

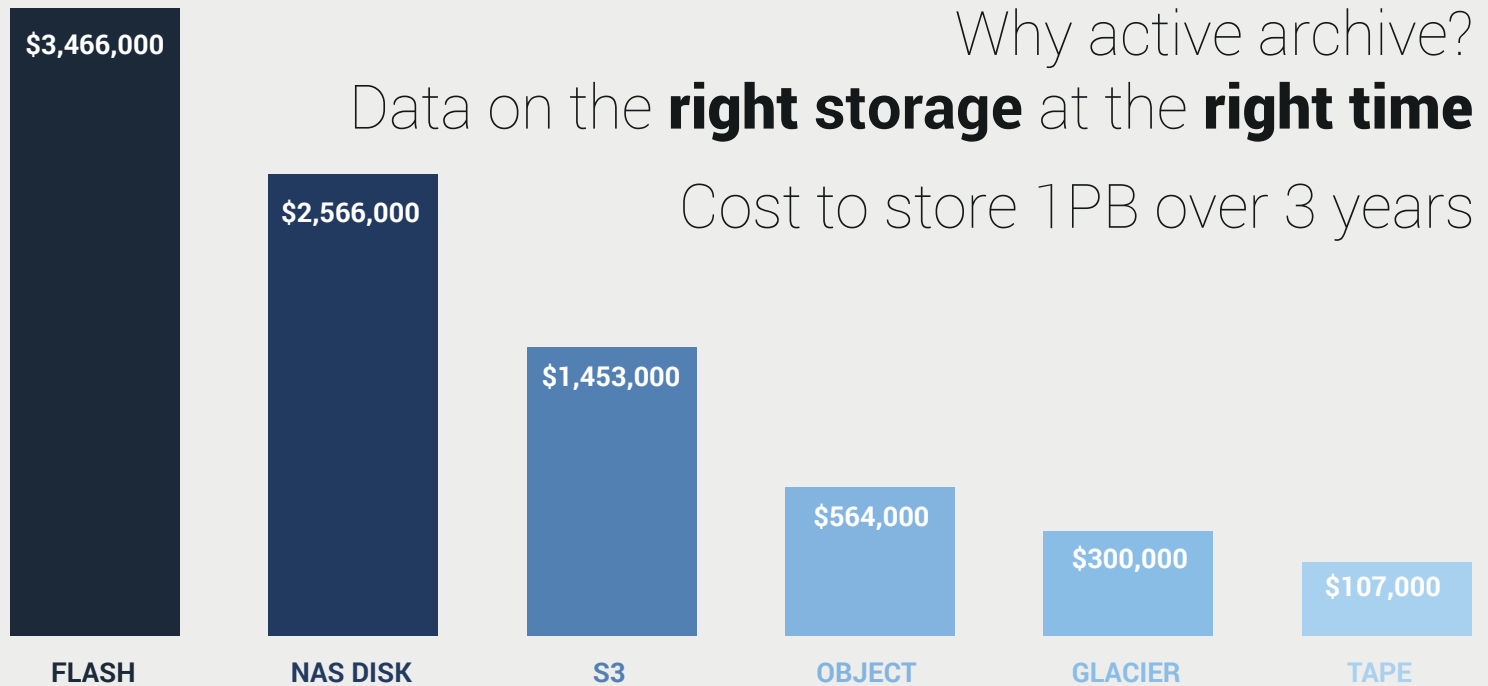
Enterprise data storage has long suffered from the “junk drawer” effect. That is, over time, data of all types from users and applications piles up in shared storage infrastructure creating the technical equivalent of a “junk drawer.” One recent study suggested that over 70% of the data stored on enterprise storage media, which is optimized for data that is accessed and updated with high frequency, is instead data that is suited to lower cost storage, including tape, because its re-reference rates have fallen to near zero. Imagine what it would do to bend the cost curve of storage, one of the most expensive parts of IT infrastructure today, if you could free up 70% or more of the capacity of your most expensive investment asset in IT.

StrongLink provides an automated approach for moving data across multi-vendor arrays, multiple data centers or hybrid/multi-cloud, without interrupting user access.

The need to do a better job of sorting out the storage junk drawer has been understood for at least a decade.

Considerable attention was paid to the problem when analysts noted that the volume of unstructured data – files and objects – created annually had come to exceed the volume of structured (or block) data. Unstructured data accelerated the transformation of storage into junk drawers because of the limited metadata associated with files. Users did a poor job of annotating their files with information about their importance, useful life, regulatory or legal retention requirements, etc. So, data began to amass in an unmanaged way on expensive storage media.

The first strategy for addressing the junk drawer effect was tactical: use data reduction technologies like compression and deduplication to squeeze more bits into the same physical storage space. However, for a number of reasons, this approach only magnified the problem. What was needed was data management, defined as a combination of data hygiene, data copy management, and archive, to rid storage of unnecessary duplicates, needless versions, contraband files, and to move less frequently accessed data into protected repositories that were better suited to their reduced access and update



Sources and assumptions: Includes product price, 3 year support, \$1,000 per month hosting fees, and storage admin costs for non-cloud items. For S3 and Glacier, assumes 10% of data accessed each month out of the cloud.

The challenges to building an effective archive are several. Simply put, archiving is not a simple process of parking older data on cheap media. In fact, it is increasingly the case that archival data remains active – used in data analytics and data mining initiatives long after it is no longer referenced in day-to-day work. This fact may require a different conceptualization of archive, called active archiving, to provide data with the accessibility required in an analytical context.

Other challenges of archive include the expense of building a dedicated archive platform – software and hardware that create difficult-to-manage and difficult-to-access archival silos. Developing an archival repository that spans the sprawling infrastructure of large enterprise organizations with on-premises and cloud-based components is yet another non-trivial technical issue.

Still, the benefits of reclaiming 70% or more of the most expensive flash and disk-based primary storage by archiving less frequently accessed data on a lower cost, capacity rich storage tier are compelling. StrongLink autonomous data management software is the solution to these problems.

StrongLink approaches the active archive challenge in a unique and smart way. StrongLink uses StrongLink Autonomous Engines technology to simplify the creation of an archival repository using existing flash, disk, and/or tape storage resources. Whether this active archive is established on-premises or in cloud-based hosting facilities, StrongLink automates the movement of data from primary storage into the archive transparently and in accordance with your preferred archive policies. That way, the storage junk drawer is eliminated once and for all.

What's more, with StrongLink the archive is no longer a silo. Data in the StrongLink active archive can be accessed directly by authorized applications and end users to conduct analytics operations, for data mining, or to facilitate application testing and development. Using an intelligent data management facility like StrongLink to build an active archive for your organization means that:

- ✓ **You do not need to buy specialized data preservation or archiving software or struggle with proprietary hardware: StrongLink lets you use the technology you already own.**
- ✓ **Your data will be preserved and protected in a manner that is completely auditable and conformant with the most stringent regulatory and legal mandates.**
- ✓ **You can leverage the right storage technology for your requirements, including low-cost tape storage and cloud archival services: common sense, rather than vendor preferences, will guide your archive design.**
- ✓ **You can automate the selection, classification, and migration of data into the active archive repository, dramatically reducing the main hurdle of archiving – ingesting the large quantity of existing data into a highly organized and accessible archival platform.**

To the IT planner and Storage Administrator, active archiving with StrongLink provides a method to reduce annual storage costs by enabling the recovery and reuse of 70% or more of the capacity of your most expensive storage infrastructure. A small investment in the metadata-driven augmented intelligence delivered by StrongLink may eliminate or delay the need to buy new archive infrastructure and to hire additional personnel to operate and oversee its administration. Since StrongLink supports heterogeneous storage hardware and multiple storage protocols, you have enormous flexibility to design the platform that best meets your requirements (and your budget!).

StrongLink provides an automated approach for moving data around infrastructure, whether multi-vendor arrays, multi-data center or hybrid/multi-cloud, without interrupting user access.

Data is automatically processed into a Global Namespace. Then the data is automatically and transparently migrated to the storage targets that you designate in data lifecycle policies.

To be sure, the industry has delivered many ways to build an active archive. By one industry estimate, prices for a 1 petabyte solution range from \$3.5 million for all-flash storage to \$300K for a popular cloud solution to a little more than \$100K for a tape-based solution. With StrongLink, you can choose any hosting platform you prefer, and rest assured that your data can be managed across any platform without the need for additional software.

Schedule a free demo today to get answers to all of your questions and to see, first hand, why StrongLink has captured the interest of organizations and enterprises large and small. www.stronglink.com