

## The Problem

Data migration constitutes nearly 80 percent of the time spent administering storage on an annual basis – and it is safe to say that most server and storage administrators hate every minute of it. Few aspects of storage administration are more tedious or more prone to error than labor intensive data moves, whether to balance load across storage media, to optimize and consolidate resources, or to facilitate a technology refresh. There are a thousand things that can go wrong and a thousand more you haven't thought of, any of which can cost you time, reputation, or irreplaceable data itself.

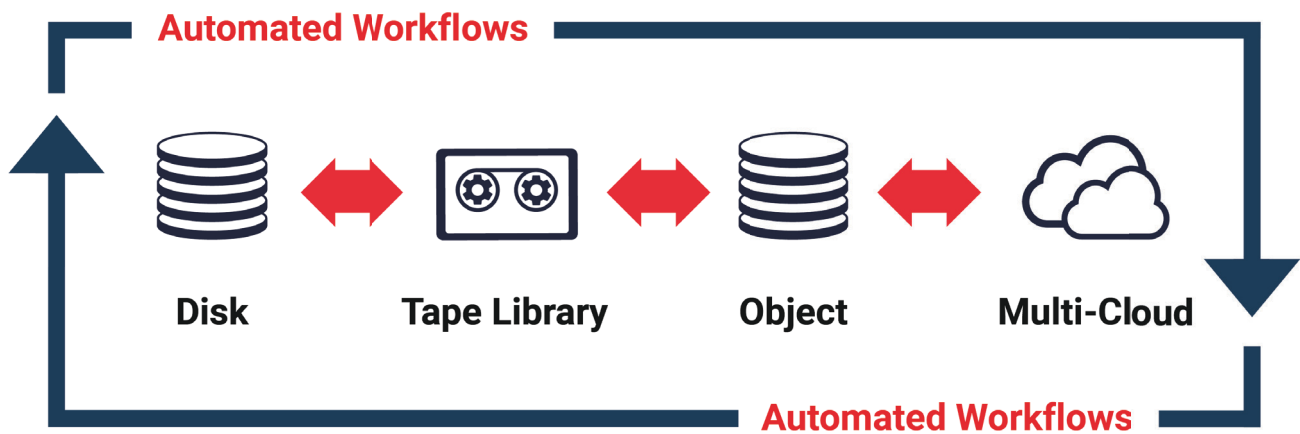
To reduce the chance of mishaps, administrators have been longing for tools that would automate the process of data migration. Why can't the data that is to be moved be identified via its metadata? Once that is done, why can't potential storage targets that are qualified to store the moved data be identified and selected based on well-defined criteria? Why can't the move itself be scheduled to reduce the likelihood of any conflicts with operating workloads and routed, again automatically, to its destination flash, disk or tape storage – or to a target in the cloud – without creating latency or chokepoints in the link? Why can't the system tell you when it has completed the move and provide an update to a global namespace showing the new locations of the files and objects for future look-ups so that moved data doesn't disappear?

## Automating Data Migration with StrongLink

These questions go to the heart of Automated Data Migration, one of many services enabled by StrongLink, the intelligent data manager from StrongBox Data Solutions (SBDS). StrongLink automates and simplifies the complex, time-consuming and expensive tasks associated with data migrations, reducing the requirements for scheduled outages, reducing the burden imposed by weeks of pre-planning and days, weeks or months of execution, and minimizing the risks of human error that can cost you irreplaceable data assets.

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StrongLink enlists intelligent data management, powered by StrongLink Autonomous Engines technology, to eliminate stand-alone migration completely. With StrongLink, your policies for data lifecycle management are meshed automatically with real-time storage resource management capabilities to migrate data continuously and with integrated auditability assurance.



*Figure 1. StrongLink migrates files to one or more storage targets based on policy. Files are always accessible in a global namespace during migrations*

#### With StrongLink data migration automation:

- ✓ **Data is always online and synchronized, so there are no scheduled outages required to accomplish data movements**
- ✓ **Data insights are available with a few mouse-clicks that provide visibility for planning and storage optimization**
- ✓ **Policy-driven data management becomes a reality, improving data integrity and business continuity**
- ✓ **Data provenance is enforced with verification and auditability, making compliance with legal and regulatory requirements, including GDPR, achievable**

To the administrator, StrongLink just makes life easier. It works with any data type and across any storage platform. Policies are easy to develop and simple to associate with metadata typically available within file and object systems, or custom user-created metadata. Policies can be extended to manage new data, and actions (such as data moves) can be refined when needed or when new storage technologies are added.

StrongLink isn't artificial intelligence, it is augmented intelligence – an easy-to-use facility that storage administrators can use to help de-clutter their schedules and to increase the amount of work that they are able to accomplish each day. Deployment is a snap and organizations begin realizing benefits right away, as a system, describes and indexes all data hosted on all storage whether on-premises or in clouds. StrongLink's Dynamic Data Mover uses your data lifecycle policies to rationalize and optimize data placement based on your priorities.

The payoff is simple: Reduce complexity and OPEX, while also utilizing storage resources more efficiently. Storage capacity demand is growing at unprecedented levels. This is partly the result of large amounts of new data that are being created annually and also partly because the storage we have is poorly utilized, with 70% or more of available capacity wasted by storing the wrong data on the wrong storage tiers, or by storing data on active storage that belongs in an archive. The real cost of storage, analysts say, is not the acquisition expense, but the administrative costs, which are four to five times the acquisition and deployment costs in annual Total Cost of Ownership models.

With storage gear currently comprising between 33 and 75 percent of IT hardware acquisition costs, and with data growth at ever-increasing levels, you can't afford **not** to do whatever you can to optimize data management so that you gain maximum return on every storage investment you make.

So, whether you are seeking to automate data migration to ease the burden on server and storage administrators, or to reduce costly downtime and potential data loss, or to ensure compliance with legal and regulatory mandates on information governance, or to bend the storage cost curve and to derive the greatest bang for the buck from your storage investments, you need Automated Data Migration capabilities delivered by StrongLink from StrongBox Data Solutions.

**Schedule a free demo today and see first hand why StrongLink has captured the interest of organizations and enterprises large and small!**