

▶ Living in a Virtual and Cloud World

SIX PRINCIPLES OF MODERN DATA PROTECTION TO FOCUS ON FIRST

Data conversations continue to change as all businesses are trying to figure out today's reality of the move to the cloud, anywhere/anytime computing, and the explosive growth of data. These trends have drastically reshaped the IT industry and data management forever. With continued market innovations in storage, cloud, and hyper-converged infrastructures, there are six key modern IT needs that are increasingly the focus of CIO and technology leaders.



▶ KEY MODERN IT NEEDS

- 1 **Open, Standards-Based Infrastructure:** Customers need to exploit the cost and flexibility advantages of commodity infrastructure.
- 2 **New Recovery Mandates:** Customers have no tolerance for data loss, and recovery windows are closing.
- 3 **Extensible Analytics Built-In:** Customers want search, visualization, graphical and correlation tools embedded into their data management solutions or accessible from third-party standard query languages.
- 4 **Access & Collaboration:** Users should have seamless, universal access to all copies of their data, no matter when and where it was created.
- 5 **End to End Governance:** Companies must have all data under managed control – visibility, security, access and compliance are needed.
- 6 **Backup Outpaced by Data Growth:** Data volumes are exceeding the ability of traditional backup solutions to meet today's demands and recovery point objectives.

▶ THE PRINCIPLES OF MODERN DATA MANAGEMENT

According to IDC, "As enterprises and consumers digitize their paper clutter, they find themselves in the midst of a data ocean — an ocean in which information access is a crucial part of day-to-day operations. Furthermore, ensuring that the right type and quality of data is preserved and available when necessary has now become a mandatory requirement for any organization seeking to thrive in today's digital world."¹

If you're like most in IT, you're trying to figure out which hole you should be sticking your finger in first just to stop from going under water. These key Six Principles of Modern Data Management, are the six principles that should form the "must have" checklist for anyone looking to advance their data management strategy to be prepared for the future:

- 1 **Eliminate obsolescence and vendor lock in** – A standards-based data platform gives you back control of your data and lets you choose your technology relationships (and when to change them) while eliminating risks to your data and infrastructure roadmaps.
- 2 **Data available in its native format** – Direct Native Access, or on demand data delivery services, provide near-instant interactive access (recovery points) in the format requested by the application resulting in reduced operational effort, time and risk.
- 3 **Extensible Search and Query** – Activate and unlock live and historical data by providing seamless and powerful search queries across multiple data solutions, applications and storage locations, including virtual repositories, SaaS offerings, and cloud solutions without moving. This allows you to analyze, visualize, and optimize data.

¹ International Data Corporate, Prioritizing Data Protection and Availability Technologies, Phil Goodwin, Eric Sheppard, Liz Connor, Ashish Nadkarni, July 2015

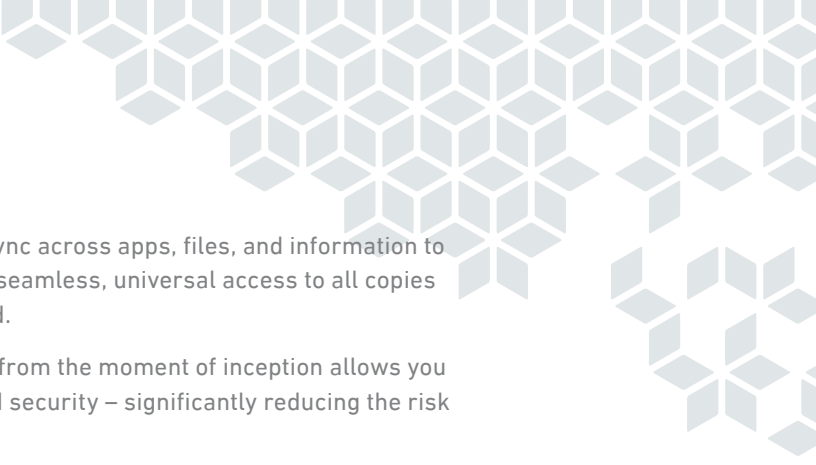
Storage Switzerland: Using Open Data Management to Enable IT Transformation

As data centers move to a new open frontier, data management remains a critical concern. Learn about Open Data Management solutions that assist in this transformation in this analyst report.

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- 4 **Universal Access & Collaboration** – Securely share & sync across apps, files, and information to improve productivity and collaboration by giving users seamless, universal access to all copies of their data – no matter when and where it was created.
 - 5 **Data is managed from when it is born** – Managing data from the moment of inception allows you to have data under managed control – with visibility and security – significantly reducing the risk of breach, loss, theft or compliance failure.
 - 6 **Incremental Change Capture** – Making all data immediately useable opens opportunities to dramatically reduce workload impact during data protection operations, while providing downstream efficiencies in network and storage utilization – only reading and moving the delta blocks and only storing the unique changed blocks. This reduces bandwidth and storage requirements for ongoing recovery operations and speeds RPO and RTO.

“While careful vetting of vendors to address the challenges that end users face today around data protection and availability is key to any purchasing decision, it is not enough,” said Phil Goodwin, Research Director at IDC. “Customers must have a forward vision of the market, work with their vendors to ensure that such technologies move through a predictable evolution of investment and plot where those technologies are in their life cycle.”

▶ ABOUT COMMVAULT

Commvault is a leading provider of data protection and information management solutions, helping companies worldwide activate their data to drive more value and business insight and to transform modern data environments. With solutions and services delivered directly and through a worldwide network of partners and service providers, Commvault solutions comprise one of the industry’s broadest portfolios in data protection and recovery, cloud, virtualization, archive, file sync and share. Commvault has earned accolades from customers and third party influencers for its technology vision, innovation, and execution as an independent and trusted expert. Without the distraction of a hardware business or other business agenda, Commvault’s sole focus on data management has led to adoption by companies of all sizes, in all industries, and for solutions deployed on premise, across mobile platforms, to and from the cloud, and provided as-a-service.

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