



Highlights:

- Provides a comprehensive strategy to efficiently meet the archiving mandate
 - Enables more-effective management of information over time, based on business value and needs
 - Unifies structured and unstructured data archiving through common collection and classification technologies
 - Supports rapid implementation with comprehensive, modular solutions
 - Unites the power and value of IBM software, systems and services
-

The Smart Archive strategy from IBM

IBM's comprehensive, unified, integrated and information-aware archiving strategy

A smarter approach to archiving

Today, almost all processes and information across an enterprise's systems can be made digitally aware and interconnected. And, given the business challenges of a smaller, flatter and more complex world, rethinking what information we store and how our information infrastructures work is a must. That's why IBM is applying its expertise, global scope and creativity to build the information backbone of twenty-first century industries and public institutions.

IBM can help you extract value and gain new intelligence from the volume, variety and velocity of information being created and help you work smarter in locating, collecting, organizing, analyzing and leveraging trusted information. The key is combining an intelligent approach to information archiving with a more dynamic and flexible infrastructure that is secure and optimized for retention capabilities. In other words, IBM can help you build a smart archive strategy.

Volume—Experts estimate that petabytes of new information are being generated daily.

Variety—The majority of new data growth is in unstructured content.

Velocity—The amount of information and the speed of its growth have long surpassed storage capacity and are spiraling out of control.

The “keep everything” model has failed. Archiving is now a mandate!

Traditional approaches of keeping all information are not practical. They result in point solutions littered with duplicate, obsolete and irrelevant information; they consume excess energy; and they drive up storage costs. At the same time, deleting information based on simple parameters such as last usage date is ineffective and risky given the likelihood of accidentally disposing of important information.



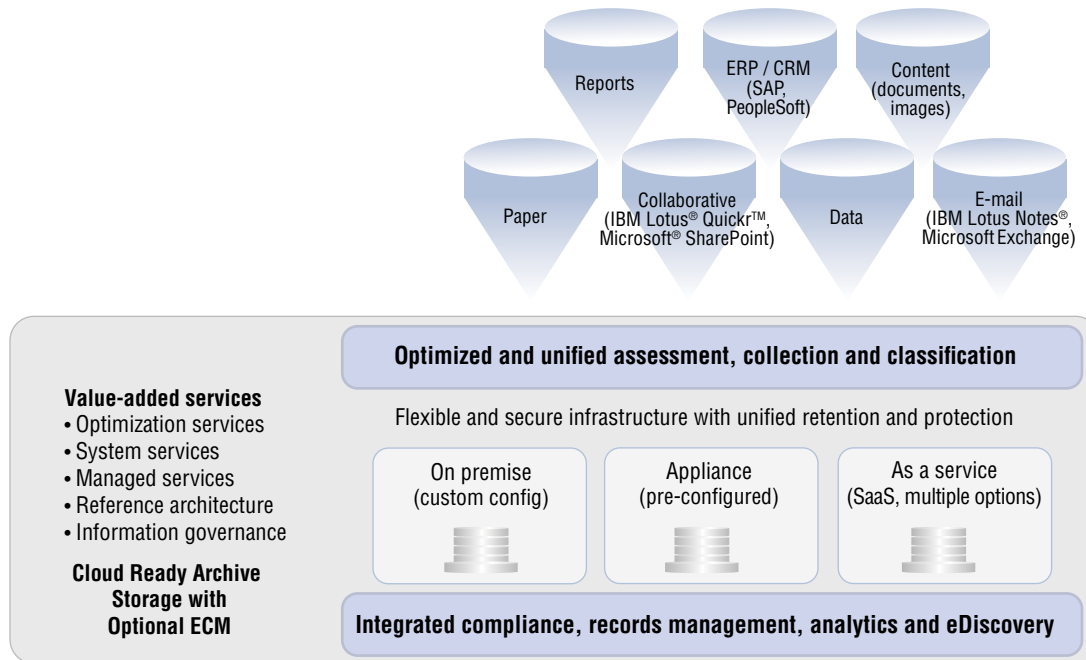


Figure 1: The IBM Smart Archive strategy.

The need for information archiving is rapidly increasing, driven by data growth, legal discovery requirements, regulatory compliance and increasingly complex infrastructures. With these growing requirements surrounding the management and retention of information, organizations are struggling to determine what information they have, what to keep and what to discard. Organizations need a smart archive strategy that achieves the following:

- Understands what information is housed enterprise-wide to make it easier to know, manage, trust and leverage
- Helps ensure that important information is properly retained and protected to support compliance efforts and to help manage risk
- Enables an archiving strategy across the enterprise with a simpler set of interconnected, integrated solutions that are designed to handle most types of data and content from virtually any source
- Reduces costs and complexity, while increasing the flexibility of your information infrastructure

“IBM delivers an archiving solution based on its Smart Archive strategy that not only meets a specific archiving need today, such as email or eDiscovery, but also serves as the foundation for a rich, robust, long-term multipurpose archiving solution. That is in contrast to many of its competitors’ where archives are single purpose such as eDiscovery alone or limited in some way.”

— David Hill, founder, Mesabi Group

Managing information over time based on business value and needs

The Smart Archive strategy from IBM helps you understand the choices you have in archiving solutions with multiple modular yet integrated solutions that provide choice of management and delivery models based on a common information life span and policies. It enables you to decide how you want to manage and access the archived information, without sacrificing the economies of scale and cost benefits of your information infrastructure options. Using information-aware devices, you can maintain consistency in retention and disposition policies, deduplication, migration and long-term preservation of information.

The Smart Archive strategy from IBM provides flexible deployment options such as on-premise solutions, a preloaded archive appliance and a managed archive service in the cloud to match your business needs today and adapt to your needs in the future. It doesn't matter whether the information is paper-based, structured data within enterprise applications or is unstructured content, such as images, documents and emails. The IBM strategy can help you optimize the business value of your information by governing it using a lifecycle that matches its value.

Optimized and unified ingest

You can enable a deeper understanding of what information to archive through discovery- and analytics-based assessment technologies, as well as reduce or eliminate point solution complexity and cost by unifying data and content archiving through common collection (ingest) and classification technologies.

Flexible and secure infrastructure

Cost-optimized retention is possible with the help of a unified, flexible, secure and policy-aware infrastructure. It's essential to build an infrastructure that allows you to easily set and enforce policies, protect the integrity of business records with enhanced security, and support business continuity and resiliency, while optimizing and streamlining archiving and storage management.

The benefits of a Smart Archive strategy

Reduce IT costs: Simplify the archiving infrastructure and reduce overall storage and power needs, as well as administrative requirements, with the help of integrated appliances and multiple delivery options

Improve performance: Intelligently move inactive or infrequently accessed content, helping improve system and process efficiency and user productivity

Support consistent, defensible compliance and governance: Proactively manage compliance related information over its life span with optimized information management capabilities

Optimize legal discovery: Reduce discovery costs and enhance response capabilities by providing authorized legal staff quick access to and analysis of case-relevant information

Integrated software supporting compliance, records, analytics and eDiscovery

You can reduce risk, respond more quickly to legal inquiries, establish trust and leverage information using integrated tools designed to enhance your compliance, analytics, records management and eDiscovery capabilities. You can also help ensure compliance by managing all records throughout their life span, regardless of type, media or storage location, thus helping improve record authenticity, reliability, integrity and usability. In addition, you can leverage the industry's only policy system that links legal obligations and specific business value to information assets for precision compliance, reducing risk as well as discovery and information costs. Finally, you can collect, hold, manage, assess and intelligently cull collected electronic information to lower eDiscovery response costs and to form early case strategies.

Helping enable rapid implementation with comprehensive, modular solutions

IBM has combined some of its leading software, systems and services capabilities to create flexible, preintegrated, preconfigured and information-aware solutions for archiving that can start delivering value almost immediately. We can help you speed time to value and simplify your environment through multiple modular yet integrated solutions, including a choice of management and delivery models based on common information life span and policies.

A leading archiving and eDiscovery solution, the Information Archive for Email, Files and eDiscovery offering from IBM is an example of a solution that you can implement using the Smart Archive strategy. This offering delivers comprehensive archiving and eDiscovery capabilities for email and files that can be easily expandable to other content types. Because it is preinstalled and preconfigured on IBM System x[®] servers, IBM Information Archive for Email, Files and eDiscovery can help accelerate the implementation of a full archiving and eDiscovery solution. The solution leverages IBM's experience and best practices in customer archiving deployments, helping simplify implementation and speed time to value. It is built on a highly scalable, security-rich and high-performance infrastructure, with the flexibility to meet multiple requirements in a single solution. Overall, it can improve your ability to locate, collect, archive, organize, retain, analyze and leverage trusted information from across the organization.

IBM offers specific solutions addressing the following needs:

Optimized and unified ingest capabilities

- IBM Content Analytics for Assessment software
- IBM Content Collector family of offerings, supporting multiple information types—including email, files and Microsoft SharePoint—as well as SAP data and document archiving, SAP content-enabling, and complementary process management for SAP—in a modular, extensible platform
- IBM InfoSphere™ Optim™ Data Growth Solution, together with IBM Content Collector family, provides expanded capabilities to unify structured and unstructured data archiving
- IBM Classification Module software
- IBM InfoSphere Discovery with InfoSphere Optim Data Growth Solution software

Flexible and secure infrastructure

- IBM ECM repositories
- IBM Information Archive
- IBM Information Archive for Email, Files and eDiscovery
- IBM and Business Partner cloud offerings
- IBM Global Technology Services – Storage and Archive Services

Integrated compliance, records, analytics and eDiscovery

- IBM Enterprise Records software
- IBM eDiscovery Manager and eDiscovery Analyzer software
- PSS Atlas (an IBM company) solutions for legal and information lifecycle governance
- IBM Content Collector Discovery Analytics

Case study: BB&T

BB&T is one of the largest financial holding companies in the United States, with more than 30,000 employees and approximately 1,800 locations in 12 states and Washington, D.C. The full-service financial institution offers a wide range of consumer and commercial banking, securities brokerage, asset management, mortgage and insurance services. BB&T selected an IBM Smart Archive solution to help it migrate regulatory-required data from the infrastructure of an acquired bank. The data was spread across the acquired bank's infrastructure and included Microsoft® Exchange Servers, Microsoft SharePoint, file servers, enterprise applications, and approximately 6,000 desktops.

“Working with IBM, we were able to successfully migrate 35 TB of critical data and 200 million objects. The data needed to be moved into BB&T’s infrastructure to comply with regulations, and this needed to happen in a very tight time frame. The IBM Smart Archive solution, coupled with strong IBM subject matter expertise support, allowed us to meet our aggressive schedule for moving the data. Not meeting the deadline would have meant additional costs for BB&T that ranged in the millions of dollars.”

— Paul Johnson, CIO, BB&T

Supporting a wider range of capabilities with IBM Business Partner solutions

IBM Business Partners worldwide are collaborating with IBM to build solutions based on the Smart Archive strategy. For example IBM Business Partner Lighthouse helped Babcock Power, Inc., a global, multiproduct, energy and environmental services and systems enterprise, to implement an effective archiving system.

“We are a satisfied customer that utilizes an IBM solution implemented by Lighthouse Computer Services to help us store, control and locate critical data in our electronic storage systems.”

— Keith Taylor, director of IT operations, Babcock Power, Inc.

Case study: Keystone Distribution UK Ltd.

Keystone Distribution UK Ltd., a leading food services supplier that primarily serves McDonald’s restaurants, is using the IBM Smart Archive strategy to manage and automate the flow of archived information and to reduce paper costs. Keystone distributes a broad range of products, from beverages to french fries and cleaning supplies.

Keystone Distribution has a high volume of email traffic with its customers, which needs to be retained to comply with its corporate governance standards. Increasing volumes were creating untenable growth in email storage requirements.

“Thanks to IBM and IBM Business Partner Portal Partnership, we now have a platform that has reduced our storage requirements, consolidated and simplified our email architecture, and provided a reliable, streamlined solution for compliance and legal discovery.”

— Declan McGuire, director of supply chain and information systems, Keystone Distribution

Why IBM?

Given the increasing volume, variety and velocity of content, robust archiving capabilities are growing in importance for cost-effective and compliant content management. To get the best return on your archiving investments, it's important to consider the big picture and whether or not the approach you choose today will be able support business needs in the future.

IBM understands the evolving complexities related to archiving challenges, and we're applying our broad expertise and leading technologies to help provide optimal strategies and solutions. Why keep searching for multiple vendors to duplicate what a single, global, comprehensive solution from a trusted provider can do for your organization? Insist on an exceptional archiving strategy from an industry leader. The IBM approach to archiving combines services, software and storage capabilities to create some of the most comprehensive archiving solutions in the industry.

Our solutions can include IBM software, storage and services that can help companies, make better decisions, faster. Our Smart Archive portfolio helps businesses manage unstructured and structured information, optimize business processes and address complex compliance requirements. Moreover, you can combine our capabilities to support an information agenda—the IBM approach to using information as a strategic asset through better business and IT alignment.

For more information

To learn more about the Smart Archive strategy from IBM and how its associated solutions can help your company make better decisions, faster, contact your IBM sales representative or IBM Business Partner, or visit:

ibm.com/software/data/smart-archive



© Copyright IBM Corporation 2010

IBM Corporation
Software Group
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
December 2010
All Rights Reserved

IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Microsoft is a trademark of Microsoft Corporation in the United States, other countries, or both.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

The information contained in this documentation is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this documentation, it is provided "as is" without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this documentation or any other documentation. Nothing contained in this documentation is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

Each IBM customer is responsible for ensuring its own compliance with legal requirements. It is the customer's sole responsibility to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the customer may need to take to comply with such laws. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the customer is in compliance with any law.

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.



Please Recycle