

# Active Archive & Autonomous Data Management

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 expensive primary storage is actually seldom accessed. So the most expensive storage, which is optimized for frequent access, is housing data that is seldom accessed, and which is much more suitable for lower-cost storage types, including tape. 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.

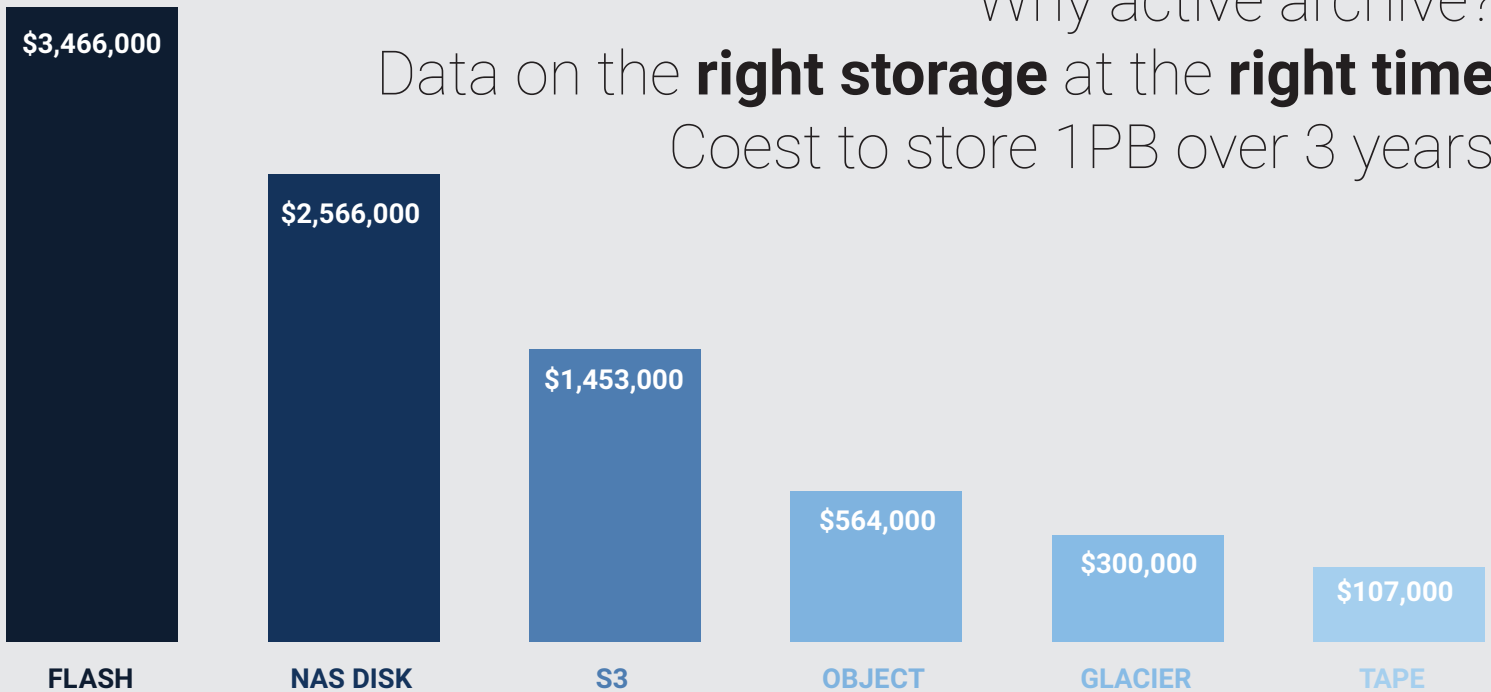
The need to do a better job of sorting out the storage junk drawer has been understood for at least a decade. Considerable attention was paid to the problem when analysts noted that the volume of unstructured data – files and objects – created annually had come to exceed the volume of structured (or 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.

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

Why active archive?

Data on the **right storage** at the **right time**  
Coest to store 1PB over 3 years



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 workflows. 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 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 locally, as well as public cloud options. Whether this active archive is established on-premises or in cloud-based hosting facilities, StrongLink transparently automates the movement of data from primary storage into the archive 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 on any available storage type 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 which often is ensuring that the large quantity of existing data is automatically placed 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 or to hire additional personnel to operate and oversee its administration. Since StrongLink supports storage hardware from multiple vendors and via multiple storage protocols, you have enormous flexibility to design the environment that best meets your requirements (and your budget!).

StrongLink provides an automated approach for moving data, around your infrastructure without interrupting user access, whether between multi-vendor storage platforms, between data centers, a hybrid of on-prem and cloud-based repositories.

# Active Archive & Autonomous Data Management

Data on existing storage platforms is categorized, and is automatically processed into a Global Namespace. Then, based upon your data lifecycle policies for the different classes of files under management, it can be automatically copied or migrated by policy to the appropriate storage types that you've designated, without adding manual workload to Admins, or interrupting user access.

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](http://www.stronglink.com).

## General Customer Contact Info

USA +1 800-643-7148

EU +49 7171 99800-0

Page 4



[info@stronglink.com](mailto:info@stronglink.com)

[www.stronglink.com](http://www.stronglink.com)