

IBM Smart Archive

Vision and Strategy

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INFORMATION-LED
TRANSFORMATION

LEAD
THE WAY



Today's Agenda

- **The Imperative to Build a Smarter Archive Strategy**
 - Information Explosion
 - Information and Infrastructure Chaos
 - Archiving is No Longer an Option
- **IBM Smart Archive Strategy**
- **Existing and New Solutions Being Announced**
- **Clients who support the IBM Smart Archive Approach**
- **Why IBM**



Growth for People and Databases - Similarities

- People: **Without a proper diet and regular exercise routine, people tend to perform more slowly.**
- Databases: **Without maintaining capacity controls on your database, its processing slows down.**



- People: **Weight gain requires people to invest in a new wardrobe.**
- Databases: **Database growth requires organizations to purchase new storage.**



- People: **Gaining weight can lead to health risks.**
- Databases: **Increasing in size can lead to Discovery and Compliance risks.**



Information Explosion

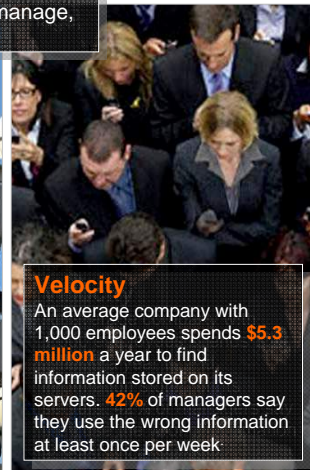
Information Week Survey:
70% say Regulations drive up storage demands, businesses realizing they **must** classify, manage, delete data - not just keep adding storage



Volume
 Every day, **15 petabytes** of new information are being generated. By 2010, the amount of digital information will grow to 988 exabytes



Variety
80% of new data growth is unstructured content, generated largely by email, with increasing contribution by documents, images, and video and audio.



Velocity
 An average company with 1,000 employees spends **\$5.3 million** a year to find information stored on its servers. **42%** of managers say they use the wrong information at least once per week



Valued information is buried beneath too much unnecessary information
(over-retained, duplicated, irrelevant)

The keep
everything
forever model
has failed

No information visibility:
to unlock what, why,
where in a trusted
accurate manner

Runaway storage and
infrastructure costs,
with power, space and
budget challenges

Inability to produce
critical information under
difficult scenarios and
deadlines



No Longer an Option ... Archiving is Now a **Mandate** ...
Requiring a Smarter Approach Beyond Point Solution
Limitations and Costs

I need to understand
what I have and why
... to make it easier
to manage, archive,
trust and leverage

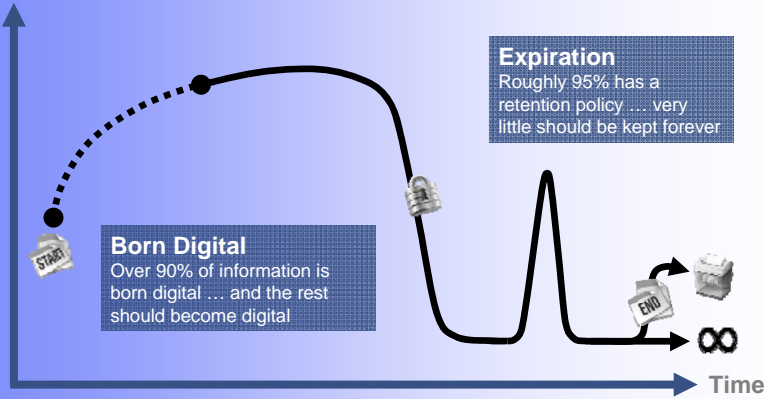
I need to reduce my
costs, decrease
complexity while
increasing flexibility

I still need to
comply, govern and
produce information
... and I need better
overall protection



Information Has a Lifespan Requiring Disposition

Frequency of Access and Use



Born Digital
Over 90% of information is born digital ... and the rest should become digital

Expiration
Roughly 95% has a retention policy ... very little should be kept forever



Information Rabbits

User controlled information proliferates faster than



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

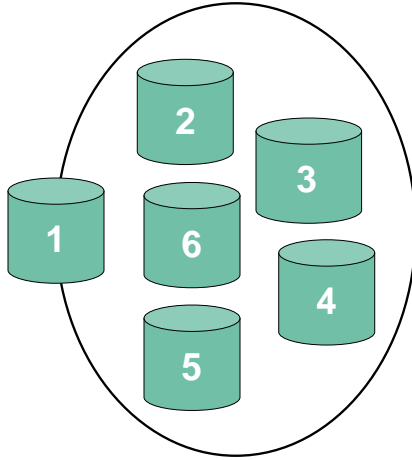


- Slows down production systems
- Increases storage and eDiscovery costs
- Creates litigation risks

- 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



Database Multiplier Effect



| | |
|-------------------|----------------|
| Production | 200 GB |
| Backup | 200 |
| Disaster Recovery | 200 |
| Development | 200 |
| Test | 200 |
| Quality Control | 200 |
| Total Size | 1200 GB |



It's the Magic To Reduce Costs





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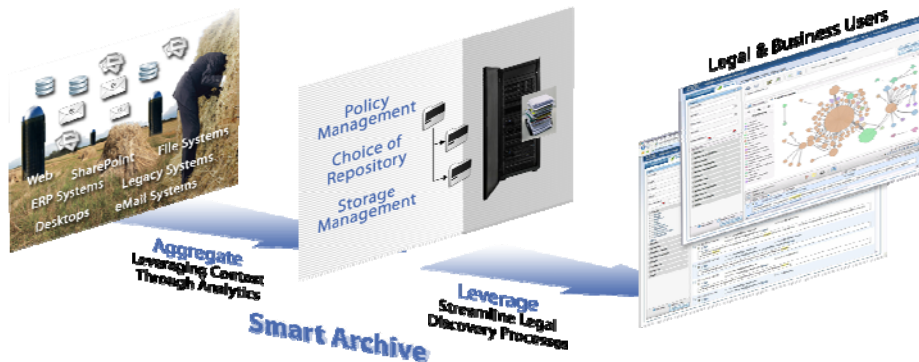
Bringing Total IBM Value to Our Archiving Clients

Optimizing The Archiving Process and Infrastructure

Uncontrolled
Data and Content
Poor Meta Data

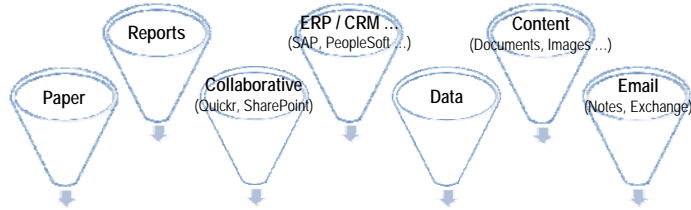
Organized / Retained
Unified Collection and Classification
Flexible and Secure Infrastructure
Unified Retention and Protection

Optimized eDiscovery
Integrated Compliance
Records Management
Data and Content Analytics





IBM 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



Being Smart Doesn't Mean Being Complicated

Optimized and Unified Ingest

Data Discovery

Content Assessment

Data & Content Collection and Classification

On-Site Configurable

Preconfigured Appliance

Preconfigured as-a-Service

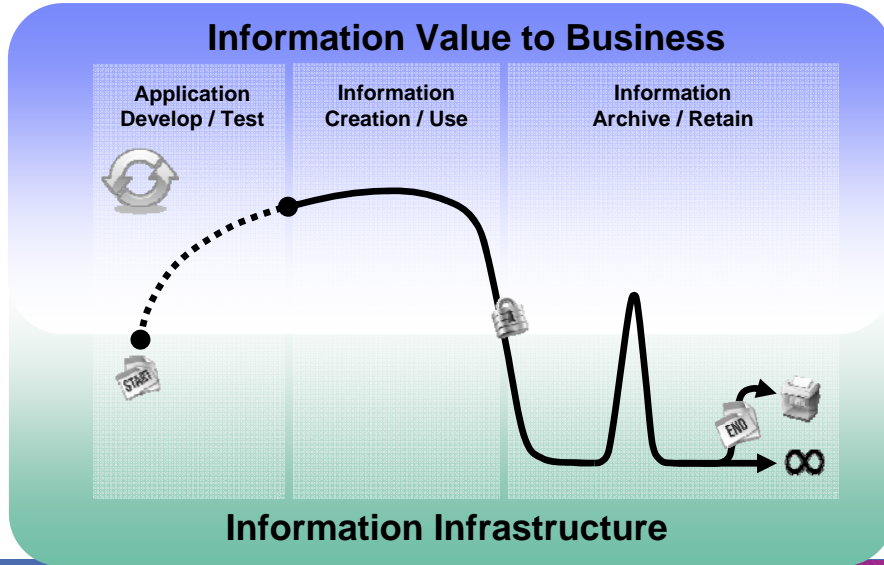
Unified Retention and Repository Management

Flexible and Secure Infrastructure

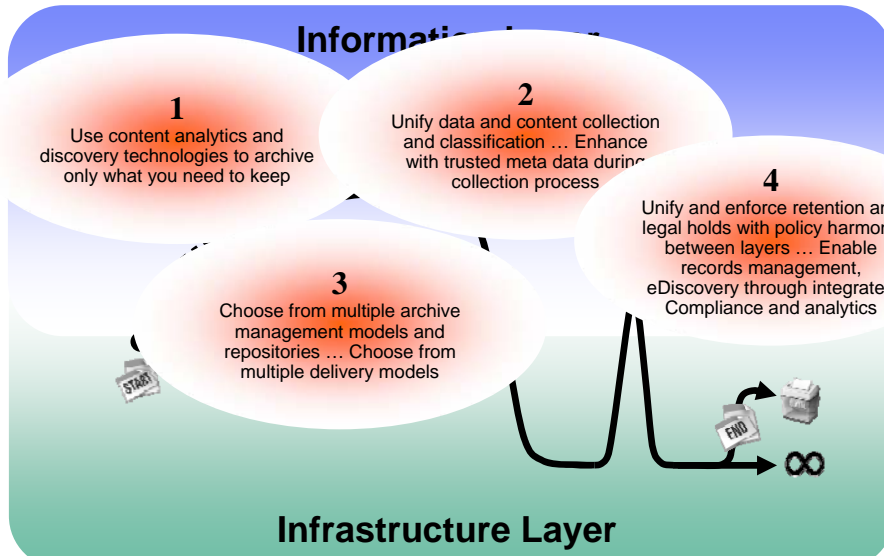
Integrated Compliance, Analytics and eDiscovery ... Value Added Services



Start to End ... The Business Value of Information Changes Over Time



Reminder: Being Smart Doesn't Mean Being Complicated





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Integrated IBM Archiving Solutions

1. Software Capabilities

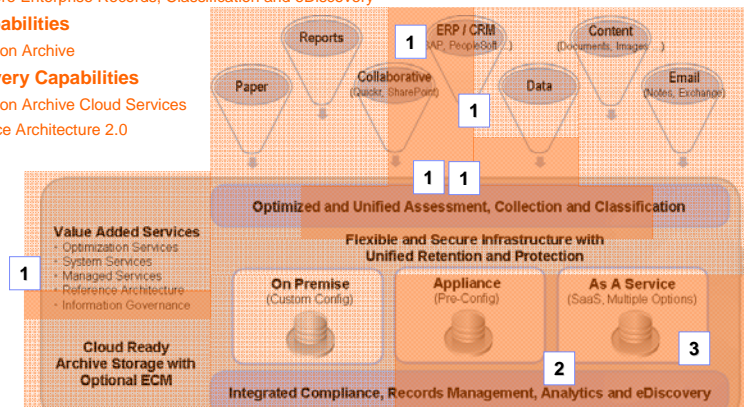
- IBM InfoSphere Content Collector w/ Content Assessment
- IBM InfoSphere Content Collector w/ Optim Integration
- IBM InfoSphere Content Collector for SharePoint / SAP Support
- IBM InfoSphere Discovery w/ Optim Data Growth Solution
- IBM InfoSphere Enterprise Records, Classification and eDiscovery

2. Hardware Capabilities

- IBM Information Archive

3. Services Delivery Capabilities

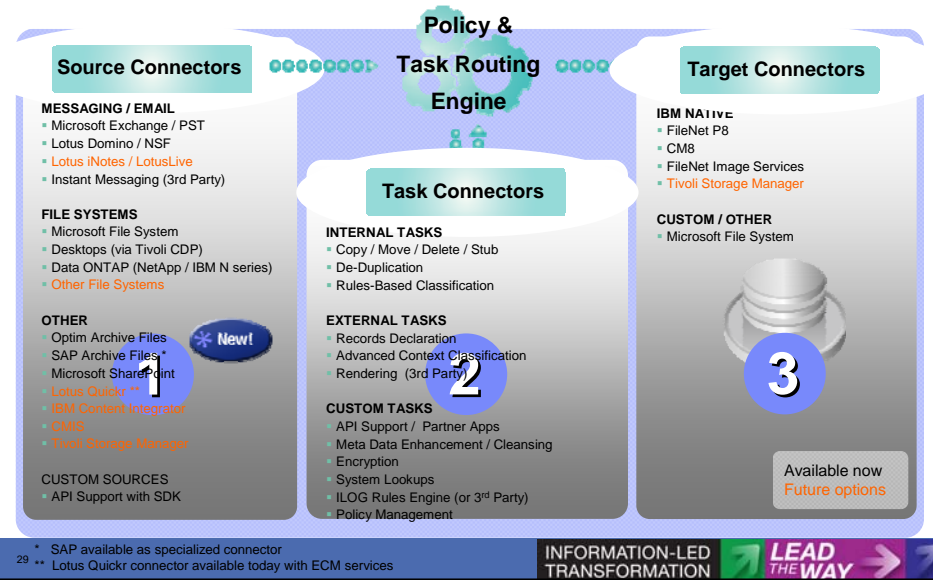
- IBM Information Archive Cloud Services
- IBM Reference Architecture 2.0





Content Collector Overview

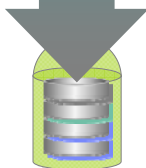
Modular and Extensible ... Powered by Unique Task Routing



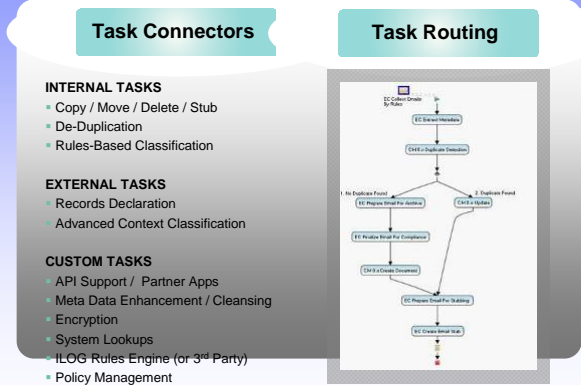
Supports More Than Traditional Straight-Through Archiving

Traditional archiving limited to fixed straight-through model

No ability to enhance or extend during archiving process



Content Collector Task Routing Architecture enables flexible routing or processing of internal, external and custom instructions (tasks)



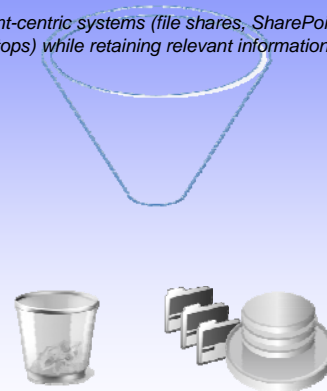


New Content Assessment Capability New!

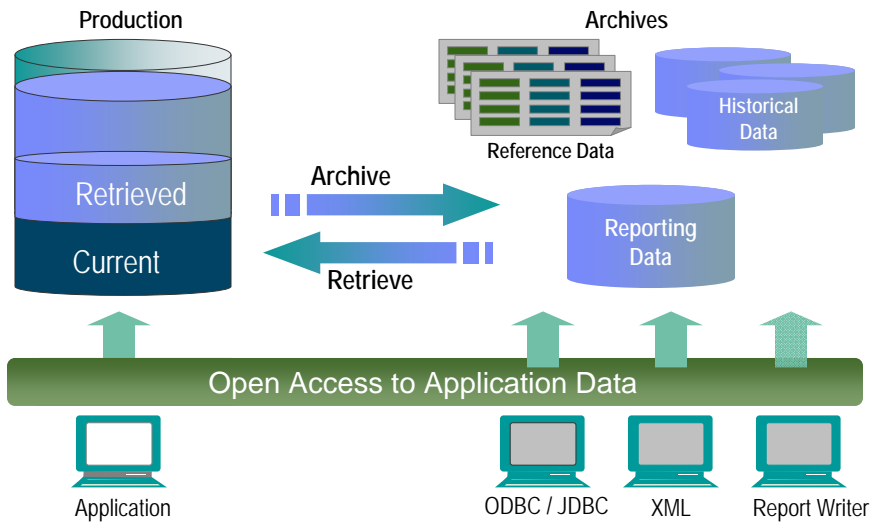
Leverage Content Analytics to assess and decide what information to manage, archive, trust and leverage

Decommission unnecessary information (over-retained, irrelevant and duplicated)

Decommission unnecessary content-centric systems (file shares, SharePoint, PSTs, NSFs, team rooms, laptops) while retaining relevant information

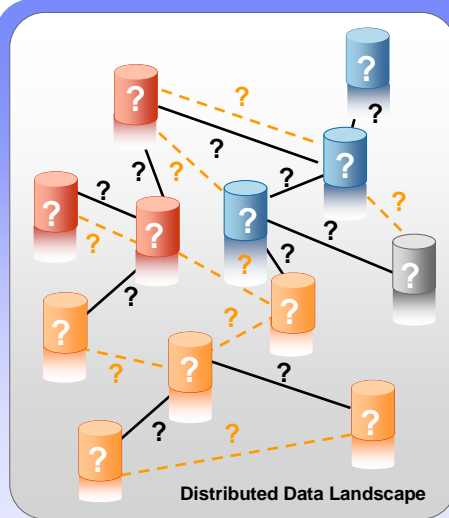


Data Archiving





You Can't Manage or Archive What You Don't Understand



Highly distributed

- Multiple applications, databases and platforms

Complex, poorly documented data relationships

- Which data should be archived and/or disposed of ?
- Which clients are eligible for the new sales promotion?
- Which version of the data should we use for the ERP consolidation?

Relationships not understood because:

- Corporate memory is poor
- Documentation is poor or nonexistent
- Logical relationships (enforced through application logic or business rules) are **hidden**



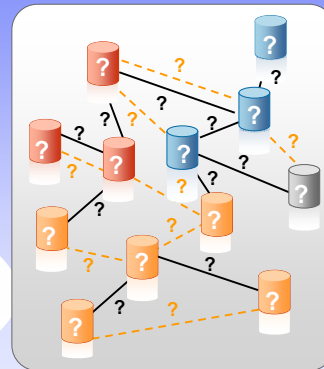
IBM InfoSphere Discovery Understand Your Distributed Data Landscape

New!

Automates analysis of data and data relationships for complete understanding of data assets for archiving, retention and other applications

- More accurately discover and determine relevant data to be archived and retained
- Identifies the relationships that link data elements into a "business object" within a source (customer, counterparty, invoice)
- Identifies the complex logic that relates business objects across multiple sources

Enhanced with Optim Data Growth Solution





French National Railroad (Societe Nationale de Chemin de Fers)



Challenge

- SNCF has historical transactional ticket databases, file shares of related content (mail, invoices, orders, office documents), and other financial systems that are growing and unmanaged.
- Currently unable to address multiple compliance requirements around:
 - Financial reporting Read-Only Storage of Archived Data
 - Records Retention & Management
- Difficult to find all pieces related to a ticket transaction.
 - Stored in multiple places, manual process to find and retrieve.

Solution

- IBM Optim™ Data Growth
- IBM Content Collector for File Systems
- IBM FileNet Content Manger
- IBM FileNet Records Manager
- IBM FileNet eForms

SNCF Needs:

- Global Unified Archiving Solution of structured data and unstructured content through a common ingest and processing model.
- A common policy and software solution for Records retention and management
- Ability to decommission legacy databases and fileshares
- Reduce database back-up and restore; optimize production servers and storage capacity.
- Improve ability to meet Compliance demands for finance and railway transportation authorities.
- Single, easy-to-use retrieval interface for ticket sale transactions and all related documents for a customer trip, for over a thousand SNCF authorized users.

IBM needed a single solution that could manage and archive both structured data as well as unstructured content (such as documents, email, invoices and orders). The IBM strategy for unified archiving fits SNCF's requirements, and therefore SNCF selected IBM solutions including Optim, Content Collector, FileNet, FileNet P8 and eForms. We expect that the IBM solution will yield significant cost savings and increase compliance.

Pascal Leborgne - Project Manager



Toyota Financial Services



Challenge

- A short term requirement of archiving all email correspondence and storing in a single and secure repository that was seamless and easy to use and search within.
- A strategic solution that could be used as a repository for HR documentation and correspondence supporting the HR department from a litigation perspective.
- In addition, they needed a better mailbox management system and needed to reduce their storage costs which were escalating.

Solution

- IBM's Email Archiving solution to archive their 1.3 million emails and attachments which are indexed for rapid search and retrieval

Business Benefits

- A strategic solution that could help them improve their ability to address their compliance requirements for SOX & the FSA
- The same technology can be used to archive data from their SAP application for compliance as well as improve the performance of the application
- Due to the IBM compression technology built into IBM Content Manager, Toyota has already seen a storage savings

"IBM Business Partner Neocol has demonstrated excellent responsiveness in providing ongoing support of the archiving system. We feel sure that our future requirements will also be met to fill our internal skills gap."

Toyota Financial Services (UK) PLC



Introducing IBM Information Archive

Next Generation Information Retention Solution

New!

A **universal**, **scalable**, and **secure** storage repository for structured and unstructured information

A fully integrated archive **appliance**

Addressing the complete information retention needs of **mid-size** and **enterprise** clients

Application support including IBM ECM and Optim with **policy harmony**



IBM Information Archive Key Features

| Features | IBM Information Archive |
|--|---|
| Ease of Use | Appears as a file-server, simple drag and drop files to Information Archive. |
| Installation and Implementation | Information Archive is physically installed by a Certified Engineer. Quick configuration via wizards. Dynamically add storage. |
| User Interface | Single, task oriented GUI to manage the entire solution (+ CLI) |
| Application Interfaces | NFS, CIFS*, HTTP*, FTP*, SSAM – all within IA |
| Scalability (per Information Archive) | Supports billions of objects per collection – up to 3 collections (Archive into three separate collections) |
| Retention Policies | Accepts retention policies from applications (including ECM) or creates them (Event-based or time-driven) enabling policy harmony |
| Compliance / Security | Each collection can be configured with different protection levels (basic, intermediate, maximum). New patent-pending tamper proof technology increases protection. |
| Index / Search | Full text indexing and search (both data and metadata)* |

* Release 1.5



Coming Soon: IBM Information Archive Cloud Services

Delivering on the Smart Archive Vision ... Designed to Be Fast and Easy to Deploy and Use



An information archive-as-a-service based on state-of-the-art IBM Software and IBM Systems managed by IBM Global Technology Services

IBM Software

- Email archiving service with integrated content management and eDiscovery Management enabled by:
 - IBM InfoSphere Content Collector for Email
 - IBM Content Manager 8
 - IBM InfoSphere eDiscovery Manager
- Supports Lotus Notes and Microsoft Exchange
- Plans to support file, SharePoint and database archiving

IBM Systems

- Based on IBM systems and storage
- Built-on dynamic infrastructure designed for today's information growth and archiving challenges

IBM Services

- Operated by IBM Business Continuity & Resiliency Services
- Email continuity, recovery and backup services also available

Benefits

- Reduce upfront capital expense and ongoing operational costs.
- Store critical data such as email in a security-rich offsite facility based on your specific retention policies
- Lower storage costs and improve operational efficiency
- Improve response time to legal and regulatory compliance inquiries



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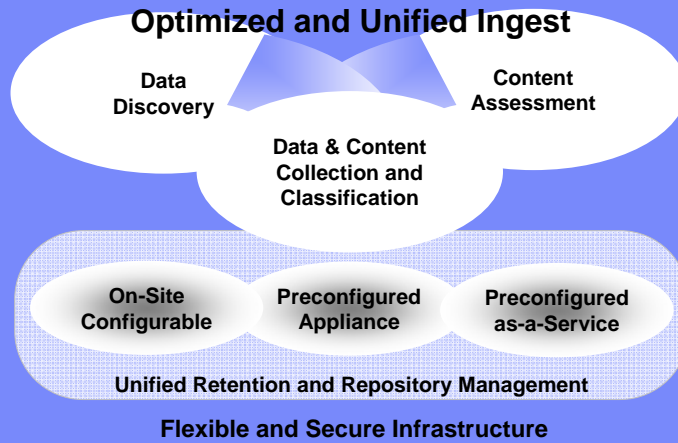
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Most Comprehensive Archiving Solution in the market



Integrated Compliance, Analytics and eDiscovery ... Value Added Services

Thank You

