



IDC Thought Leadership Practice Case Study

Data Age 2025: Seagate

Brand Repositioning & Awareness Campaign

What was the Challenge?

Seagate wanted to transform its brand perceptions in the market by increasing media buzz and redefining its dialogue with customers and Wall Street by positioning itself from a hard-disk drive vendor to a thought leader that enables customers to access data more effectively.

What was the Solution?

- Seagate enhanced its brand & thought leadership profile by linking the size and growth of worldwide data to a dialogue about the future of storage.
- IDC researched and analyzed Worldwide forecast of digital data that is created and Worldwide forecast of storage demand by number of dimensions
- A Data Age 2025 Signature White Paper, Regional/Country Briefs, Vertical Datcon Industry Briefs
- A Data Age 2025 Infographic
- Guest Analyst Blog Entries
- An analyst video

What were the measurable results?

(see following slides for more metrics)

Seagate was able to:

- 43,000 downloads of white paper, 122,200 impressions on LinkedIn.
- Instill presence, and re-position their brand as a result
- Increase Market Awareness & Re-define client dialogue via a comprehensive campaign
- Worldwide press and outreach exceeded expectations for paper and infographic deliverable

Clients turn to IDC for Support in Thought Leadership



Our Story

DATA AGE 2025
The Digitization of the

The global datasphere will grow from 30 in 2018 to 175 by 2025. Nearly 30% of those organizations need real-time processing. Is your business ready?

[READ THE IDC REPORT](#) [VIEW THE VIDEO](#)

The banner features a central globe, a blue and orange geometric logo, and several inset images showing people working with technology and data. The background is dark with glowing blue lines and data points.



[Click here to access Seagate Data Age 2025 Website](#)

Seagate Case Study *continued*



DATA AGE 2025

The Digitization of the World From Edge to Core

David Reinsel – John Gantz – John Rydning
November 2018

An IDC White Paper – #U54443338. Sponsored by  SEAGATE



[Click here to access
White Paper](#)



White Paper

The EMEA Datasphere: Rapid Growth and Migration to the Edge

Sponsored by: Seagate

David Reinsel Archana Venkatraman John F. Gantz John Rydning
January 2019

EXECUTIVE SUMMARY

The Global Datasphere, a measure of how much new data is created and replicated each year, will grow by more than five times over the next seven years. The total amount of new data created in 2025 is forecast to increase to 175ZB from 33ZB in 2018.

The major drivers of this growth are largely consistent across the world's various regions but occur at different rates. Entertainment data and video surveillance footage have long been (and continue to be) significant drivers of the Global Datasphere. However, signals from the Internet of Things (IoT) devices, metadata (vital for analytics, contextualization, and artificial intelligence [AI]), and productivity data are showing even faster growth in today's increasingly digitized world.

Nevertheless, amid the similarities across various regions, there are subtle differences. These differences are based on technology adoption and digital transformation across a region's population of consumers and enterprises.

The Europe, the Middle East, and Africa (EMEA) Datasphere is growing slightly slower than the overall Global Datasphere (a 2018-2025 CAGR of 26.1% versus 27.2%, respectively). The EMEA Datasphere will increase from 9.5ZB in 2018 to 48.3ZB in 2025, or from 28.8% to 27.6% of the Global Datasphere, respectively. Nearly a third of the Global Datasphere will be driven by growth of video surveillance, signals from IoT devices, metadata, and entertainment. For example, user-created and user-consumed online video like YouTube is one of the top 5 fastest-growing segments of data creation.

Also contributing to growth of the EMEA Datasphere is the sheer number of users getting online for the first time to begin their own digital journeys that result in the consumption, creation, and sharing of data. In MEA countries alone, only 31% of the population in 2018 is using the internet compared with 86% in Western Europe countries and 53% globally.¹ This dynamic places pressure on enterprises and governments to upgrade infrastructures to accommodate the growing base of users.

In the more technologically advanced EMEA countries, the edge is an important intermediary between the core and the endpoints to help facilitate the creation and consumption of online video, as well as real-time, on-the-go decisions. Hence the percentage of data in the EMEA Datasphere emanating from or replicated in the edge will nearly double – from 11% to 21% of the region's total Datasphere – as

[Click here to access
Regional Briefs \(EMEA\)](#)

Seagate Case Study - Some Results (in just the first few months...)



Press Coverage

The Data Age 2025 effort continues to earn positive press coverage across the globe. To date we've achieved **595 articles with readership of more than 4.5 billion**. The increase was largely driven by China's successful regional launch of the study - starting with a press event attended by 46 journalists. Photos and more details of the event are included in the attached presentation. Around the globe we continue to conduct top-tier interviews with key spokespeople and expect more great coverage to hit in the coming weeks.



Downloads

Over **43,000 downloads of the white paper have been tracked in 2 months — 41,000 via direct pdf download and 2,000 from the microsite link!** The Data Age 2025 microsite has **received good traffic to date surpassing 16,000 pageviews** and time on page with an average of 2 minutes and 43 seconds spent per visitor.



Social

Across the web the study has sparked 893 conversations from twitter, news sources, blogs, forums, etc. The tone of these conversations is 28% positive, 70% neutral and 2% negative.

In Seagate's owned social channels we've launched 27 posts. Highlights include reach of 40,475 people on Facebook, 26,342 impressions on Twitter and 122,200 impressions on LinkedIn. The posts generated 194 clicks to the blog and microsite.

Paid social and media has driven 13,893 pageviews to the Data Age microsite at an average time-on-site of over 2 minutes. Last week, we launched targeted Facebook Canvas ads, which are a full-screen, interactive IDC experience within Facebook mobile.



Events

Highlights forthcoming of the Data Age 2025 US panel event that took place in San Francisco...

Data Age 2025 – Some Big Hit Highlights

In a US exclusive with Barron's,

a leading investment publication, Seagate CEO Steve Luczo was interviewed by veteran tech columnist Tiernan Ray. In the favorable piece Ray says, "The report's standout prediction is that the world in 2025 will "create and replicate" 163 zettabytes of data, or a trillion gigabytes, which is ten times as much as was made last year. That would require 16 billion hard drives of 12 terabytes apiece in capacity to store." In the fascinating article about the future of data Luczo went on to say, "I think at the highest level, to me what is the most important thing, and it's not explicitly said, is that the characterization of human needs for storage up until this report have been artificially constrained by thinking of it through the lens of here's how technology is being used at this moment."

In Germany, Wirtschaftswoche,

a weekly business news magazine, wrote "In ten years' time, the majority of data will not be created by consumers as before but by companies – the catchword is Internet of Things."

News includes coverage from Sebastien Dumoulin of Les Echos,

a French daily financial newspaper. Dumoulin, who interviewed Seagate spokesperson Jeff Fochtman last week as part of a French exclusive of the white paper, covered the news favorably. He quoted Fochtman multiple times including, "For Seagate, this is an enormous opportunity," says Jeff Fochtman. "Of course, this implies changes in our offer and in the way that we market it. We will sell less storage for personal PCs, and more to businesses."

Sergey Karasev from Forbes Russia

also covered the announcement stating "Due to these trends, Seagate recommends corporation leaders to focus on gathering much smaller amounts [of data] that's more valuable for business."



For More Information

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