

# Solving the Storage Equation

## **Problem: Managing the Growth of Enterprise Data Storage**

According to a recent report, enterprise storage needs will increase by a factor of seven over the next three years (Strategic Research Corporation, 2002). CIOs and IT managers, struggling to increase the effectiveness and efficiency of their organizations, have been left with few options in their efforts to control costs and drive productivity. Now, a new generation of data protection technology offers a new solution to the data storage problem, by turning the once-unreliable PC hard drive into a solid link in the data storage chain.

## **Solution: Secure Storage Beyond the Data Center**

The lowly PC – offering an average of over 10 GB of unused space – can now be made the center of a reliable storage model, delivering zero data loss and easing the burden on enterprise servers.

## **A New Storage Model**

The key to using the storage available on PCs – storage that already exists in the enterprise – is providing automatic, secure and reliable data protection. Connected solutions, available as subscription service or as licensed software, deliver unmatched PC data protection, enabling IT to take advantage of this previously wasted storage space.

## **Ease the Burden on Email Servers**

Email is at the heart of the explosive growth in data storage demands. Current storage reduction strategies – including limiting the size of users' email files to as little as 50 megabytes and automatically archiving dated messages to .pst files – ultimately only delay the inevitable need for more and larger enterprise servers. Connected provides a true cost-saving solution, by exploiting PC storage that is already paid for. A Connected solution:

- cuts overall email storage requirements 30 – 50% compared to traditional storage methods,
- saves servers from storing multiple copies of identical messages,
- scales to fit the demands of the organization,

- optimizes users' local storage, dramatically decreasing bandwidth constraints and making the most of storage that has already been paid for.

## **Real World Application #1: the Consultants**

To a Big Four consulting firm, email correspondence is often business-critical data, carrying knowledge assets of both the consulting firm itself and its clients. The very idea of saving email to anything other than central servers was, until recently, out of the question. However, IT managers in one forward-thinking Big Four firm saw the flaw in traditional email storage methods. With 34,000 users, even enforcing strict email storage quotas demanded 40 full-time Lotus Notes email servers.

After assuring themselves of its security and reliability, the Big Four firm's IT managers installed a Connected solution. Email storage demands, which had been growing at 5% per month, dropped by 1.6 terabytes in the first three months following deployment. Their email server farm was cut from 40 machines to 18. And all of the firm's email became more secure than it had been. This consulting firm's IT management recognizes a good thing: their file servers are next on the block.

## **Ease the Burden on File Servers**

One of the greatest strains on file servers – protecting end user data – is more effectively and much less expensively handled by Connected. A Connected solution:

- is more scalable than file servers,
- functions effectively over low bandwidths, including over WANs and dial-up connections,
- enables user-based data retrieval, rather than constantly demanding IT support.

## **Real World Application #2: the Bank**

IT managers at the largest bank in America thought they had PC data protection covered by telling users to save critical data to local servers. Until an internal audit of user data showed that manual backup to central servers simply wasn't working. The bank's infrastructure was not keeping up with corporate growth, even as the overwhelming majority of users did not regularly take the time to manually back up their data.

The bank's IT managers recognized Connected's ability to dramatically reduce enterprise file server farms while automatically protecting sensitive PC data. By securing the data at the edge of their enterprise, the largest bank in America now utilizes the essentially "free" space on PC and laptop

hard drives. The bank's IT managers report that turning user hard drives into reliable data storage devices has significantly eased the burden on file servers. Ten percent of the bank's 5000 file servers were immediately retired upon implementing the Connected solution; significantly more are slated for removal as Connected is deployed throughout the enterprise.

## **PC Hard Drive → Enterprise Storage Device**

PCs and laptops now typically ship with 20 to 60 gigabyte hard drives. As one Connected customer points out, "We don't get any discount from Compaq if we ask them to put smaller hard disks in the machines. So why not put that storage to use?" The keys to making the PC the default storage device for email and other user files are automatic and reliable PC data protection, coupled with best-of-breed data reduction technologies.

## **Unmatched PC Data Protection**

A Connected solution automatically and transparently captures user data from PCs and laptops, delivering organization-wide data protection and on-demand recovery.

Connected backup and recovery:

- instantly restores any lost or damaged files, in any version,
- ensures corporate ownership of all data,
- prevents data loss due to viruses, lost laptops, data corruption and simple mistakes,
- delivers secure backup and restoration inside and beyond company firewalls,
- provides end-user authentication by easily integrating with existing LDAP infrastructure,
- has been named a market leader and 'Best of Breed' by IDC and Gartner.

For Connected users, PC data loss is a thing of the past.

## **Unbeatable Data Reduction**

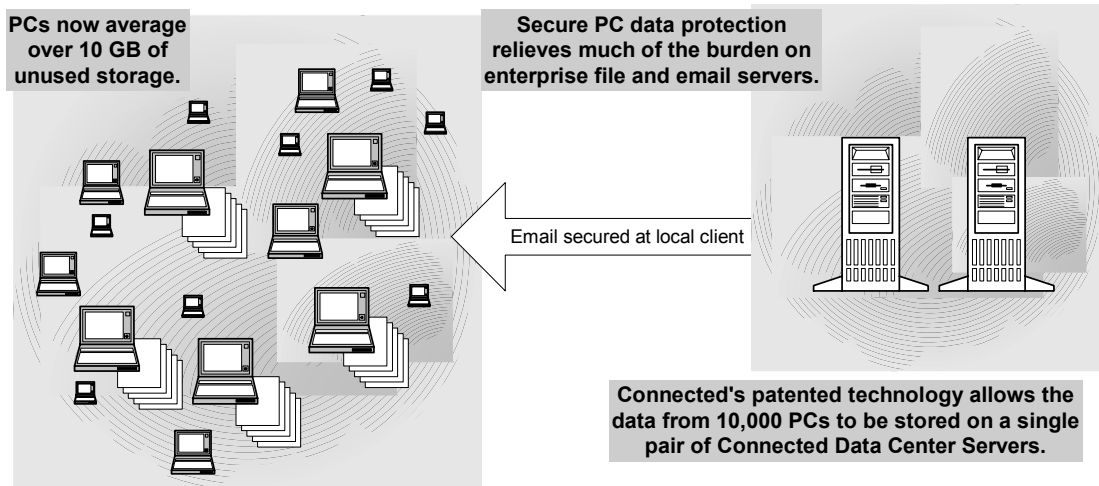
Connected's proprietary data reduction enables data from 10,000 PCs and laptops to be stored on a single pair of data center servers. How is this possible?

- DeltaBlock® – This patented technology allows only changed sets – at the block level – to be sent. So that, when a document changes, only the changes are backed up. Reducing backup time, enabling backup even over dial-up connections, and cutting the overall size of stored files.

- SendOnce® – Another patented technology, SendOnce prevents extra copies of shared files from being stored in multiple user archives. So users don't pay for the space to store the same files over and over again.

Taken together, these technologies are the answer to the growing data storage problem, reducing data storage requirements by 80 to 90 percent in comparison to other solutions.

*Figure 1 – Turn PC hard drives into secure enterprise storage devices.*



## Subscription Service or Licensed Software

Connected solutions are available as a subscription service or as licensed software. The advantages of the service include:

- Secure, off-site data storage – The Connected Subscription Service provides an automatic and efficient way to back up PC data with the security of mirrored storage at multiple sites. Triple-DES encryption during both data transfer and storage guarantees the safety of enterprise data.
- No capital investment – Subscription Service saves IT the expense of new hardware and software to manage data protection.
- Predictable cost – With Connected Subscription Service, data protection becomes a regular, predictable cost instead of a periodic large expenditure. And, when the time comes to upgrade, data protection isn't competing with other programs for capital.
- Scalability – Recent business history has proven the value of being able to painlessly grow and shrink support to match business needs.

- Simple and fast implementation – The Connected Subscription Service gets backup and restoration capabilities up to speed faster and easier than any other solution.
- Ease of use – End users can take responsibility for their own data, freeing IT staff to do more productive work.

Connected solutions are also available as licensed software, for those who prefer to use Connected exclusively within the context of their own IT environment.

## **New Solutions to Enterprise Data Storage**

Connected technologies expand the possibilities for meeting enterprise storage demands. These solutions deliver organization-wide PC data protection; PC business continuity; on-demand, user-controlled PC data recovery; and the means to dramatically reduce the unstructured data that weighs on so many enterprise file and mail servers.