

RETHINKING ENTERPRISE DATA MANAGEMENT: A 360-DEGREE° VIEW



DROWNING IN DATA

As enterprises generate, accumulate, and store an ever-increasing amount of data in numerous different systems, it's becoming clear that they need a new approach to data management that reins in costs and ensures data is available when and where it's needed.

The need for improved enterprise data management coincides with the trend toward the digitization of businesses. On a global level, a recent report by the McKinsey Global Institute (MGI) found the amount of bandwidth crossing regional borders has grown 45 times since 2005 and is expected to increase another nine times in the next five years. "Flows of information, searches, communication, video, transactions, and intracompany traffic continue to surge," the report says.

Enterprises are left dealing with the result of these flows: more and more data of all types. Add to that data generated within the enterprise's own walls – developer files, spreadsheets, images, audio and video files, text documents, and so on. In its benchmark report based on a study of 86% of Fortune 500 companies, the storage vendor Veritas found that data is growing at a rate of 39% per year.

Interestingly, however, Veritas found that storage capacity requirements are growing 9% faster than companies are creating individual files. The reason is

companies are storing multiple copies of the same files, probably on different storage facilities. That points to a storage management problem on top of the sheer data volume issue.

OUTLINING THE DATA MANAGEMENT PROBLEM

It's not hard to see how such a problem develops, especially when you consider how the use of cloud-based resources has grown. Part of the allure of the cloud is its promise of abundant, inexpensive storage. But for large enterprises, relying on cloud storage can compound the problem of multiple storage silos that are increasingly difficult to manage.

Indeed, the Veritas study found 41% of data in the average enterprise hasn't been touched in three years, and 12% of data hasn't been modified in seven years. In an average 10PB storage environment, that 41% equates to 9.4 billion individual files – and costs approximately \$20.5 million per year to manage. All for data that nobody has touched in at least three years.

Perhaps more importantly, however, those numbers indicate companies don't have a handle on what data is truly important to them. The Veritas study shows that only about 5% of all data falls into that category. In that case, enterprises can't ensure important data is readily accessible and available to help further their business goals.

Laura DuBois, Group Vice President for Enterprise Storage, Servers, and Infrastructure at the research firm IDC, says it's all part of the "digital disruption" that virtually all industries are facing.

IDC developed a five-stage maturity model to show where companies are in terms of dealing with this digital disruption. It found that nearly two-thirds of organizations (65%) are in early phases; either "digital explorers" or "digital players." Only 8% have fully embraced the idea and are actively using digital technology to "disrupt" their industry.¹

KEYS TO DATA MANAGEMENT SUCCESS

DuBois says for projects to successfully address the digital disruption issue, they need to comprise three key components:

- ▶ A business strategy for how the transformation will affect the company, ideally led by the CEO
- ▶ Operational alignment to deal with the increased pace of business
- ▶ Technology enablement, including changes in the IT organization and processes

Those technology changes should include a fresh look at enterprise data management to address the issues around storing all that stale data and to ensure ready access to truly valuable data. Achieving that requires addressing three key capabilities:

Optimized data access: An enterprise data management solution needs to ensure users have seamless, secure access to whatever data they need, no matter where it may be physically stored. It also needs policy-based contextual awareness to deal with data across its lifecycle, so you're no longer storing data that nobody needs.

Data visibility: Global data visibility and control of data is another crucial element, and it must be independent of any application or storage location. That means data should be visible regardless of whether it's stored on an in-house storage array or associated with a cloud-based application. There should also be absolute clarity on who has access to and ownership of all data, to manage risk.

Service durability: Enterprises need to ensure data is always protected and available by providing resiliency of the end-to-end service infrastructure across their heterogeneous landscape, along with the ability to quickly rebound from any service disruption.

360-DEGREE DATA MANAGEMENT

Veritas has developed a strategy for addressing each of these capabilities that uses enterprise data backup and protection tools as the foundation for enterprise data management.

With the release of its NetBackup 8 solution, Veritas is integrating its NetBackup backup and recovery software with a number of other Veritas solutions to provide a 360-degree approach to data management.

First is integration of NetBackup with Veritas Information Map, which provides visibility into where data is stored and who – if anyone – is using it. The integrated approach enables organizations to paint a picture of all their unstructured data and quickly differentiate stale data from sensitive, important data and make intelligent decisions on how to treat each data type.

Veritas is also integrating NetBackup with the Veritas Resiliency Platform to enable automated, predictable application recovery and ensure disaster recovery readiness. With a single click, companies can now initiate complex backup recovery routines as well as perform recovery rehearsals at any time.

Finally, NetBackup 8 also integrates with the new Veritas Velocity solution. Rather than creating duplicate copies of data for each user who may need it, Velocity uses NetBackup data to create virtual copies on an as-needed basis. The strategy has no effect on production data and means enterprises no longer chew up additional storage resources for the same data, reducing storage requirements by 60% while improving data access and simplifying infrastructure.

The unprecedented growth in data demands enterprises to take a fresh look at enterprise data management. It's imperative not only to get costs under control, but to provide the sort of data visibility, resiliency, protection, and optimized access that's required if enterprises are to make effective use of their data.

To learn more about Veritas NetBackup 8 and the Veritas 360 approach to data management, visit: Veritas.com.

¹ IDC, Digital Transformation: The Executive Mandate for 3rd Platform Investment, Mar 2016 - Doc # DR2016_GS2_RP