

Welcome to “Get More from your archived information” Web Seminar



Information Archive

Laura DuBois

Program Vice President, Storage Software

June 2011

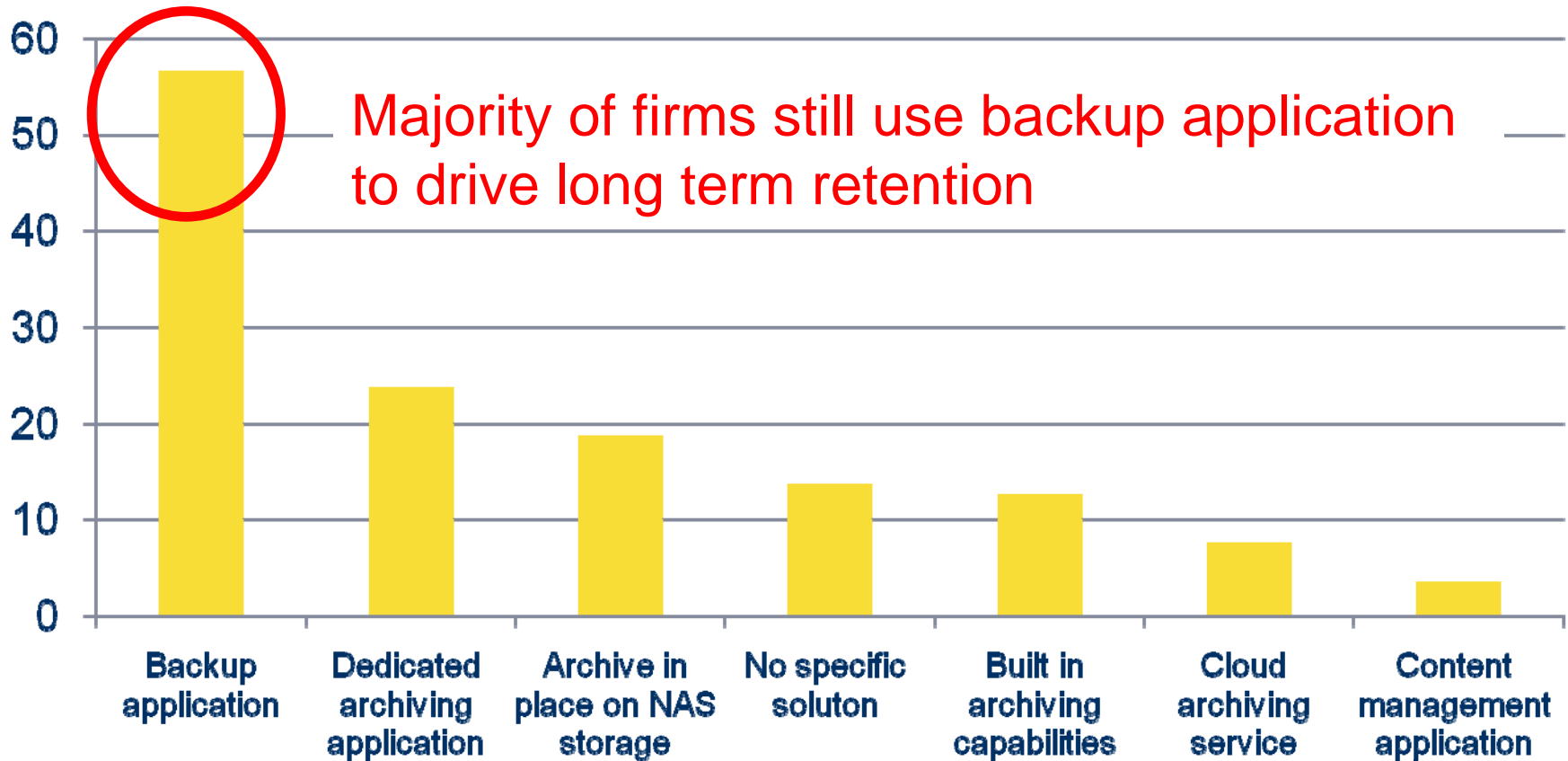
Polling Question #1

Q1. Why are you interested in archiving your data?

WE NEED TO.....

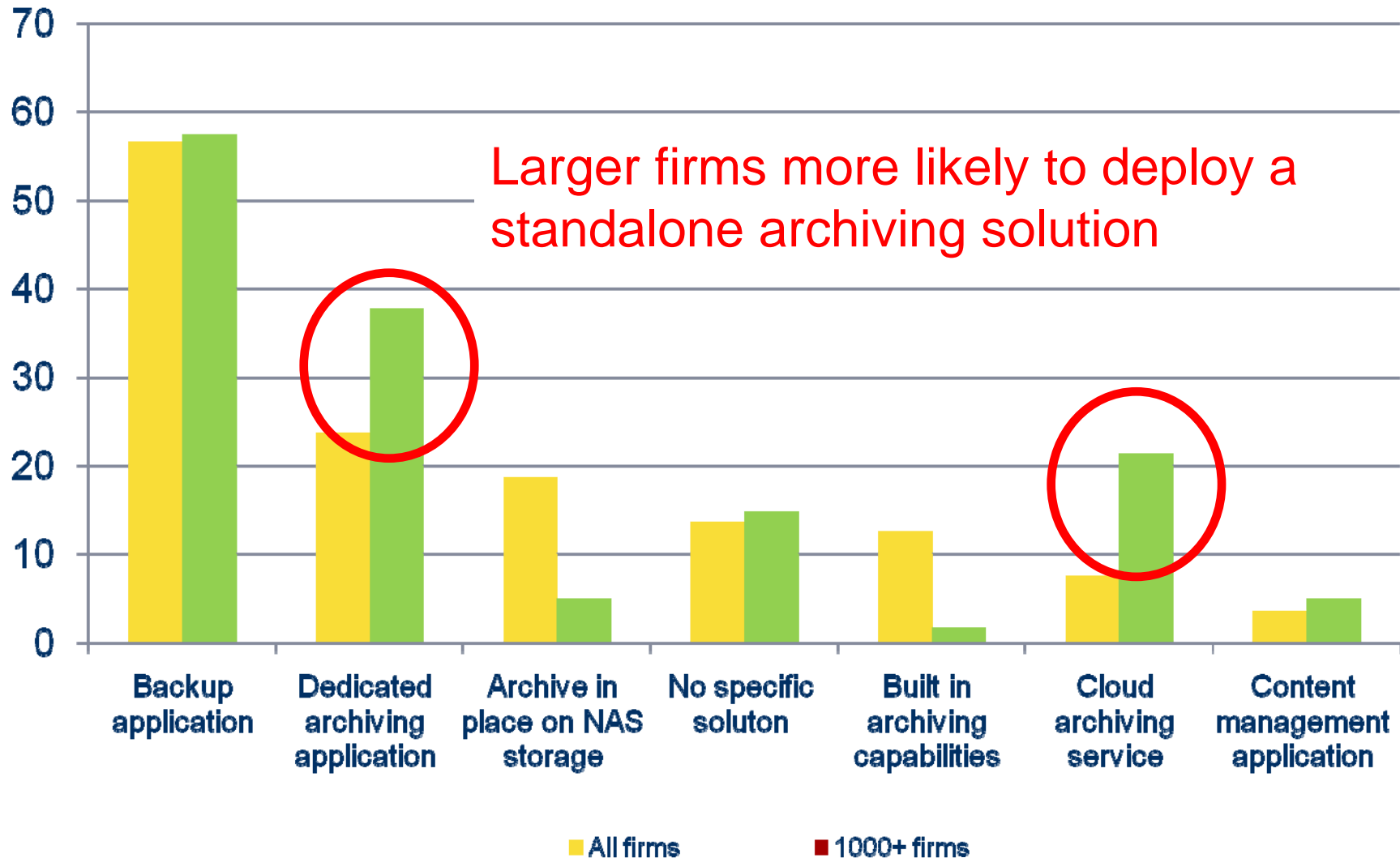
- Reduce overhead on production server(s)
- Decrease our backup windows
- Reduce primary disk storage costs
- Streamline legal preservation and discovery requests
- Ensure records are retained for set periods
- Retire specific applications but ensuring record access

Approach for Storing Records/Data which Must be Retained for Multiple Years



Source: IDC Archiving QuickPoll January 2011, n=198

Archiving Methodologies for Large Firms





Business Drivers

- Records retention
- Audit & discovery events
- Data reuse

Technology Drivers

- Reduce IT costs
- Improve disaster recovery
- Improve performance
- Application migrations

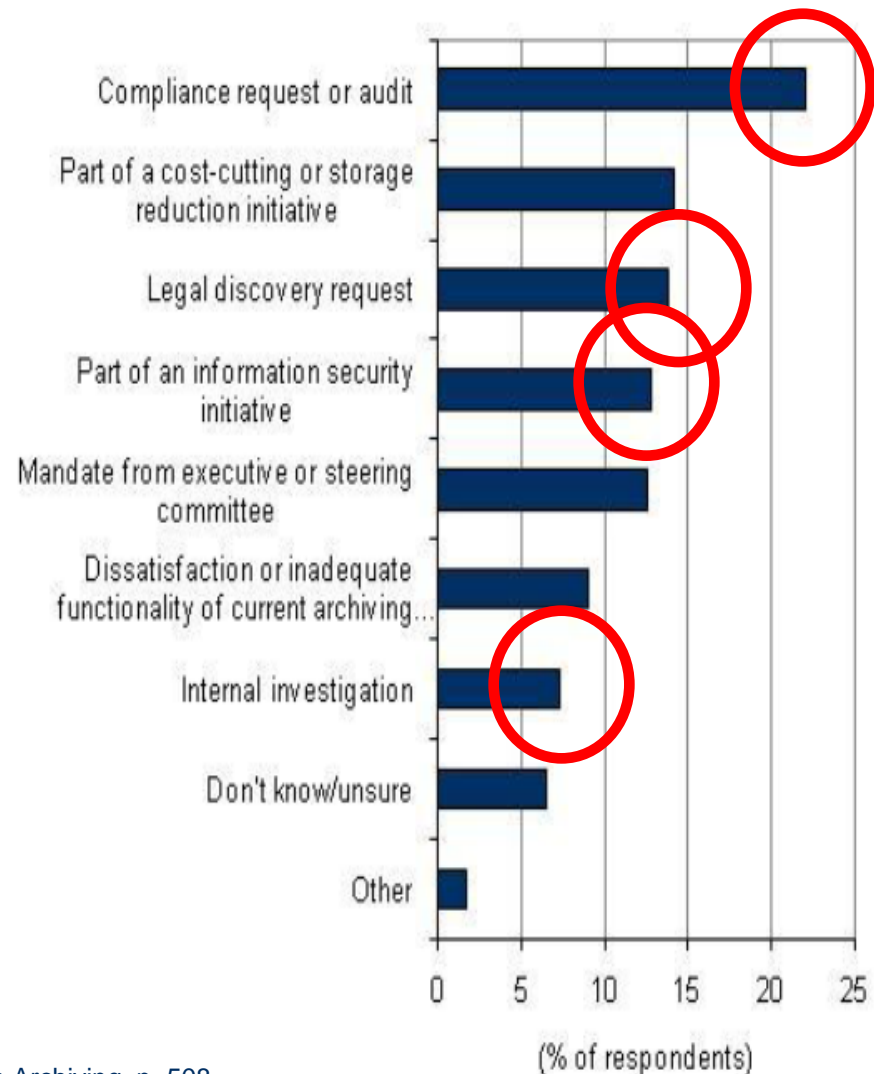


Archiving Investments Heavily Influenced by Business Drivers

- 60% indicated their most recent archiving purchase was fueled by a business factor
- Storage efficiency, compressing storage budgets and recession have increased focus on cost cutting benefits
- Component of data in most data centers, not labeled archive but fixed in nature and not able to be deleted

Driver for Most Recent Archive Purchase

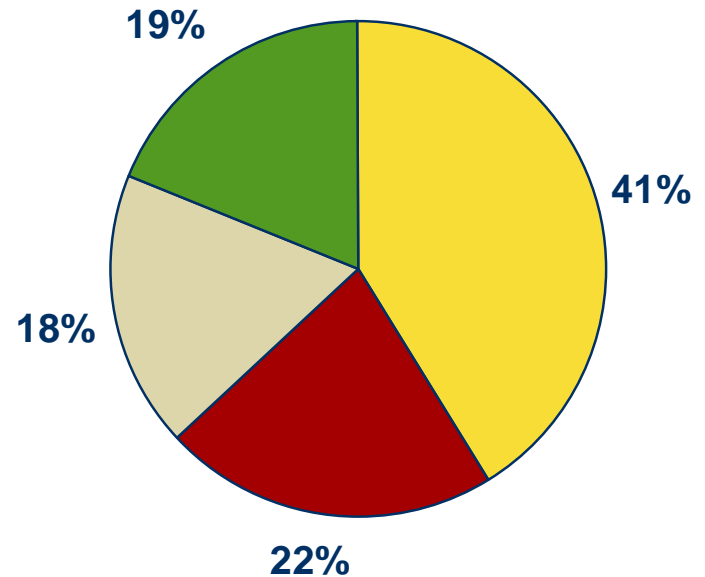
Q. What event drove you to invest in your most recent active archiving application?



The Information Rot Problem....

- Driving up storage costs
- Making migrations/tech refreshes longer
- Increasing storage and percent of overall IT budget
- Exacerbating the backup window challenge
- Increasing management overhead
- Reducing performance on production systems

What percent of your organization's fixed content is currently:



- Active...frequently accessed
- Active...not frequently accessed
- Inactive or Obsolete
- Don't know

Sources: IDC Active Archiving, n=508,

Archiving – Software or Service

- Content aware, leverages a full content index
- Policies based on metadata and content
- Include options for eDiscovery, search and compliance
- Supports mix of unstructured content
- Provides SIS, look for solutions that SIS across content types
- Archive targets provide block level deduplication

Tiering – File-based based

- Feature of CFS or file-based storage systems
- Leverages metadata only
- Policies based on metadata only
- No options for eDiscovery, search and compliance
- Supports only file system archiving
- File-based storage target may provide deduplication

Polling Question #2

Q2. What type of content do you need to archive?

WE NEED TO ARCHIVE.....

- File systems/File data
- Structured application data
- Messaging/Email data
- SharePoint content/sites
- Rich media content – video/voice/images
- Other?

Content Requiring Archiving Continues to Expand



Factors Influencing Archiving Decisions and Planning

Role of Cloud/SaaS services

Content to archive

Approach to message archiving

Impact on users

Policy development

Buy in from stakeholder & training

Scalability benchmarks

Performance; search results

Planning/expectation setting

Integrated solutions





IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide.



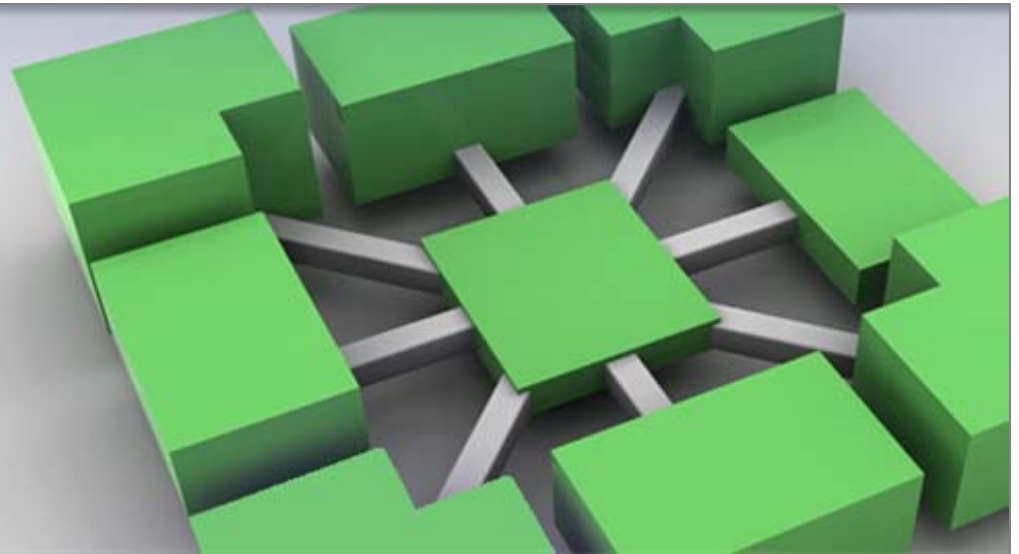
IDC
5 Speen Street
Framingham, MA 01701
+1.508.872.8200

IBM Smart Archive Strategy and IBM Information Archive

Craig Butler

June 8 2011, Business Line Executive,
Storage Archive /Data Protection and
Retention group cnbutler@us.ibm.com

Data center
efficiency **redefined**



The information governance problem

3.5%

Percentage of revenues spent on information management

44x

Projected information growth, 2009-2020³

\$3M

Average cost to collect, cull and review information per legal case¹

70%

Portion of information unnecessarily retained²

98%

Companies that cite defensible disposal as key result of governance programs

22%

Companies that can defensibly dispose today

Sources: 3. [IDC Digital Universe Study, May 2010](#)

Sources: 1 [Litigation Cost Survey of Major Companies, 2010](#) (from [Conference on Civil Litigation, Duke Law School, May 2010](#)). 2 Industry estimates

Source: [CGOC Benchmark Report on Information Governance, October 2010](#)

A Global Insurer's Perspective ... Information Rabbits

User controlled information proliferates faster than rabbits



SOLVED
Reduced Email
Storage by 80%



Original Email
 and
 Attachment

Forwarded,
 copied and
 stored by
 users on
 average **12**
 times



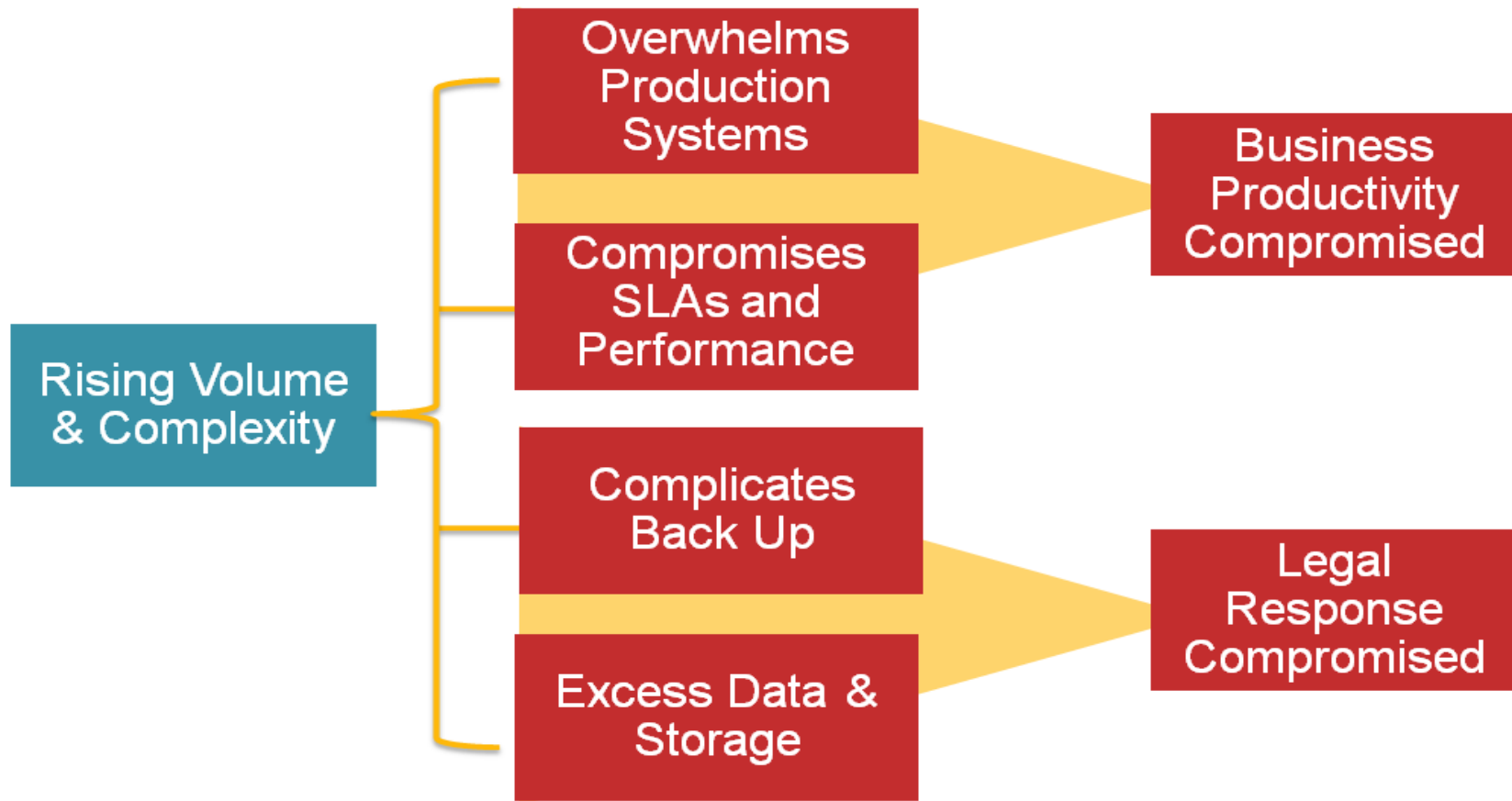
Backed-up multiple
 times (daily, weekly,
 monthly) to create as
 many as **121** copies ...
 not indexed or
 searchable



- Slows down production systems
- Increases storage and eDiscovery costs
- Creates litigation risks

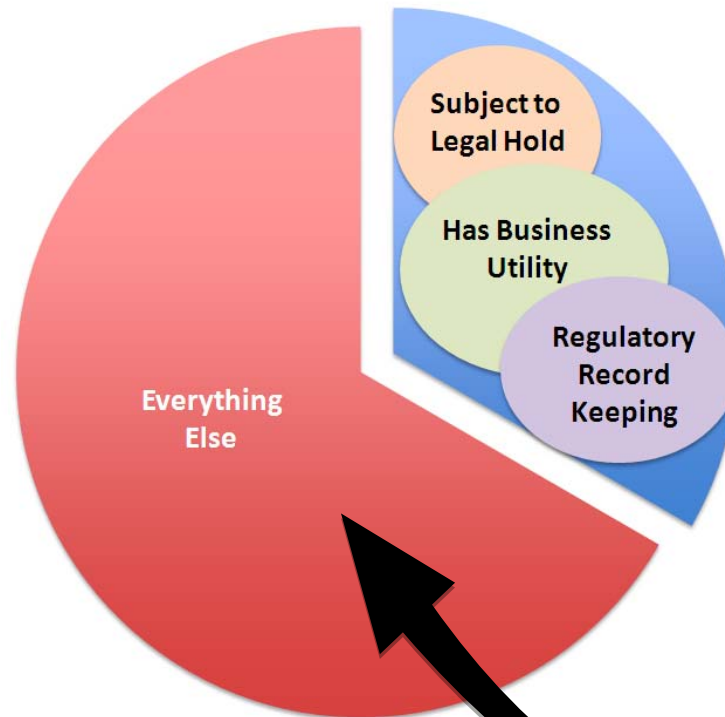
- Not adequate for archiving or eDiscovery
- Longer backup and restore times
- Increases power and space requirements
- Significantly magnifies legal risks and costs
- Propagates “keep everything forever” models

Operational Impact on IT and Its Customers



Simple Logic

- If you know what you need to preserve for litigation and regulation
- And you know what you need to keep for its business value (and for how long)
- Then you can throw everything else away.

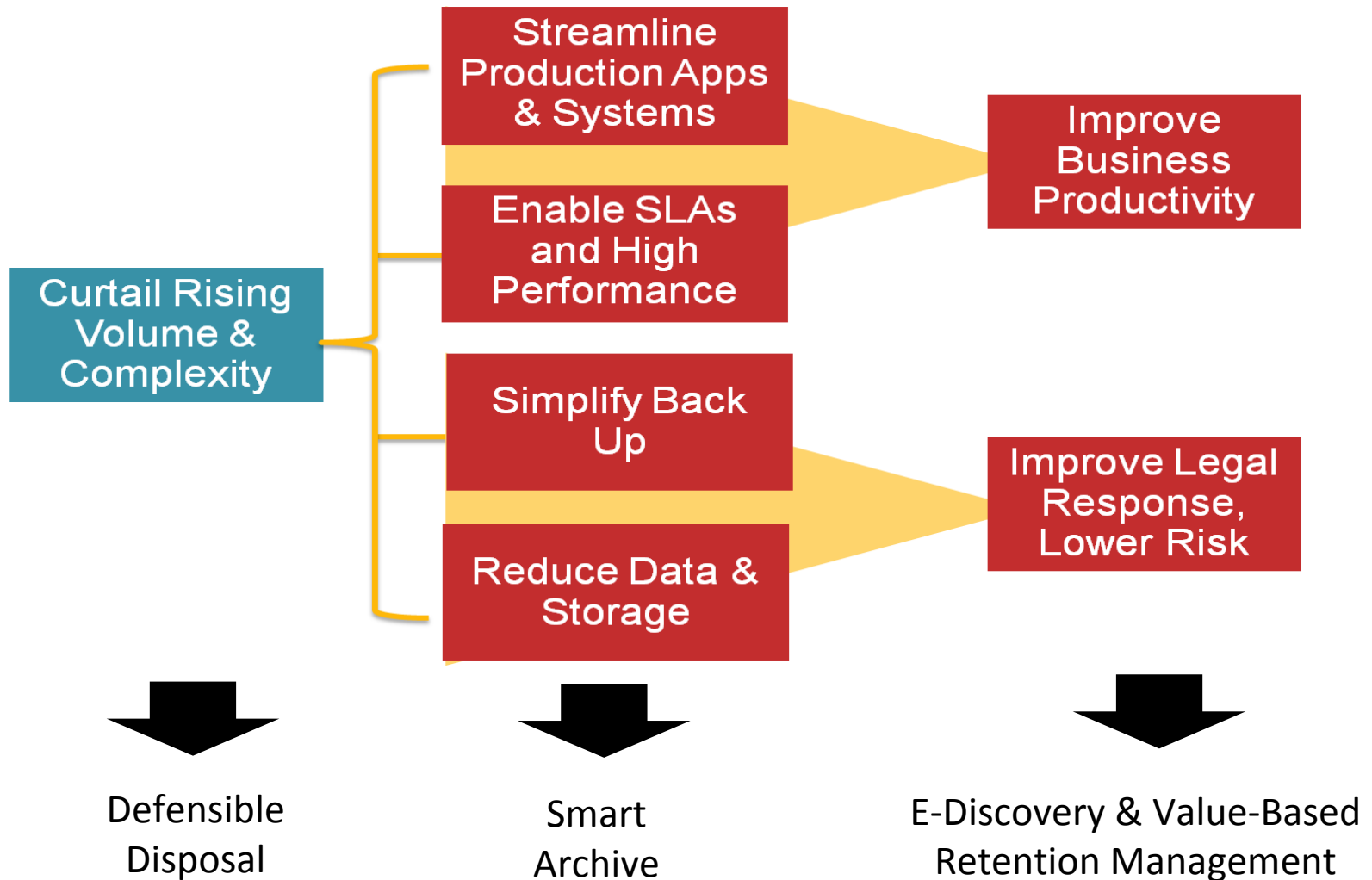


If you can't determine specific value and legal duty, you must:

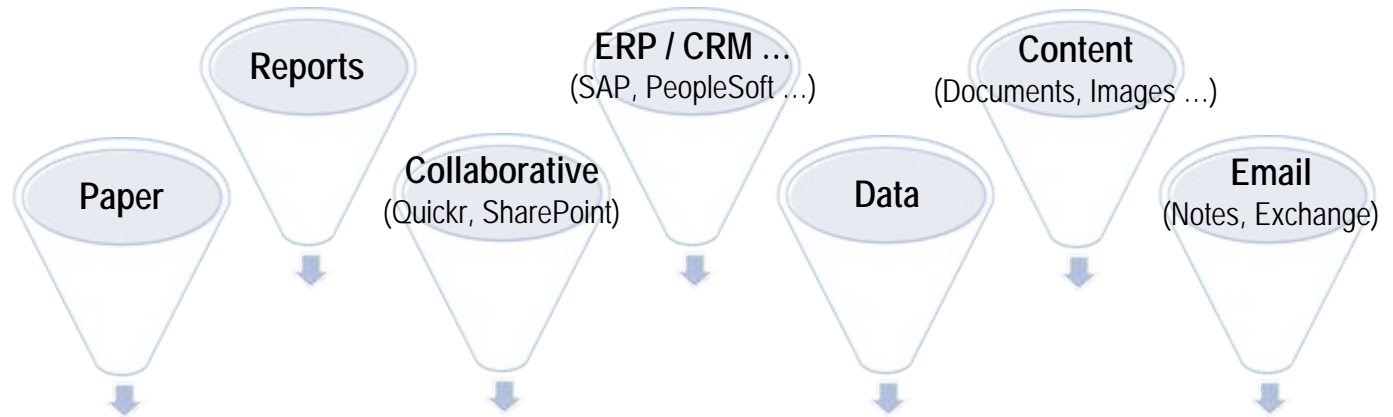
- ✓ Manage everything as if of value
- ✓ Guess if you're in compliance
- ✓ Spend too much to manage unnecessary data
- ✓ Spend too much to preserve and produce it unnecessarily

IBM Addresses Volume & Complexity

Reduce Volume, Increase Efficiency for IT, Legal & Business Users



IBM's Smart Archive Strategy



Optimized and Unified Assessment, Collection and Classification

Value Added Services

- Optimization Services
- System Services
- Managed Services
- Reference Architecture
- Information Governance

**Cloud Ready
Archive Storage with
Optional ECM**

**Flexible and Secure Infrastructure with
Unified Retention and Protection**

On Premise
(Custom Config)



Appliance
(Pre-Config)



As A Service
(SaaS, Multiple Options)



Integrated Compliance, Records Management, Analytics and eDiscovery

What is IBM Information Archive?

Simple, flexible and powerful archiving solution

- Fully integrated archiving solution
 - Reduce storage costs
 - Simplify storage environments
 - Help enable compliance
 - Lower TCO by allowing use of mixed media (disk and tape) and extreme storage capacities.
- Stores information in collections (virtual archives)
 - Collections provide flexibility and match to archiving applications
 - Configured to different retention policies, protection levels, and indexing choices



IBM Innovation Drives a Complete Smart Archive strategy Solution

Software

- Linking a deeper understanding of information to the infrastructure through discovery and content assessment analytics
- Unified content and data archiving through common collection and classification technologies with integrated records management and eDiscovery analytics

Systems

- Choice of management models at both information and storage layers including de-duplication and retention with policy harmony and enhanced tamper protection capabilities

Services

- Choice of pre-integrated and pre-configured delivery options including traditional on-premise software, preconfigured appliance, software-as-a-service, cloud ready and hybrid options
- Complete value added services from policy development through business and storage optimization

IBM Content Collection and Archiving Solutions

A family of Content Collection and Archiving offerings and partner solutions based on a modular, extensible architecture that enables organizations to gain control of information growth to better manage, trust and leverage information

- Reduce storage costs
- Improve production system and backup performance
- Reduce litigation costs and risks

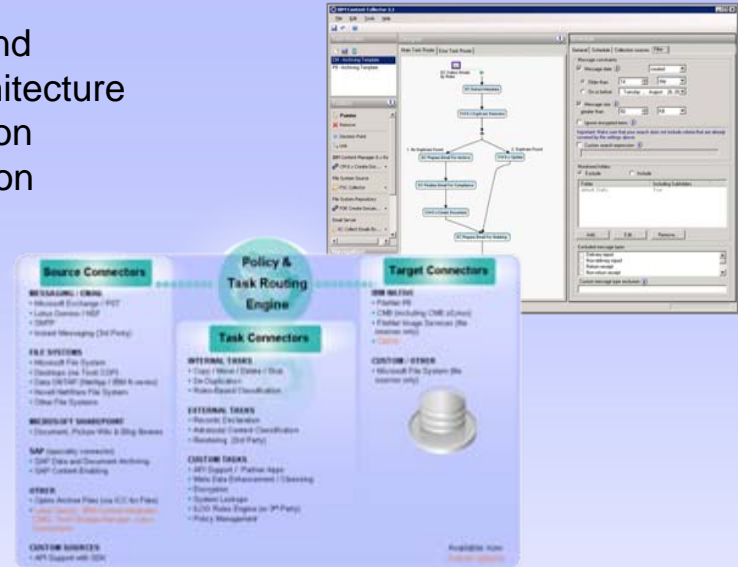
IBM Content Collector for Email



IBM Content Collector for File Systems

IBM Content Collector for Microsoft SharePoint

IBM Content Collector for SAP



More than email

Assess, monitor, identify, and **collect** virtually all content types from all locations including “content in the wild” and existing silo systems

More than archiving

Enhance by tasking, filtering, transforming, extracting meta data, customizing and more, including multiple classification options

More than an isolated solution

Manage content as part of ECM platform (not a silo) to activate content, establish trust and unlock value

Flexible Data and Content Archiving options with Optim Data Growth and ECM

Specialty Connectors that Go Beyond SAP Archiving and Document Enabling



IBM Information Archive for Email, Files, and eDiscovery – end-to-end, simplified solution



IBM Smart Archive strategy – Market Momentum

“IBM's Smart Archive strategy provides the underpinning for archiving a breadth of different content from email to files to application data, providing gains in both IT and operational efficiency as well streamlining legal eDiscovery and regulatory mandates.”

Laura Dubois, IDC, June 2011

IBM Information Archive – Customer Momentum

Simple, flexible and powerful archiving solution

A bank in Latin America was able to eliminate the need of two separate storage platforms, manage its growing data cost effectively and protect data for a long period of time in a non-erasable, non-rewritable format by archiving critical business information into an IBM Information Archive.

A global logistics company achieved greater flexibility, better performance and a more stable environment -- resulting in increased efficiency and lower TCO.

A public education bureau achieved a compliant repository suitable for all data types.

A chamber of commerce achieved an archiving solution with disaster recovery capability and the ability to retain information according to industry mandates.

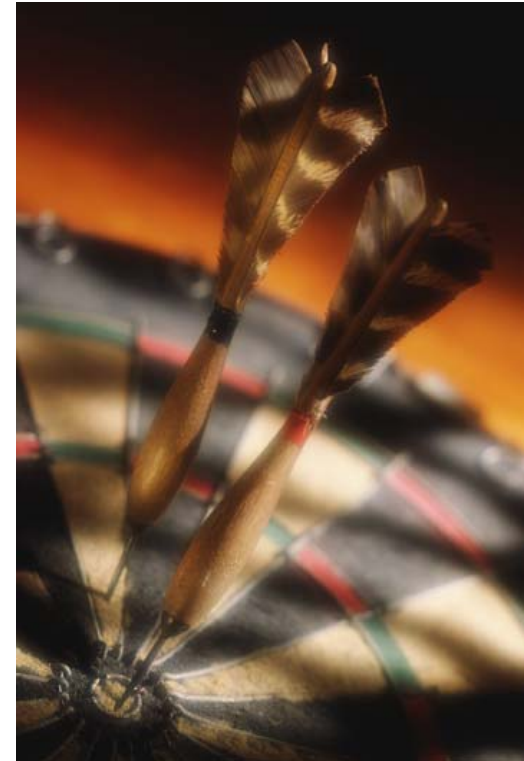
Why IBM?

IBM now delivers the industry's most **comprehensive** set of specific solutions in a **unified, integrated** and **coherent** information aware **strategy** that maximizes value.

IBM and IBM Business Partners can help organizations develop a **Defensible Disposal** and **Smart Archive strategy** that **leverages information** and **optimizes the infrastructure**

Specifically IBM and IBM Business Partners can help with:

-
- Reducing cost and complexity of point solutions
 - Supporting a smarter way to locate, collect, organize, assess, analyze, trust and leverage information
 - Offering cost effective, long-term information retention options
 - Providing a choice of management and delivery models
 - Effective management of risk and compliance
 - Reducing the risk of litigation exposure



Trademarks and Legal Disclaimers

Microsoft, Windows, Windows NT, and the Windows logo are trademarks 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. Information is provided "AS IS" without warranty of any kind.

The 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.

Information concerning non-IBM products was obtained from a supplier of these products, published announcement material, or other publicly available sources and does not constitute an endorsement of such products by IBM. Sources for non-IBM list prices and performance numbers are taken from publicly available information, including vendor announcements and vendor worldwide homepages. IBM has not tested these products and cannot confirm the accuracy of performance, capability, or any other claims related to non-IBM products. Questions on the capability of non-IBM products should be addressed to the supplier of those products.

All statements regarding IBM future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Some information addresses anticipated future capabilities. Such information is not intended as a definitive statement of a commitment to specific levels of performance, function or delivery schedules with respect to any future products. Such commitments are only made in IBM product announcements. The information is presented here to communicate IBM's current investment and development activities as a good faith effort to help with our customers' future planning.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput or performance improvements equivalent to the ratios stated here.

Photographs shown may be engineering prototypes. Changes may be incorporated in production models.

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.

© IBM Corporation 1994-2011. All rights reserved.

References in this document to IBM products or services do not imply that IBM intends to make them available in every country.

Trademarks of International Business Machines Corporation in the United States, other countries, or both can be found on the World Wide Web at <http://www.ibm.com/legal/copytrade.shtml>.

Questions?

Thank You