COMMVAULT®

▶ Is Your Archiving Too Complex?

MAKE THE MOVE NOW TO AUTOMATION

If your IT organization is struggling to deal with the reality of rapidly escalating data volumes, demanding retention policies and mounting storage management costs, you're not alone.

With data growing by 40-50% annually—driven by large blocks of unstructured data such as email, spreadsheets, documents and images—figuring out where and how to store, back up, archive and restore everything can be overwhelming. The convergence of these and other issues is dramatically increasing complexity in the essential task of ensuring you can locate and produce data on a moment's notice from your archives.

Unfortunately, too many organizations have relied on manual processes and human intervention for archiving. While that might have been adequate—if certainly inefficient—in the past, most organizations now are facing the cold, hard facts: Archiving has become too important and grown far too complex to stick to old processes and tools.

Instead, IT organizations are increasingly looking for automated archiving solutions to help them tame this runaway data growth in the face of mounting compliance, governance and discovery requirements. And it's not just the sheer volume of data and the increasing number of requests to produce that data for any number of different reasons. Organizations also are concerned that they may not have full visibility into the location and state of all relevant data, especially as more data resides in places other than data center infrastructure, including thumb drives, PST files and cloud-based file sync-and-share services.

Throw in a healthy dose of policy management, data migration and virtual infrastructure, and it's understandable why automated archiving solutions are likely to be in high demand for some time to come. Reducing complexity is one of today's overarching IT mantras, and automating the archiving process can help make that goal a reality. In fact, while only 23% of IT respondents to a recent survey said their organizations' current archiving systems for compliance were highly automated, 54% said they expect to invest in automated archiving solutions in the near future.[1]

For many organizations, the fundamental questions of "what do I keep, what do I move, what do I delete" have become too big, too complex and too important to be left solely to the whims of individual employees or to rigidly defined retention policies. Reducing this complexity is essential, and automated archiving is a big step forward.
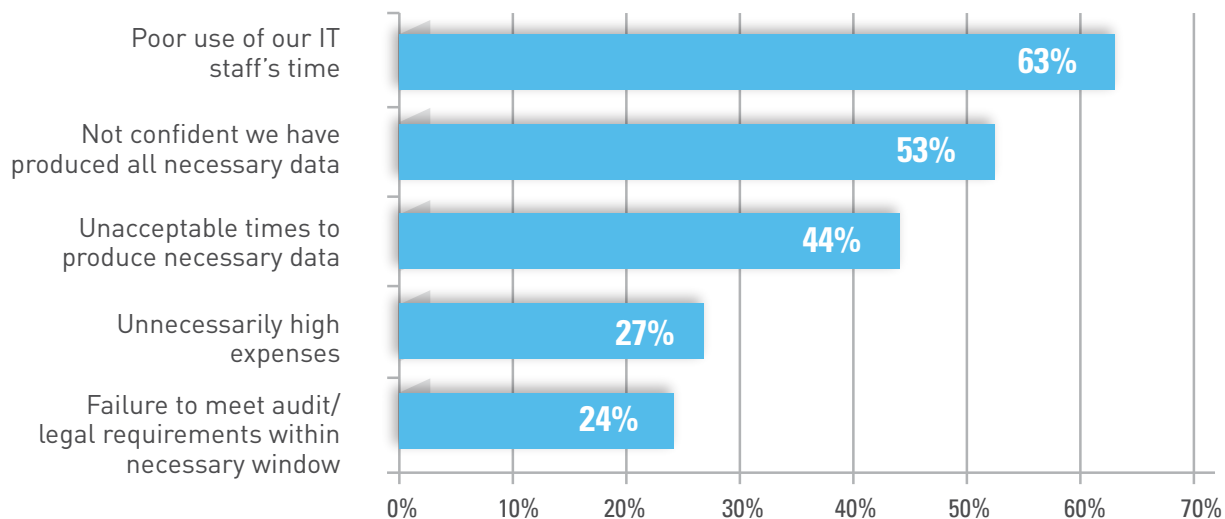
WHY THIS IS A BIG PROBLEM

The lack of a fully automated archiving system creates inefficiencies at the very least, and in the worst case-scenario significantly increases a wide range of risk factors. There also are numerous financial implications to the absence of an automated archiving solution.

Some of the biggest challenges center on the notion that, particularly in scenarios for compliance and legal discovery, organizations need to embrace automated archiving solutions to better prepare for both planned and, especially, unplanned requirements.

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1 *"Urgency Grows For Automated Archiving Capabilities, Study Indicates*," TechTarget/Commvault, August 2015

But the single biggest problem created by the lack of sufficiently automated archiving systems is the waste of valuable time, energy and resources when internal staff manually fulfill requests for information. A survey of IT professionals and storage administrators notes that "poor use of our IT staff's time" is overwhelmingly the biggest challenge organizations face with manual processes in archiving data for compliance or discovery.[2]

Challenges with manual processes in archiving for compliance/discovery

Challenge	Percentage
Poor use of our IT staff's time	63%
Not confident we have produced all necessary data	53%
Unacceptable times to produce necessary data	44%
Unnecessarily high expenses	27%
Failure to meet audit/ legal requirements within necessary window	24%

Source: "Urgency Grows for Automated Archiving Capabilities, Study Indicates," TechTarget/Commvault, August 2015

These challenges have become more meaningful—and more difficult—to resolve because archiving now has vastly greater applicability than its initial focus: email. "This is no longer about just email," wrote research firm Info-Tech Research Group. "The market is changing to meet the greater archive needs that larger organizations require today."[3]

Adding to archiving's complexity is the increasingly multi-solution nature of archiving platforms for workloads beyond email. Forrester Research indicates that 74% of organizations use a single, enterprise-wide archiving solution for email, but only 38% are using a single, standard archiving

2   Ibid., footnote 1
3   *"Vendor Landscape: Content and Email Archiving*," Info-Tech Research Group, September 2014

solution for content or document sources.[4] In fact, according to Forrester, 27% of organizations are using at least three different archiving solutions. The result of this heterogeneous archiving environment is undeniable: greater complexity, more cost, increased inefficiency and a heightened degree of risk that vital information may be overlooked when archives are mined.

It's also important to keep in mind that compliance mandates are becoming increasingly demanding and specific about what kind of information organizations need to retain, and for how long. Increasingly complicated fulfillment requirements in highly regulated industries such as financial services, healthcare, pharmaceuticals, manufacturing and energy mean that new, automated approaches are necessary to keep organizations from collapsing under the weight of these demands.

And it's not just compliance that is raising the stakes. Organizations of nearly every size, in every market and from every geographic region are ratcheting up their information governance policies, putting more pressure on overworked in-house staffs and legacy archiving systems. Only through more automated solutions can organizations get out in front of these requirements.

Finally, IT organizations and business stakeholders alike now realize that their archives are a virtual treasure trove of insights, with the ability to tap into data sources containing a wide swath of unstructured data such as social media for unique, actionable insights. This is sometimes referred to as "dark data" or "hidden data," because it's often virtually invisible to the organization's stakeholders who could most benefit from unearthing it from the archives. Failure to properly identify and extract this data from archives, due to continued reliance on costly, labor-intensive manual systems, represents a huge missed opportunity for organizations.

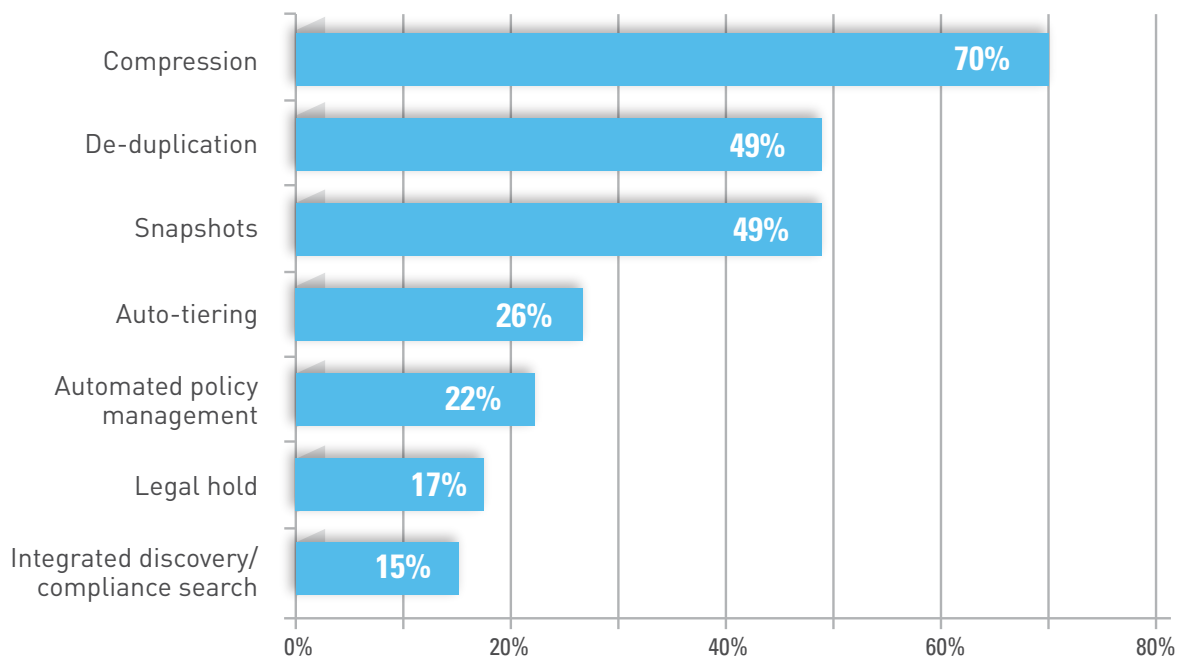## WHAT TO LOOK FOR IN AN AUTOMATED SOLUTION

Once you understand the importance of adopting a more automated approach to archiving, it's important to keep in mind that there are essential functions and capabilities to look for in order to help you accomplish your goals. This is an important step in sorting out the various offerings of different suppliers and ensuring that you are making the most efficient and appropriate choice for your organization's particular needs.

4   "*Market Overview: Information Archiving Q2 2015*," Forrester Research, May 2015

Certainly, automated archiving solutions should support baseline storage management functionality such as compression, deduplication and snapshots. These are essential not only in ensuring data loss prevention, optimized storage capacity utilization and backup/recovery, but they also are key elements of automated policy management, which is a must-have requirement for more complex archiving demands.

In fact, compression, deduplication and snapshots are widely utilized in many archiving systems, according to research with IT professionals.[5] However, there are numerous other features that organizations have yet to widely adopt—features that should be part of your automation wish list.

What features do your current archiving systems support?

Feature	Percentage
Compression	70%
De-duplication	49%
Snapshots	49%
Auto-tiering	26%
Automated policy management	22%
Legal hold	17%
Integrated discovery/compliance search	15%

Source: "Urgency Grows for Automated Archiving Capabilities, Study Indicates," TechTarget/Commvault, August 2015

5   Ibid., footnote 1

Automated storage tiering is another important function for your archives. Automated tiering's most attractive benefit has long been cost-efficiency, because it helps to easily, quickly and reliably migrate data from expensive, online media to inexpensive, offline media as dictated by business conditions and policies. But another important benefit is the ability to quickly and reliably extract relevant data from any location—on-premises, cloud, virtual machine or remote data center—in the face of unforeseen events such as legal discovery, compliance disputes or unexpected service outages.

Other features that should be on your checklist include:

- Auto classification to control content duplication and access during legal discovery processes.
- Application integration to create a full, comprehensive archive for Tier 1 enterprise applications.
- Integrated e-discovery/compliance search, which allows automated processes for examination of relevant data common to legal and regulatory requirements.
- Automated support for multiple data extraction methods, such as table, data record, file or hybrid record archiving.

OVERCOMING INERTIA AND OTHER OBJECTIONS

For organizations that have not yet widely embraced automated archiving, making the move to—and the investment in—automated solutions may require a mindset change among IT, compliance, legal, financial and other executive stakeholders.

Undoubtedly, deploying an automated archiving platform requires some level of financial commitment. And it is inevitable that funding requests will be met with the usual questions around economic and operational benefits:

- Will this system help us save on Capex or Opex—or, ideally, both?
- What will it allow us to do that we aren't already doing or that we need to do better?
- Does automation mean taking decision-making authority away from our personnel?
- Don't our current systems work just fine?

While these are all reasonable and familiar questions, transitioning to a more highly automated archiving system—or installing one from the start in a greenfield opportunity—addresses these questions.

One of the best parts of an automated archiving system—and arguably the most attractive one to financial executives—focuses on the economic savings. With more and more data now required to be retained for longer periods of time, either by compliance mandate or corporate governance policy, organizations often are forced to invest in more and more storage infrastructure. More hard drives, more tape libraries, more storage management licenses—they all add up to more budget. Automated archiving systems help to dramatically stem the need for more storage infrastructure investments, as well as savings on physical space, power/cooling and downtime for manual updates.

Automated archiving systems also help save money by moving data that may be important to retain, but not part of production systems, from expensive primary storage systems to less-expensive nearline or offline storage systems.

Another operational benefit of automated archiving is the ability to quickly and reliably identify and produce exactly the right data required to fulfill audit requirements and, more importantly, to respond in real time to ad hoc requests. Rather than relying on kludge-like, manual workarounds designed over time, automated archiving platforms sort through ever-mounting volumes of data residing in any number of different applications, databases, repositories and even devices to produce the right data—all of it—necessary for extemporaneous requests.

Finally, one of the most important benefits is the ability to free up IT staff from manually handling tactical archiving activities, instead allowing them to work on transformative activities that advance the business. While "keeping the lights on" has always been a heavy requirement for IT staffs, automated archiving relieves much of the burden normally carried by IT. In the new model, archiving takes place as if human beings were still personally involved, because they are likely to be intimately involved in setting priorities, establishing retention policies, determining exception paths and other activities in the planning phase of automated archiving deployment.

SOLUTIONS FROM COMMVAULT

Commvault has long been a leader in storage management and its key functions such as backup, archiving and recovery—its archiving platforms are widely used in compliance and legal discovery.

Commvault's archiving solutions support an extensive set of automated features to reduce complexity, speed deployment, facilitate scalability and deliver improved cost-efficiencies. For instance, its converged process for backup, archive and reporting from a single data collection and common infrastructure addresses the problem of huge data growth, while reducing management overhead and enabling sophisticated policy management for data retention.

Commvault's automated solutions also provide sophisticated analytics tools that provide deeper and broader levels of intelligence on structured and unstructured data. These analytics tools help organizations to make smarter decisions on what data to save, what to delete and what to move to other media, infrastructure or locations. This allows users greater flexibility in customizing data retention policies based on actual intelligence, not speculation or guesswork.

For legal search and compliance requirements, Commvault's automated archiving platform provides a holistic, integrated and policy-driven approach that is deployed and managed across the enterprise—locally and globally. This eliminates the need for disparate archiving silos that add cost and complexity to an increasingly important archiving function. <u>Commvault</u> leverages a single, intelligent index across both <u>backup</u> and <u>archive</u> data to empower legal and compliance teams to quickly and easily search, classify, select and retrieve all electronically stored information across the enterprise.

Commvault offers archiving solutions across a wide variety of environments, applications and use cases. For instance, Commvault has received numerous industry awards and market acknowledgements of its archiving solutions for email, virtual machines, data migration and Personal Storage Tables. It also has optimized archiving solutions for leading enterprise applications such as Microsoft Exchange and SharePoint, as well as Oracle databases.

CONCLUSION

Archiving is a big deal for both IT and business stakeholders. What's more, the growing trend toward demanding compliance statutes and corporate data governance is going to continue to increase pressure on legacy archiving systems that rely heavily on manual processes and human intervention.

Until recently, addressing these challenges meant more burdens for IT staffs, often with unsatisfying results. Instead, organizations now are turning to automated archiving systems, both to relieve the IT burden and to improve responsiveness, reliability, accuracy and cost efficiency.

Commvault has a long track record of excellence in archiving, as it does in the broader spectrum of storage management, backup/recovery and data loss prevention. Commvault recognizes that the best archiving solutions use automation to relieve pressure on overworked IT staffs and to make the organization more responsive to the ever-increasing demands to store, index, extract and report on structured and unstructured data.

For more information about how to make the most of your archiving systems, please go to infotech-vendor-landscape-content-and-email-archiving-1.pptx.