

Archiving solutions
To support your business objectives



A smarter approach to archiving.

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



Today, almost anything 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.



Leveraging new intelligence from a dynamic infrastructure

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 has long surpassed storage capacity and is 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 like last usage date is ineffective and risky given the likelihood of accidentally disposing of important information.

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 retention of information, organizations are struggling to determine what

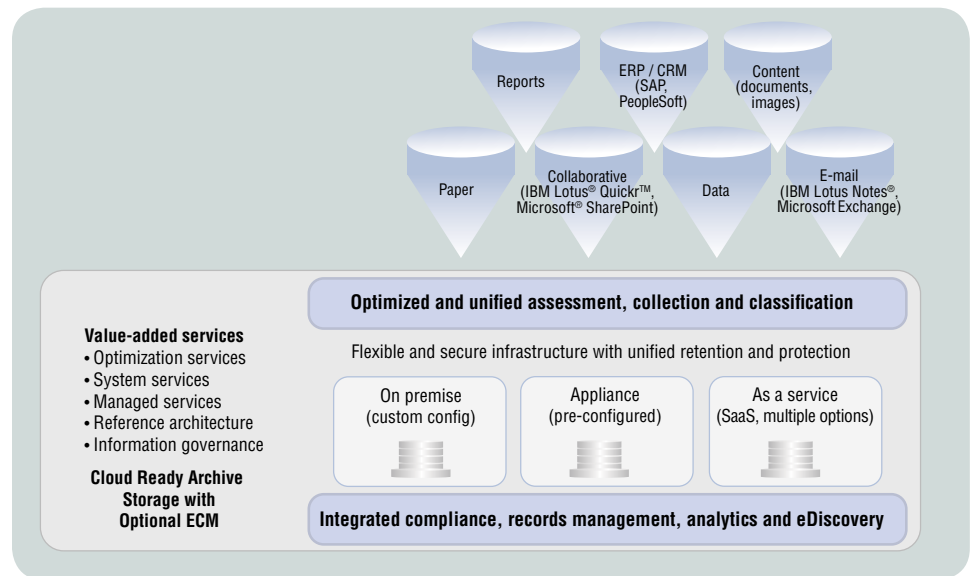


Figure 1: The IBM Smart Archive strategy

information they have, what to keep and what to discard. Organizations need a smart archive strategy that:

- Understands what information is housed enterprise-wide to make it easier to know, manage, trust and leverage.
- Ensures that important information is properly retained and protected to support compliance efforts and help reduce risk.
- Reduces costs and complexity while increasing flexibility of your information infrastructure.

Manage information over time based on business value and needs

The IBM Smart Archive strategy 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 lifespan 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, de-duplication, migration and long-term preservation of information.

The IBM Smart Archive strategy provides flexible deployment options like on-premise solutions, a preloaded archive appliance or 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 or is unstructured content, images, documents or e-mails. You can optimize the business value of your information by governing it using a common lifespan based on that value.

Optimized and unified ingest

Enable a deeper understanding of what information to archive through discovery- and analytics-based assessment technologies. 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.

Integrated software supporting compliance, records, analytics and eDiscovery

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. Help ensure compliance by managing all records throughout their lifespan, regardless of type, media or storage location, thus helping improve record authenticity, reliability, integrity and usability. You can also collect, hold, manage, assess and intelligently cull collected electronic information to lower eDiscovery response costs and to form early case strategies.

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:** Eliminate unnecessary junk content, helping improve system and process efficiency and productivity.
- **Support consistent, defensible compliance and governance:** Optimized information management capabilities help you proactively manage compliance related information over its lifespan.
- **Optimize legal discovery:** Reduce discovery costs and legal fees and enhance response capabilities by providing authorized legal staff quick access to and analysis of case-relevant information.



IBM offers specific solutions that are comprehensive, unified, and modular to quickly get started

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 lifespan and policies. We offer specific solutions addressing the following needs:

Optimized and unified ingest capabilities

- IBM InfoSphere™ Content Assessment software
- IBM InfoSphere Content Collector family of offerings, including integration with IBM Optim™ Data Growth Solution software
- IBM InfoSphere Classification Module software
- IBM InfoSphere Discovery with Optim Data Growth Solution software

Flexible and secure infrastructure

- IBM enterprise content management (ECM) repositories
- IBM Information Archive solution
- IBM Managed Information Archive Cloud Services
- IBM Global Technology Services – Storage and Archive Services

Integrated compliance, records, analytics and eDiscovery

- IBM InfoSphere Enterprise Records software
- IBM InfoSphere eDiscovery Manager and eDiscovery Analyzer software

For more information

To learn more about a smart archive strategy from IBM and how the 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 2009

IBM Corporation
Software Group
3565 Harbor Boulevard
Costa Mesa, CA 92626-1420
U.S.A.

Produced in the United States of America
October 2009
All Rights Reserved

IBM, the IBM logo, and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. 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.

Other company, product, or service names may be trademarks or service marks of others.

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.

