

Data is growing exponentially.

By 2025, ~500 exabytes of data will be created, globally. About 80% of it will be in the form of unstructured data and is growing at rate of 65% annually.

What are you doing today to face the deluge of unstructured data that is coming ashore?

Structured Data

- Dates
- Numbers (phone numbers, zip codes, etc.)
- Names of people (text)
- Student mark sheets, etc.

- Clearly defined structure & easily storable
- Easily searchable
- Uses pre-determined data models
- Easy to migrate between systems and applications
- Estimated to account for about 20% of a company's total data (Gartner)

- Inventory control
- Travel ticket reservation systems
- CRM systems

- Usually resides in relational databases
- Given their defined structural attributes, easier for machines to analyze them
- Typically requires less storage space
- Generally produced by systems or machines



Common Examples



Key Characteristics



Typical Applications



Technology Attributes

Unstructured Data

- Data points from social media
- Insights available in email bodies
- Video and audio files, etc.

- No pre-defined structure and scattered or disparate data formats
- No easily identifiable pattern
- Not easily searchable
- Requires more processing
- Estimated to account for about 80% of a company's total data (Gartner)

- Real-time ESG data analytics
- AI/ML-led medical diagnoses
- Fraud detection in financial services

- Needs large storage space
- Generally produced by humans or technologies tracking dynamic systems (e.g. location data; or satellite imagery)
- Little or no orderly internal structure makes traditional data mining near impossible

Straive transforms unstructured data into actionable insights to create business value for the enterprise.