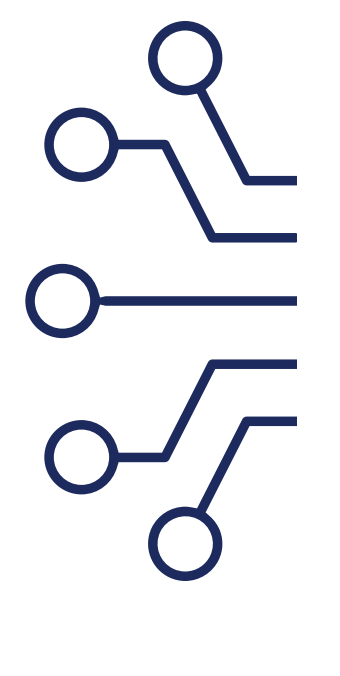
46% of SMEs plan to invest in short to medium term²



Business intelligence solutions

47% plan to invest in short to medium term²

Connectivity is key for an effective data strategy



76%

of SMEs are invested in technologies with high connectivity requirements (including data management and business intelligence)²

54%

of high connectivity SMEs say the **nbn**TM network has become irreplaceable for their business²

57%

of high-connectivity SMEs say the **nbn**TM network is critical for digital transformation²

As digital acceleration continues, **nbn**⁺ is building a digital backbone to help Australian businesses manage and leverage their data, now and into the future.[‡]

business **nbn**TM

Sources
1. <https://www.sdxcentral.com/articles/news/stored-data-doubling-every-4-years-idc-says/2020/05/>
2. Telsyte Australian Digital Workplace Study 2021
3. <https://www.nbnco.com.au/blog/business/australian-businesses-accelerate-through-the-pandemic>
¹ business nbnTM is only available over the nbnTM Fixed Line network footprint (business nbnTM Enterprise Ethernet upgrades are also available at limited premises served by the nbnTM Fixed Wireless and Satellite networks). Not all providers offer plans based on the full range of wholesale business nbnTM products, product features and services and availability of these depends on the customer's access technology and area. Ask your preferred provider if they offer plans based on these wholesale business nbnTM products, including and any fees and charges that may be applicable.
[‡] An end customer's experience, including the speeds actually achieved over the nbnTM network, depends on the nbnTM network technology and configuration over which services are delivered to your premises, whether you are using the internet during the busy period, and some factors outside nbn's control (like your equipment quality, software, broadband plan, signal reception and how your service provider designs its network).