



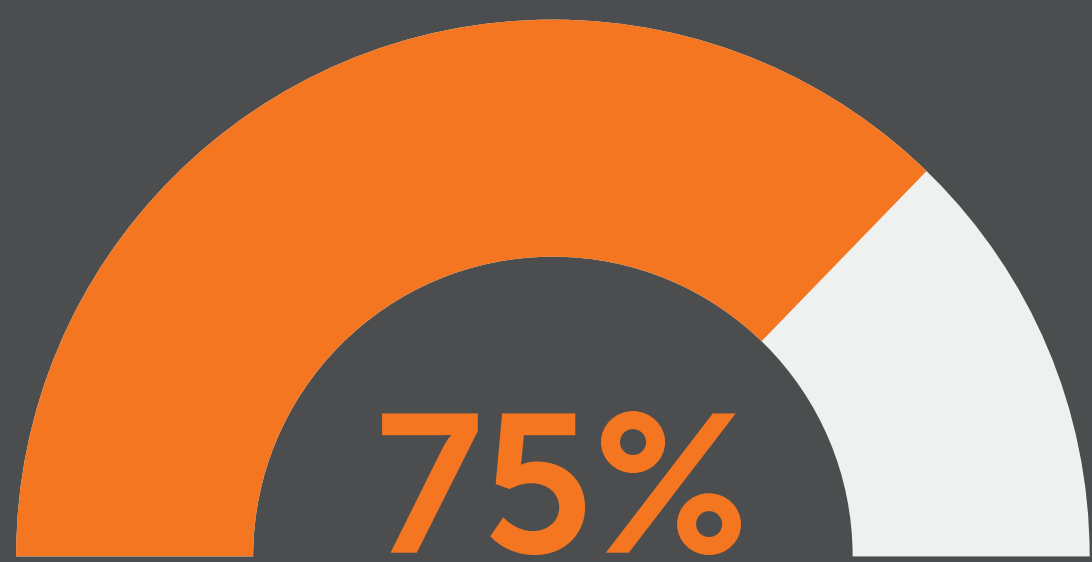
How Are DBAs Really Managing Their Data?

There's a lot of hype around unstructured data. However, a recent survey of 300 database administrators (DBAs) suggests that most organizations will continue to focus on managing structured data.

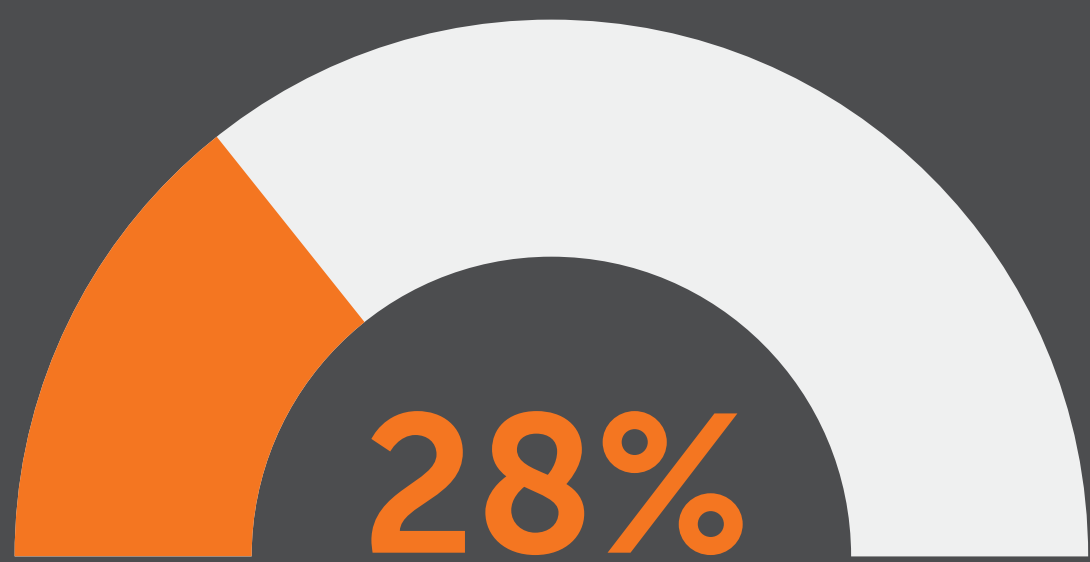
Structured data

VS.

Unstructured data

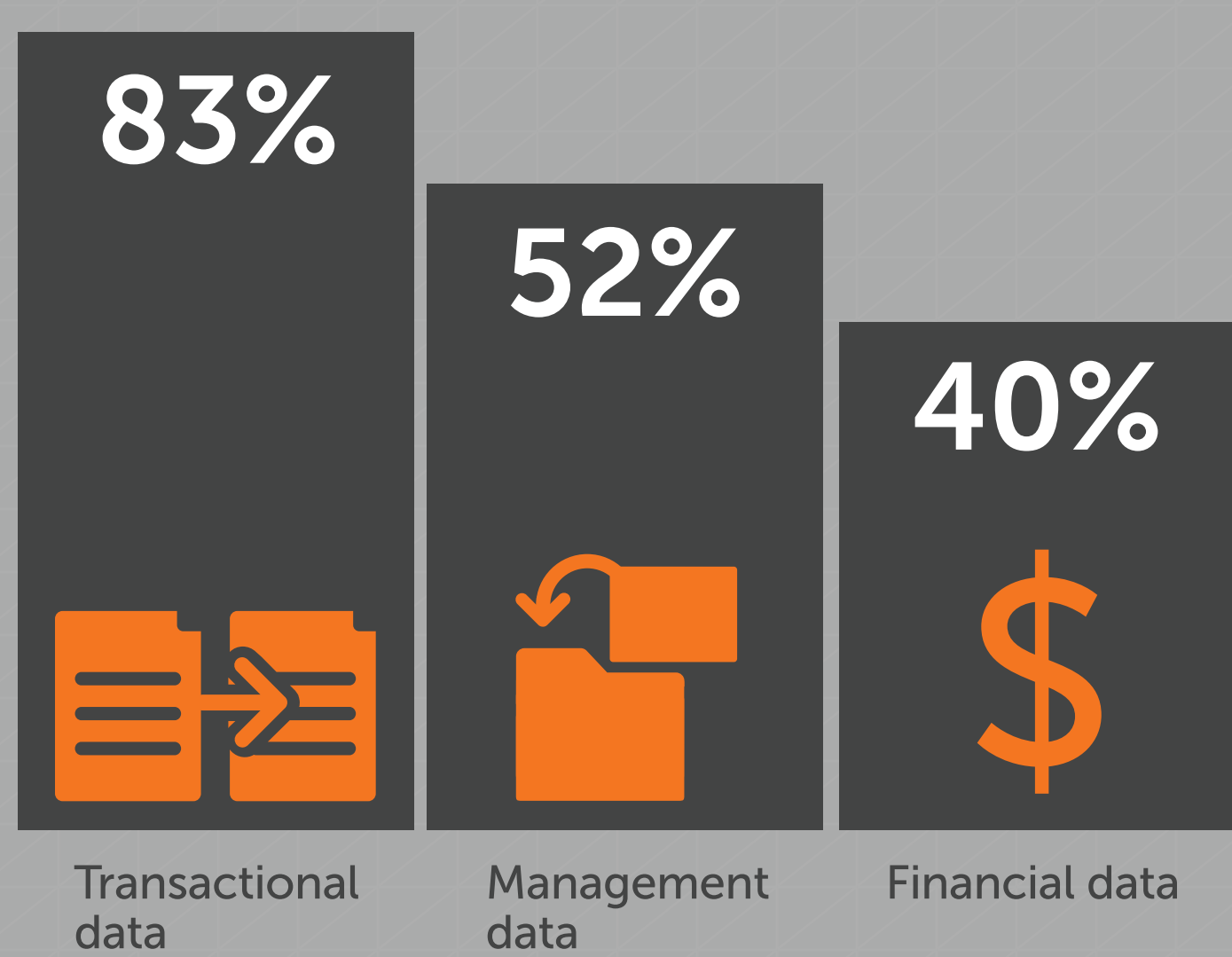


of data being managed is structured for most organizations

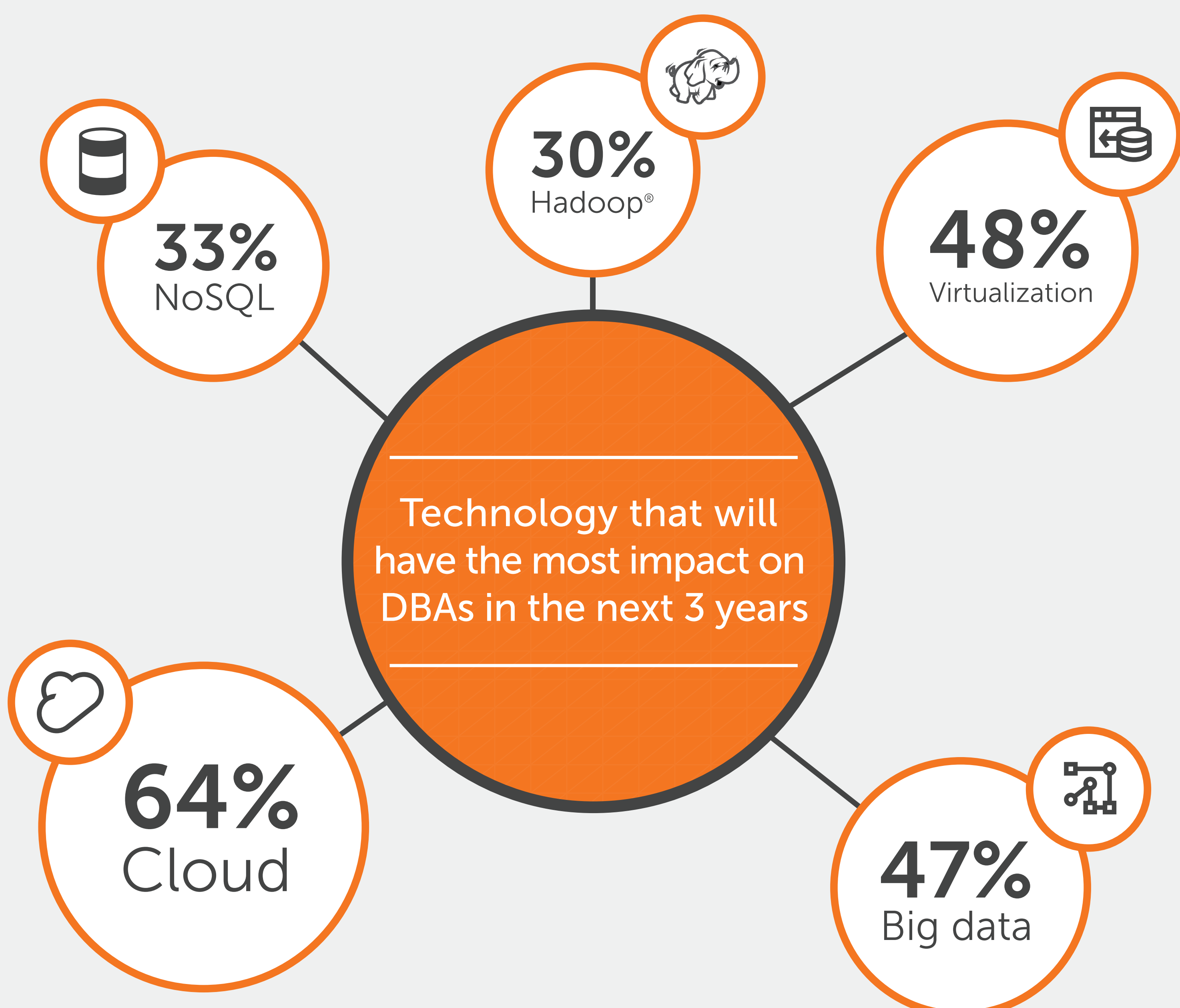
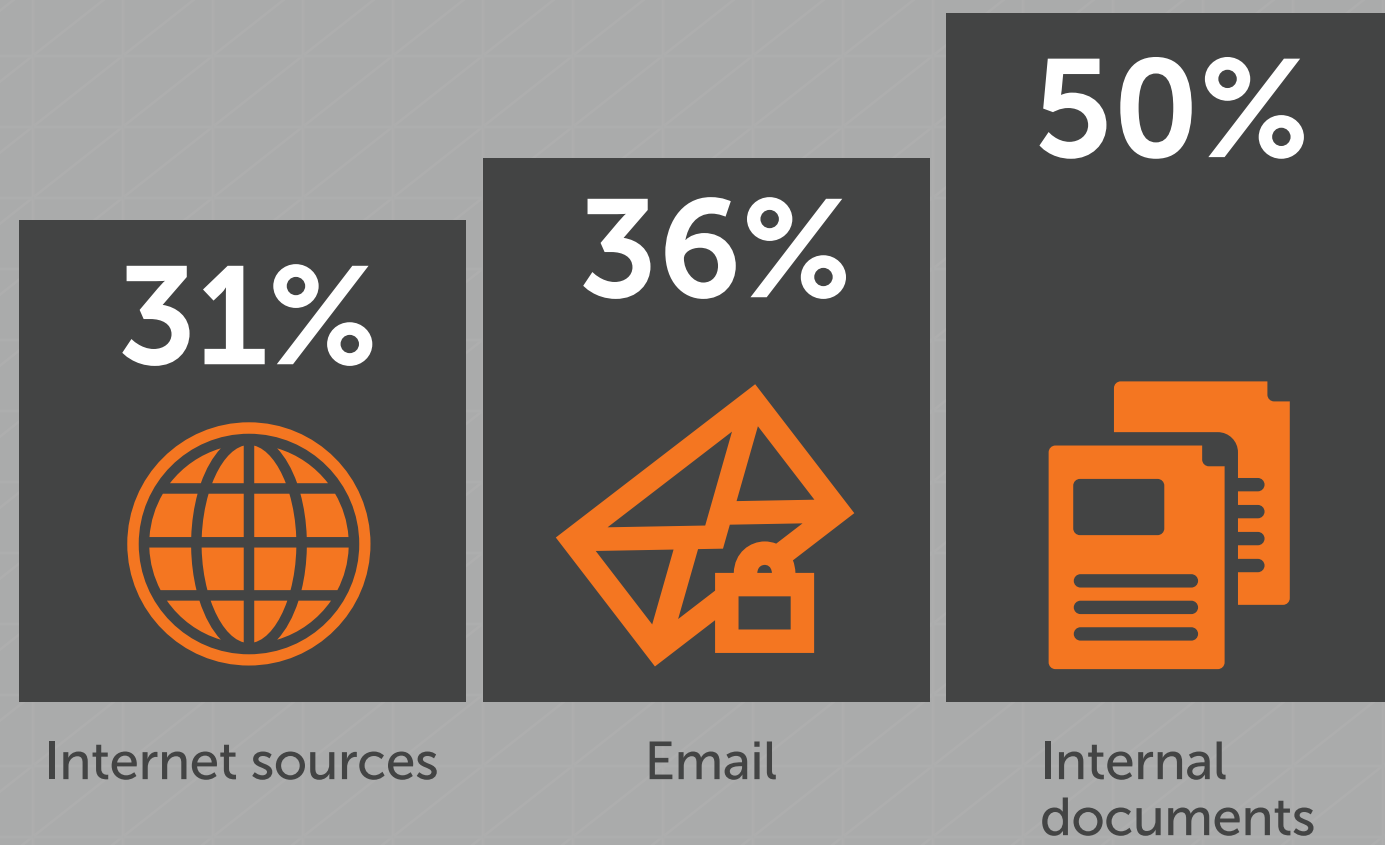


of organizations don't actively manage unstructured data at all

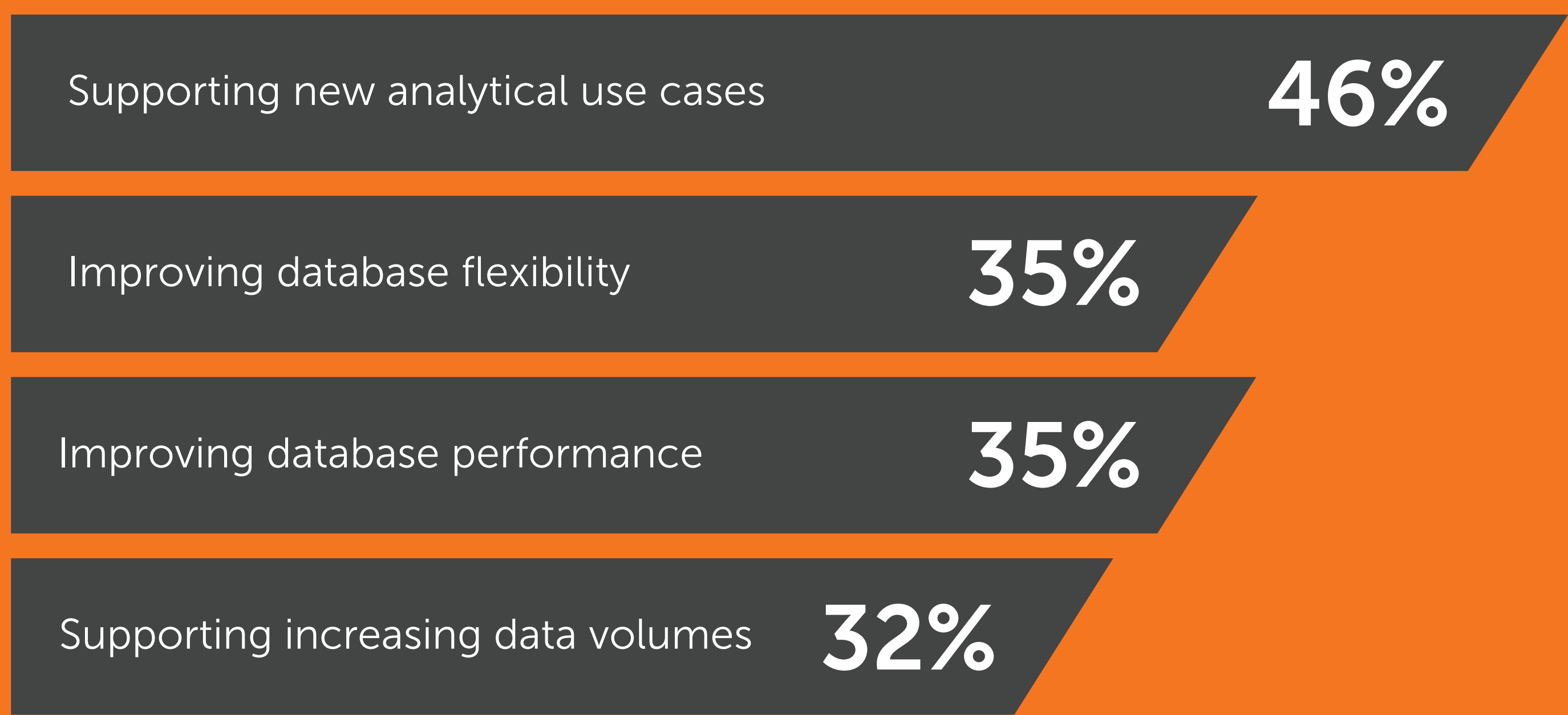
Most important sources of **structured** data growth:



Most important sources of **unstructured** data growth:



Most important factors driving the adoption of new database management systems:



This suggests that platforms like Hadoop and NoSQL may be needed sooner than expected.

Discover more DBA trends

Learn more about what's hype and what's common practice when it comes to data management. Read the full report to see how data growth and new technologies are affecting DBAs like you. The truth may surprise you.

[View the Report](#)