

IBM Smart Archive

Vision and Strategy

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Today's Agenda

- **The Imperative to Build a Smarter Archive Strategy**
 - Information Explosion
 - Information and Infrastructure Chaos
 - Archiving is No Longer an Option
- **IBM Smart Archive Strategy**
- **Existing and New Solutions Being Announced**
- **Clients who support the IBM Smart Archive Approach**
- **Why IBM**





Growth for People and Databases - Similarities

- People: **Without a proper diet and regular exercise routine, people tend to perform more slowly.**
- Databases: **Without maintaining capacity controls on your database, its processing slows down.**
- People: **Weight gain requires people to invest in a new wardrobe.**
- Databases: **Database growth requires organizations to purchase new storage.**
- People: **Gaining weight can lead to health risks.**
- Databases: **Increasing in size can leads to Discovery and Compliance risks.**

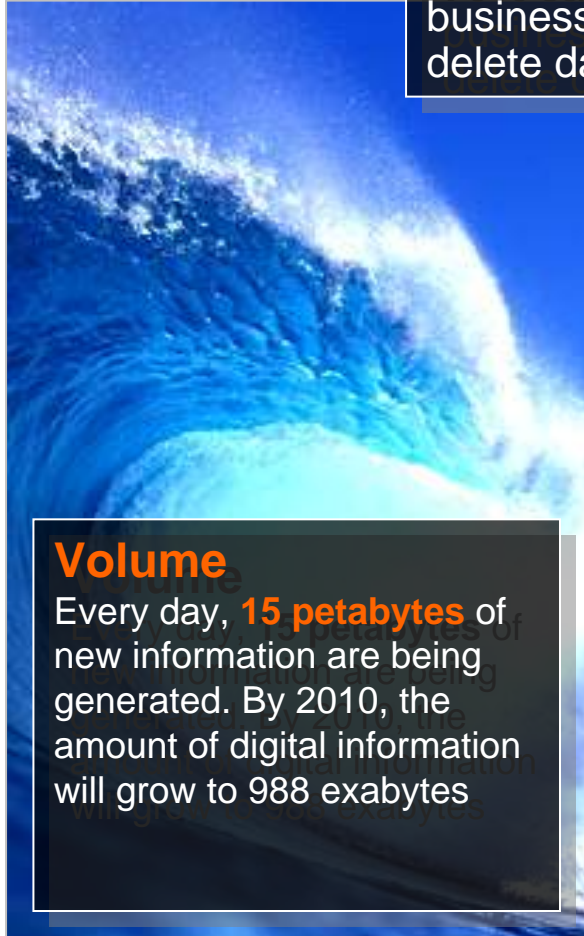




Information Explosion

Information Week Survey:

70% say Regulations drive up storage demands, businesses realizing they **must** classify, manage, delete data - not just keep adding storage



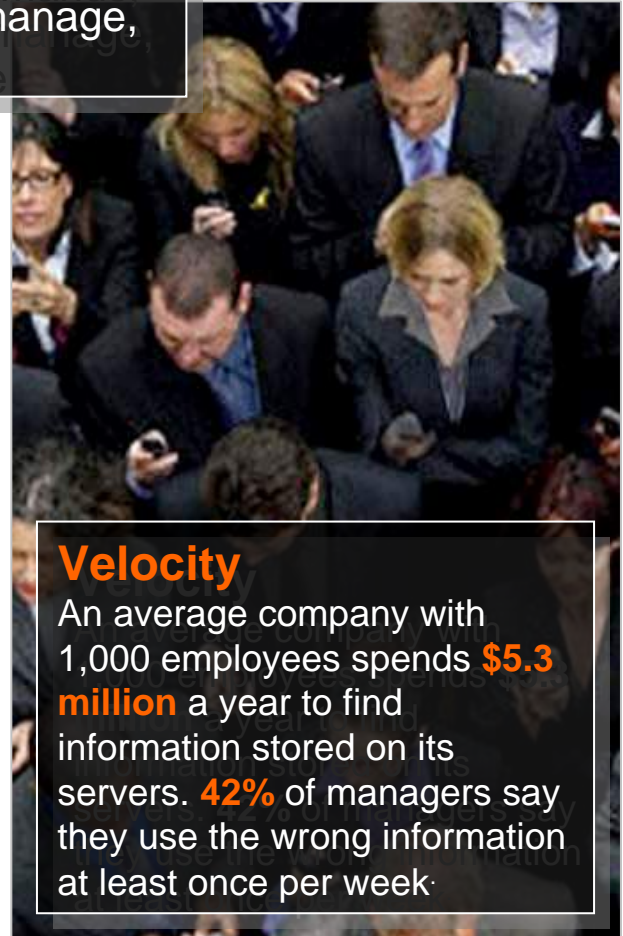
Volume

Every day, **15 petabytes** of new information are being generated. By 2010, the amount of digital information will grow to 988 exabytes



Variety

80% of new data growth is unstructured content, generated largely by email, with increasing contribution by documents, images, and video and audio.



Velocity

An average company with 1,000 employees spends **\$5.3 million** a year to find information stored on its servers. **42%** of managers say they use the wrong information at least once per week.



**Valued information is buried beneath too much unnecessary information
(over-retained, duplicated, irrelevant)**

**The keep
everything
forever model
has failed**

**No information visibility:
to unlock what, why,
where in a trusted
accurate manner**

**Runaway storage and
infrastructure costs,
with power, space and
budget challenges**

**Inability to produce
critical information under
diffusive scenarios and
deadlines**



No Longer an Option ... Archiving is Now a **Mandate** ... Requiring a Smarter Approach Beyond Point Solution Limitations and Costs

I need to understand what I have and why ... to make it easier to manage, archive, trust and leverage

I need to reduce my costs, decrease complexity while increasing flexibility

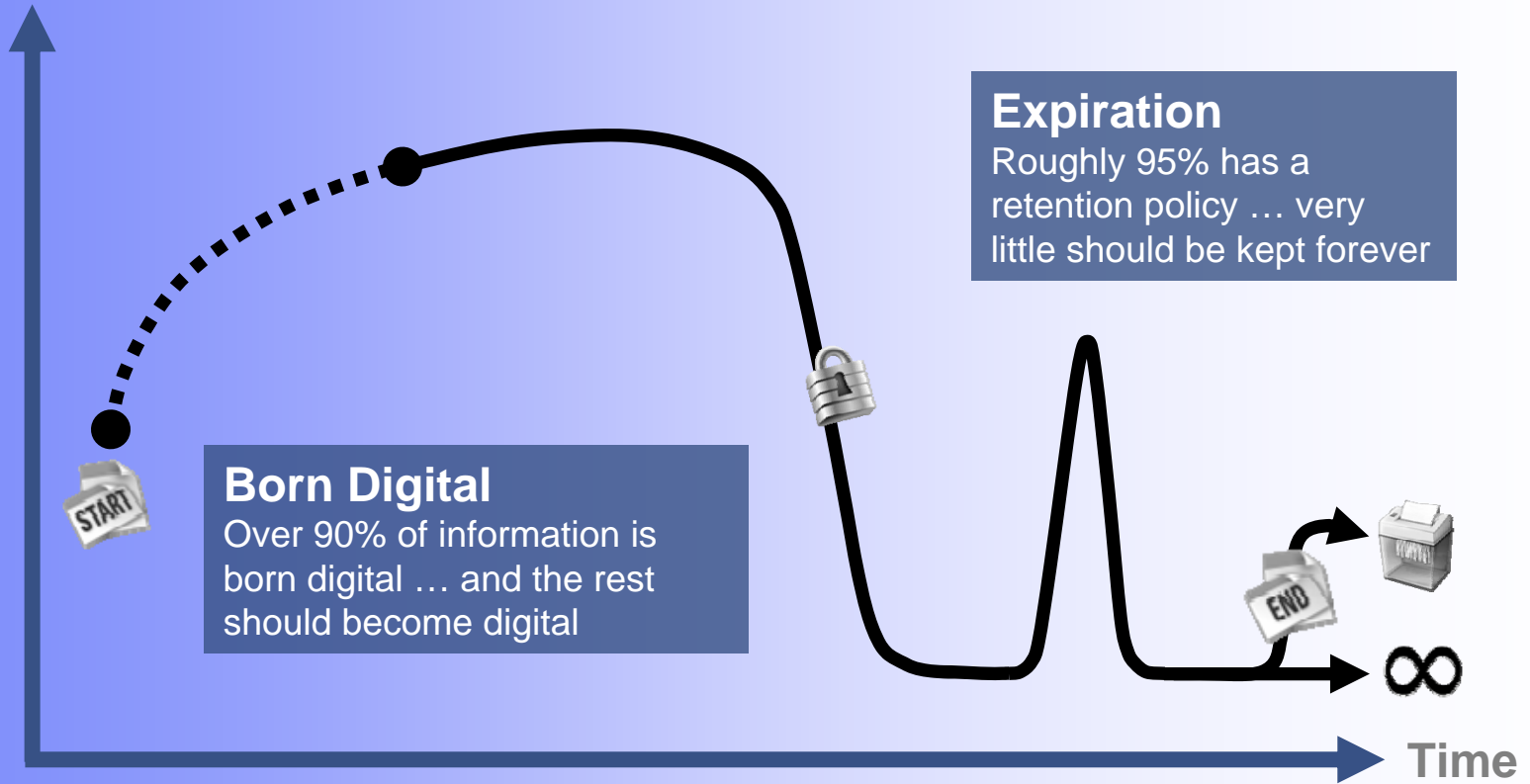
I still need to comply, govern and produce information ... and I need better overall protection





Information Has a Lifespan Requiring Disposition

Frequency of Access and Use





Information Rabbits

User controlled information proliferates faster than

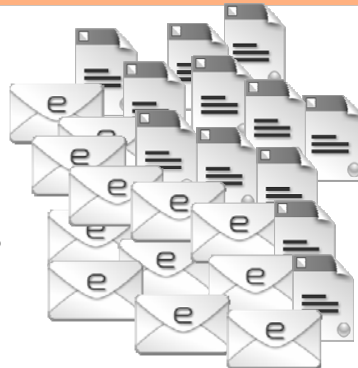


SOLVED
Reduced Email
Storage by 80%



Original Email
 and
 Attachment

Forwarded,
 copied and
 stored by users
 on average **12**
 times



Backed-up multiple
 times (daily, weekly,
 monthly) to create as
 many as **121** copies ...
 not indexed or
 searchable



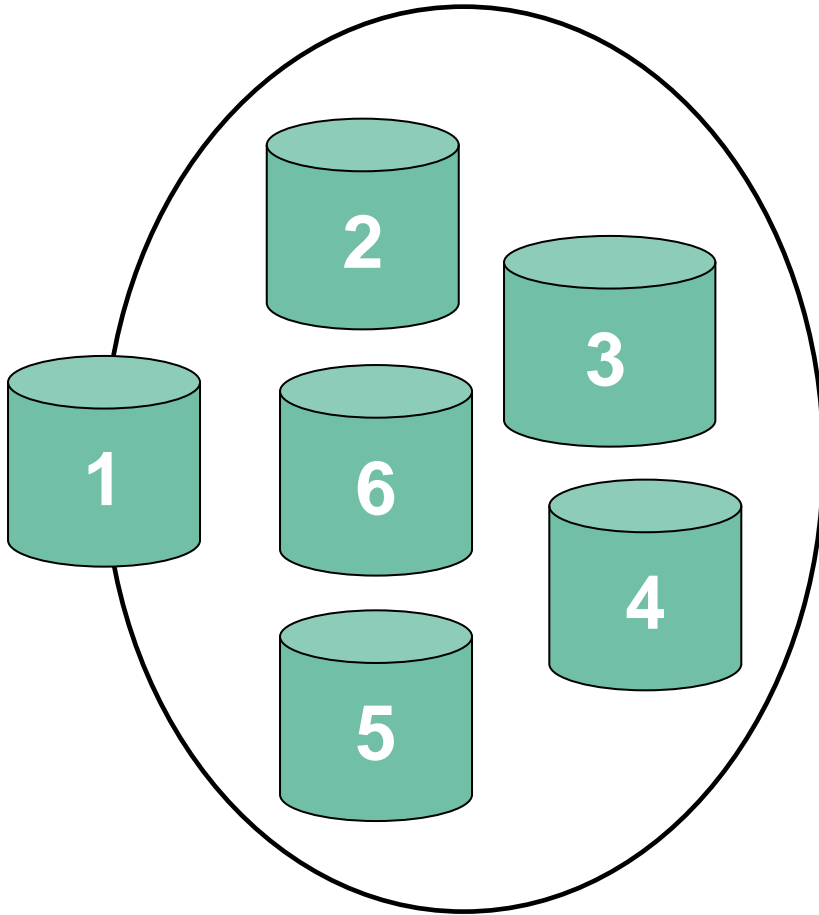
- Slows down production systems
- Increases storage and eDiscovery costs
- Creates litigation risks

- Not adequate for archiving or eDiscovery
- Longer backup and restore times
- Increases power and space requirements
- Significantly magnifies legal risks and costs
- Propagates “keep everything forever” models





Database Multiplier Effect



Production	200 GB
Backup	200
Disaster Recovery	200
Development	200
Test	200
Quality Control	200
Total Size	1200 GB





It's the Magic To Reduce Costs

Identify & Decommission

**Over-Retained
Irrelevant
Duplicated**



Optimize Both Layers



Storage De-Duplication is Part of the Answer

Information Layer

- Content Assessment Analytics
- Data Discovery
- Classification
- De-Duplication
- Records and Retention

Storage Layer

- Compressed
- De-Duplication
- Retention





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Bringing Total IBM Value to Our Archiving Clients

Optimizing The Archiving Process and Infrastructure

Uncontrolled

Data and Content
Poor Meta Data

Organized / Retained

*Unified Collection and Classification
Flexible and Secure Infrastructure
Unified Retention and Protection*

Optimized eDiscovery

*Integrated Compliance
Records Management
Data and Content Analytics*



Aggregate
Leveraging Context
Through Analytics

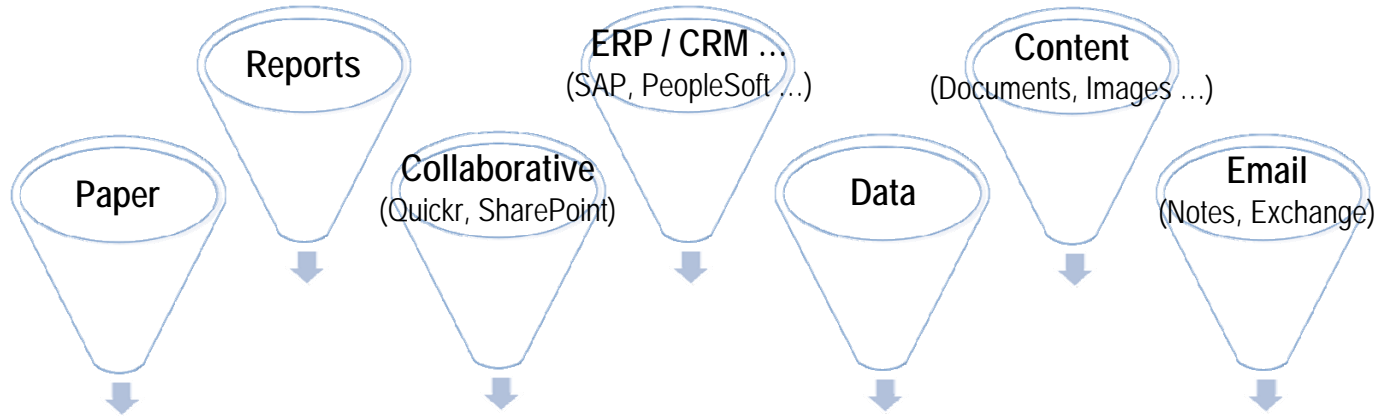
Smart Archive

Leverage
Streamline Legal
Discovery Processes





IBM Smart Archive Strategy



Optimized and Unified Assessment, Collection and Classification

Value Added Services

- Optimization Services
- System Services
- Managed Services
- Reference Architecture
- Information Governance

Flexible and Secure Infrastructure with Unified Retention and Protection

On Premise
(Custom Config)



Appliance
(Pre-Config)



As A Service
(SaaS, Multiple Options)

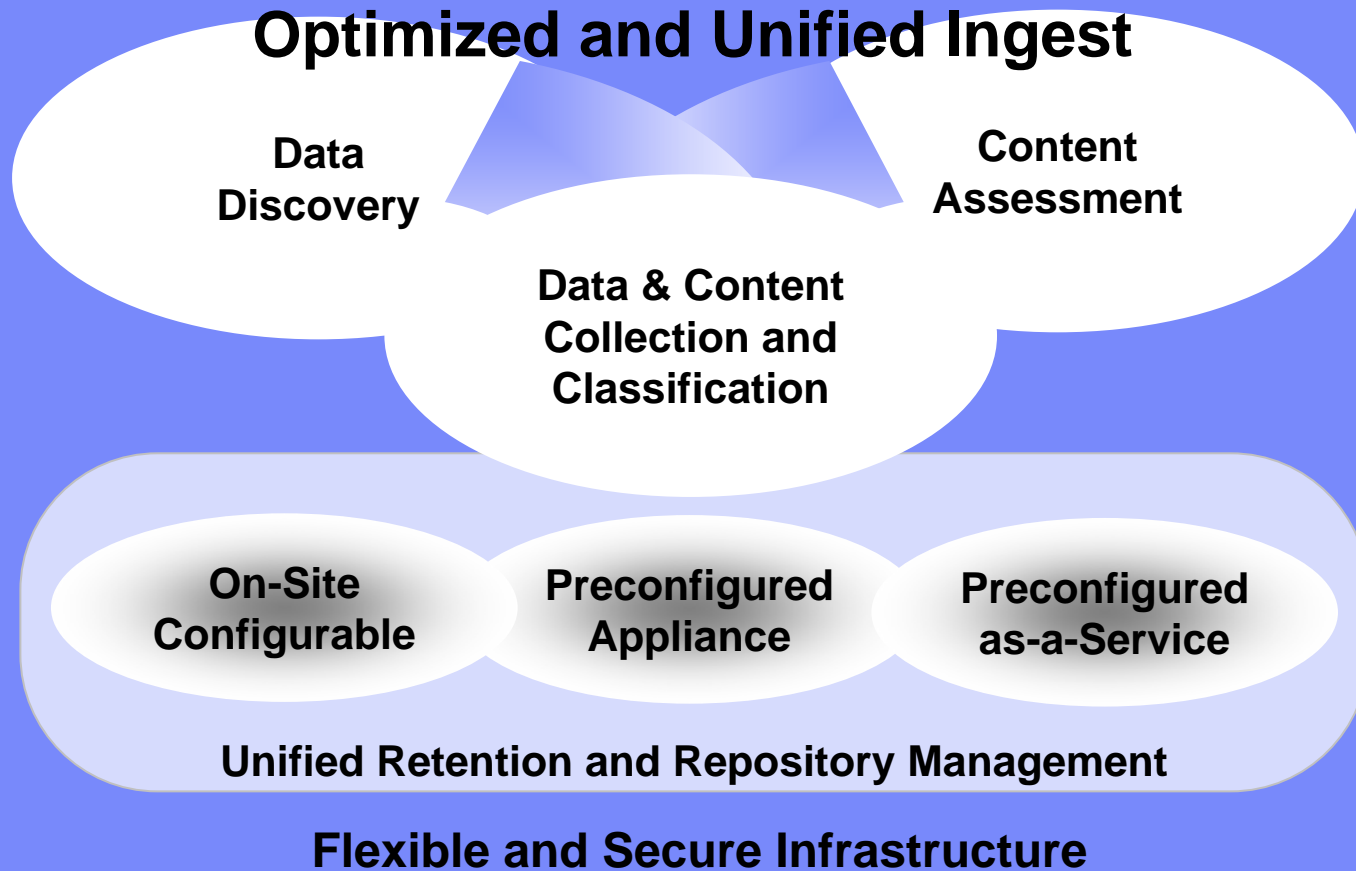


Cloud Ready Archive Storage with Optional ECM

Integrated Compliance, Records Management, Analytics and eDiscovery



Being Smart Doesn't Mean Being Complicated

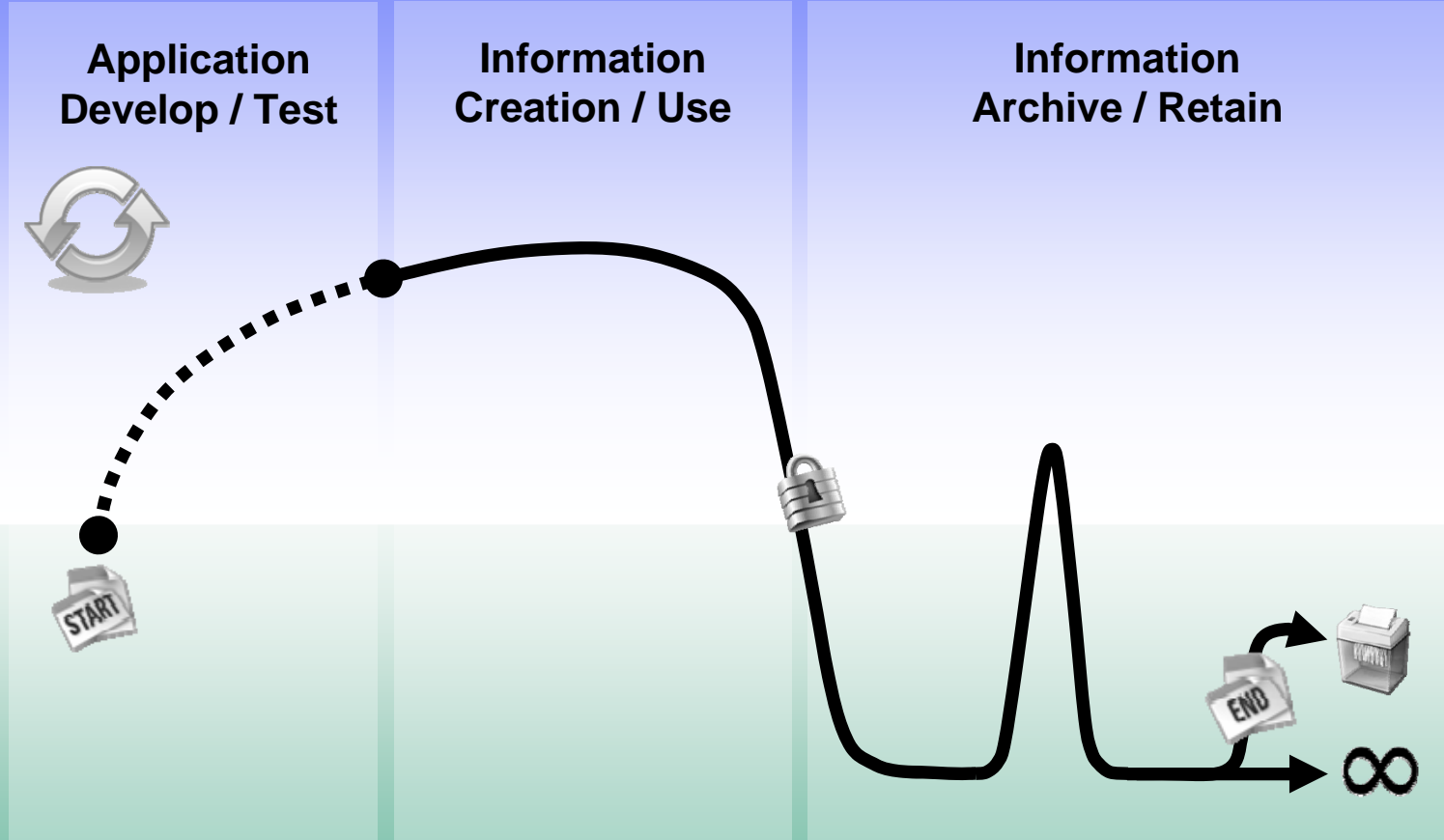


Integrated Compliance, Analytics and eDiscovery ... Value Added Services



Start to End ... The Business Value of Information Changes Over Time

Information Value to Business

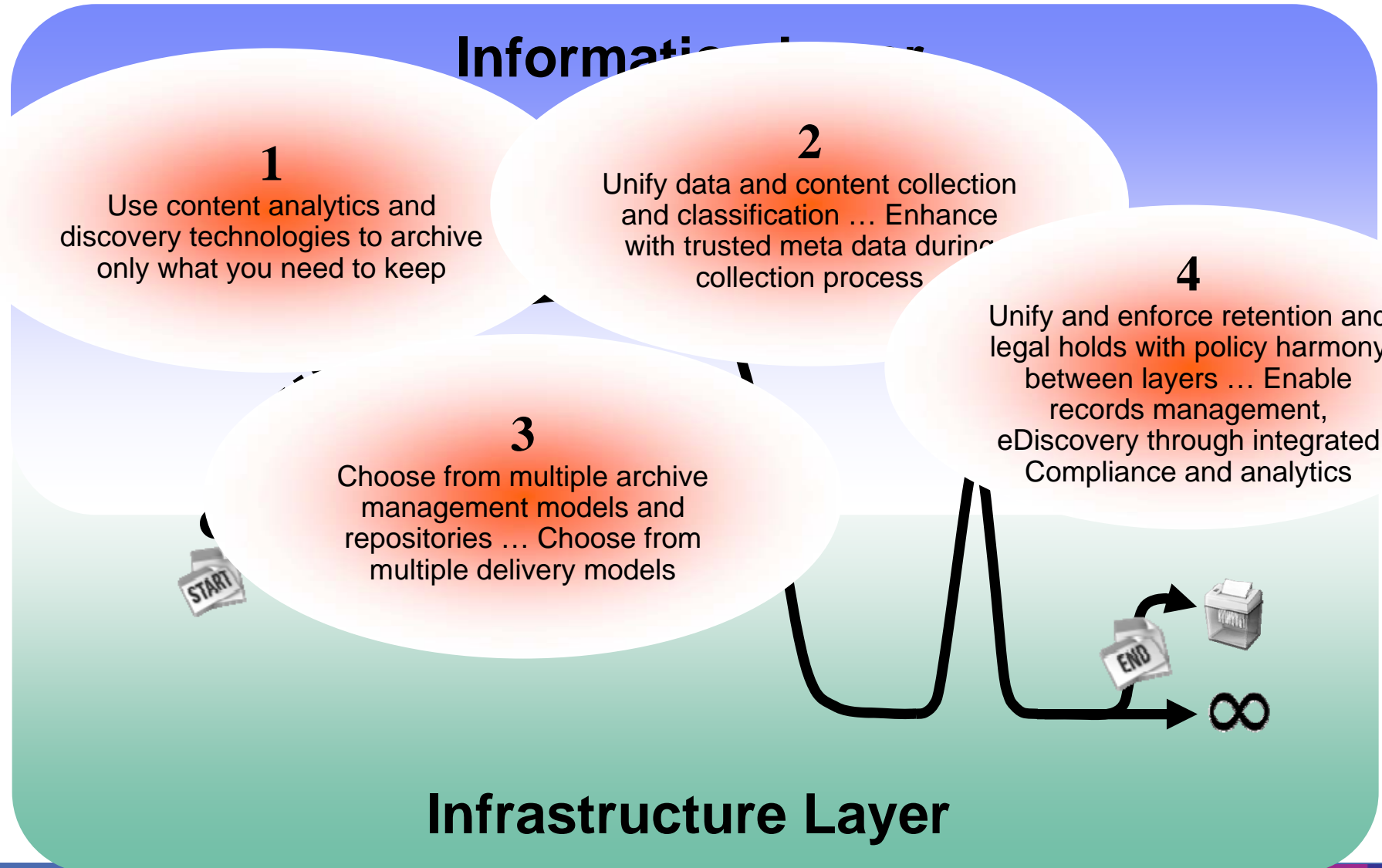


Information Infrastructure





Reminder: Being Smart Doesn't Mean Being Complicated





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Integrated IBM Archiving Solutions

1. Software Capabilities

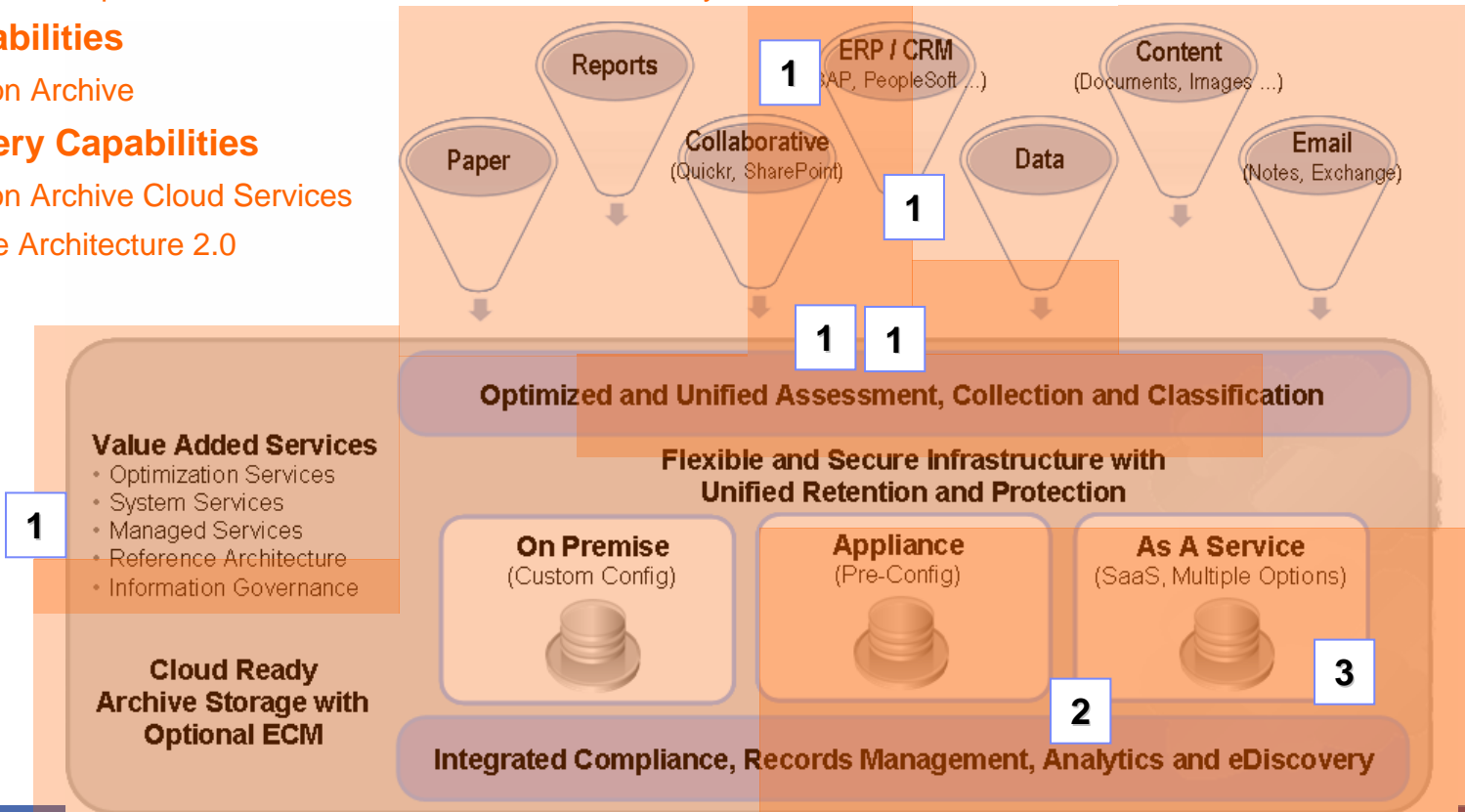
- IBM InfoSphere Content Collector w/ Content Assessment
- IBM InfoSphere Content Collector w/ Optim Integration
- IBM InfoSphere Content Collector for SharePoint / SAP Support
- IBM InfoSphere Discovery w/ Optim Data Growth Solution
- IBM InfoSphere Enterprise Records, Classification and eDiscovery

2. Hardware Capabilities

- IBM Information Archive

3. Services Delivery Capabilities

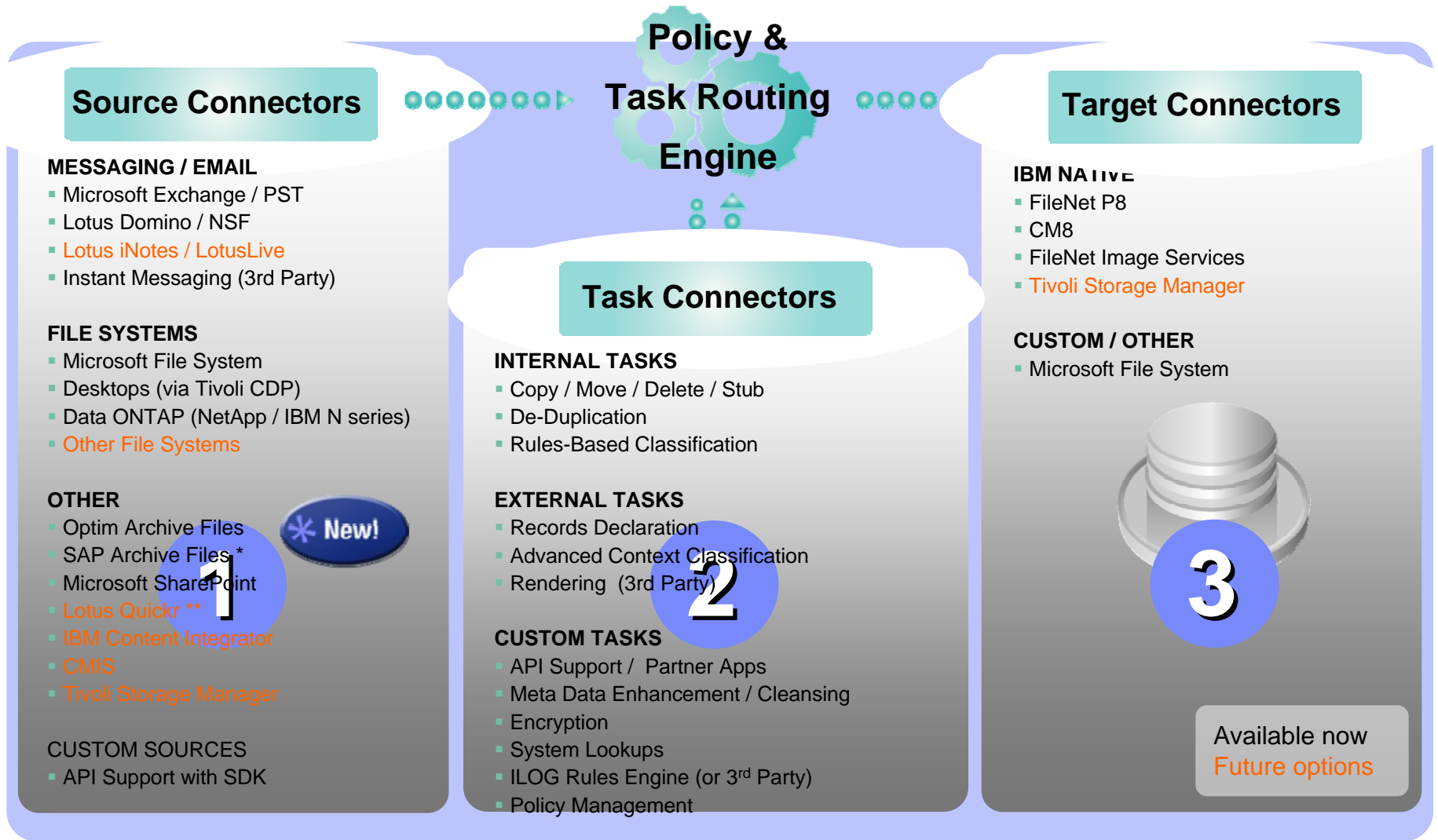
- IBM Information Archive Cloud Services
- IBM Reference Architecture 2.0





Content Collector Overview

Modular and Extensible ... Powered by Unique Task Routing



1

2

3



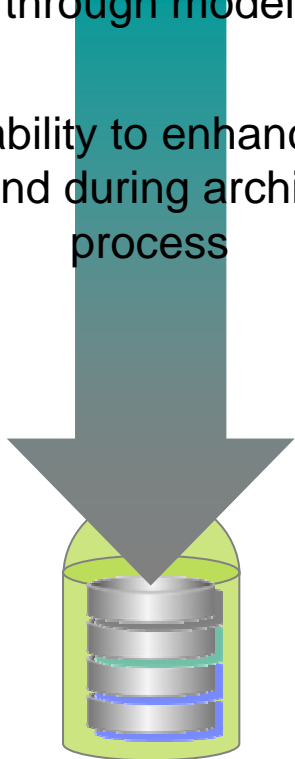
* SAP available as specialized connector
** Lotus Quickr connector available today with ECM services



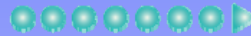
Supports More Than Traditional Straight-Through Archiving

Traditional archiving
limited to fixed straight-
through model

No ability to enhance or
extend during archiving
process



Content Collector Task Routing Architecture enables
flexible routing or processing of internal, external and
custom instructions (tasks)



Task Connectors

INTERNAL TASKS

- Copy / Move / Delete / Stub
- De-Duplication
- Rules-Based Classification

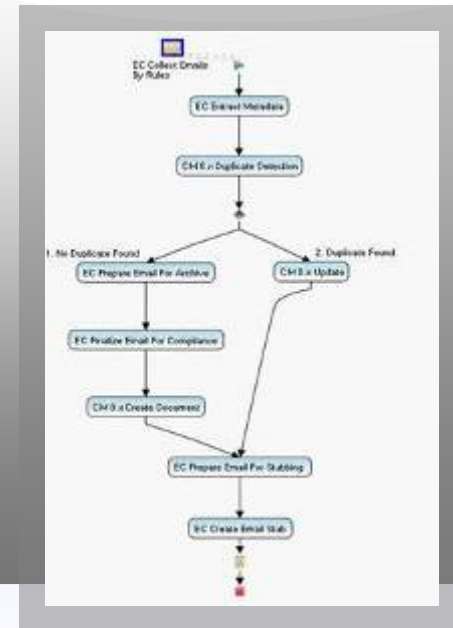
EXTERNAL TASKS

- Records Declaration
- Advanced Context Classification

CUSTOM TASKS

- API Support / Partner Apps
- Meta Data Enhancement / Cleansing
- Encryption
- System Lookups
- ILOG Rules Engine (or 3rd Party)
- Policy Management

Task Routing





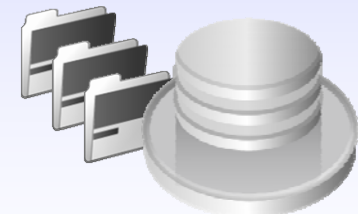
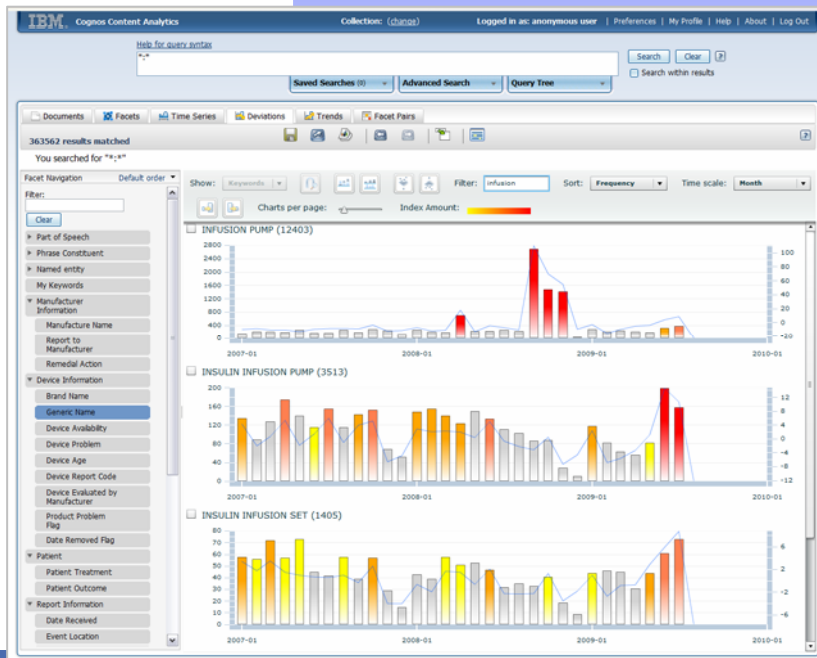
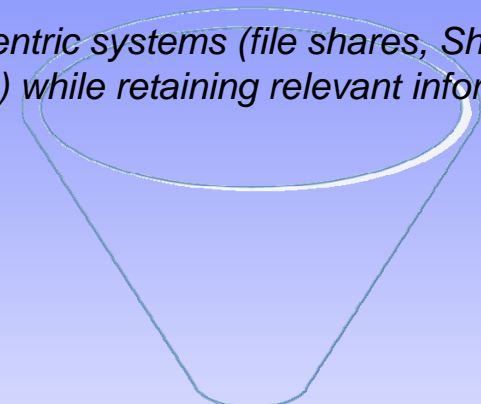
New Content Assessment Capability



Leverage Content Analytics to assess and decide what information to manage, archive, trust and leverage

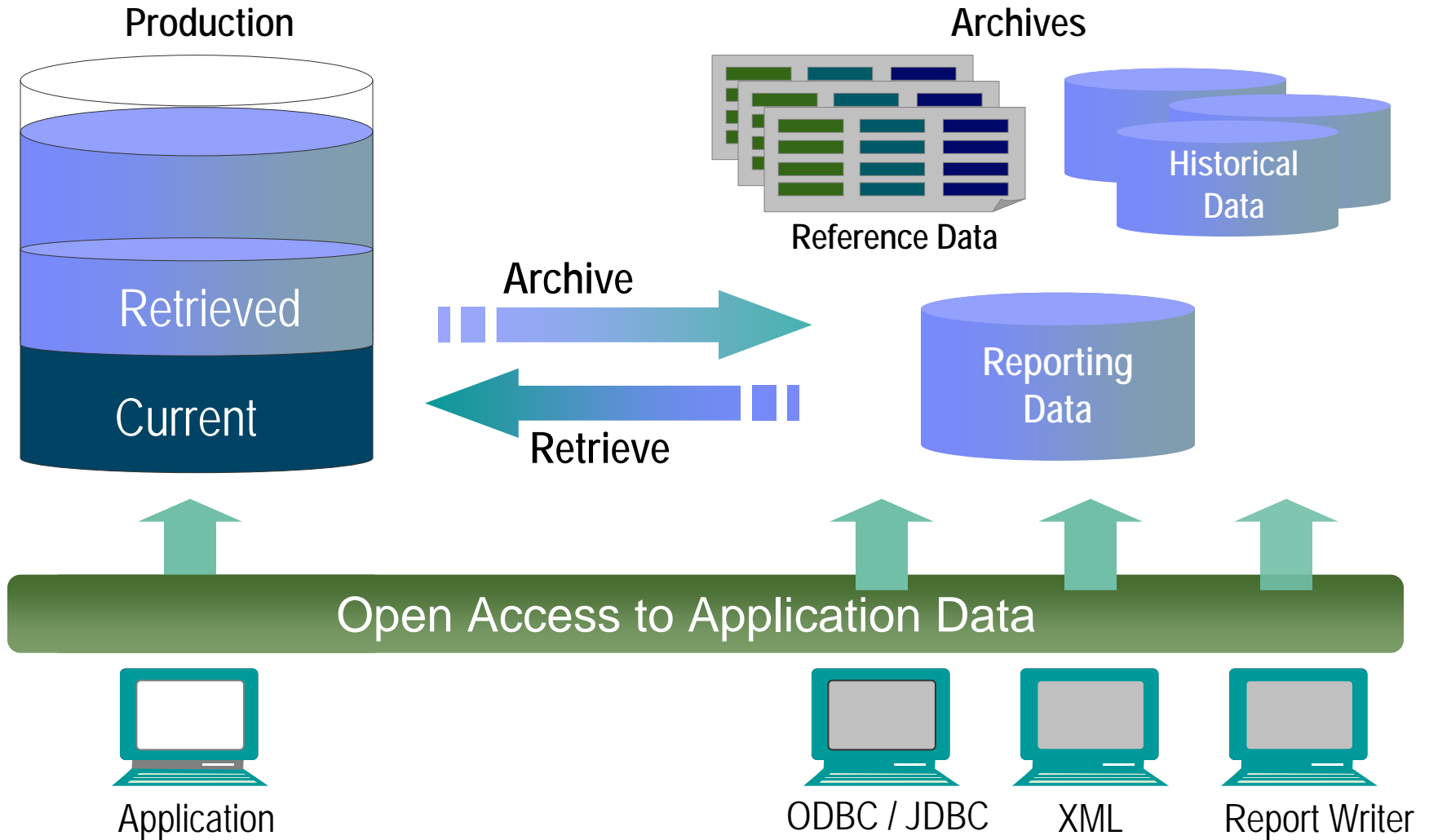
Decommission unnecessary information (over-retained, irrelevant and duplicated)

Decommission unnecessary content-centric systems (file shares, SharePoint, PSTs, NSFs, team rooms, laptops) while retaining relevant information



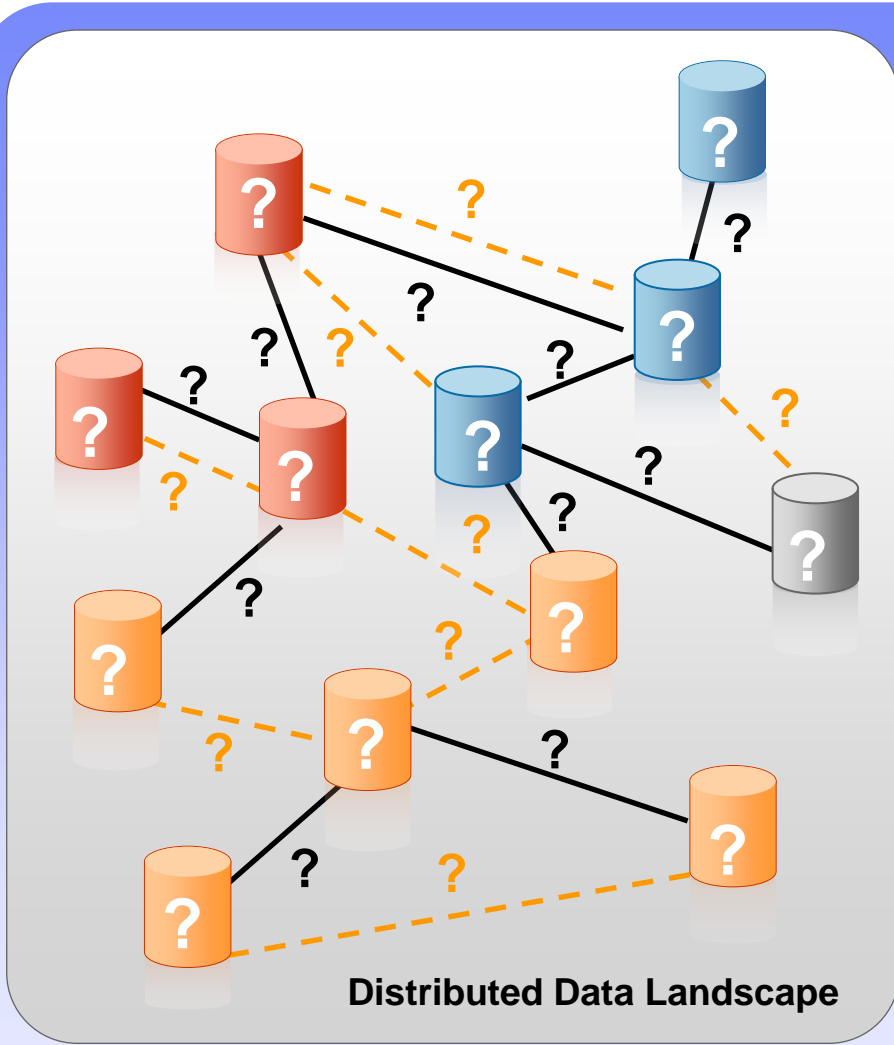


Data Archiving





You Can't Manage or Archive What You Don't Understand



Highly distributed

- Multiple applications, databases and platforms

Complex, poorly documented data relationships

- Which data should be archived and/or disposed of ?
- Which clients are eligible for the new sales promotion?
- Which version of the data should we use for the ERP consolidation?

Relationships not understood because:

- Corporate memory is poor
- Documentation is poor or nonexistent
- Logical relationships (enforced through application logic or business rules) are **hidden**



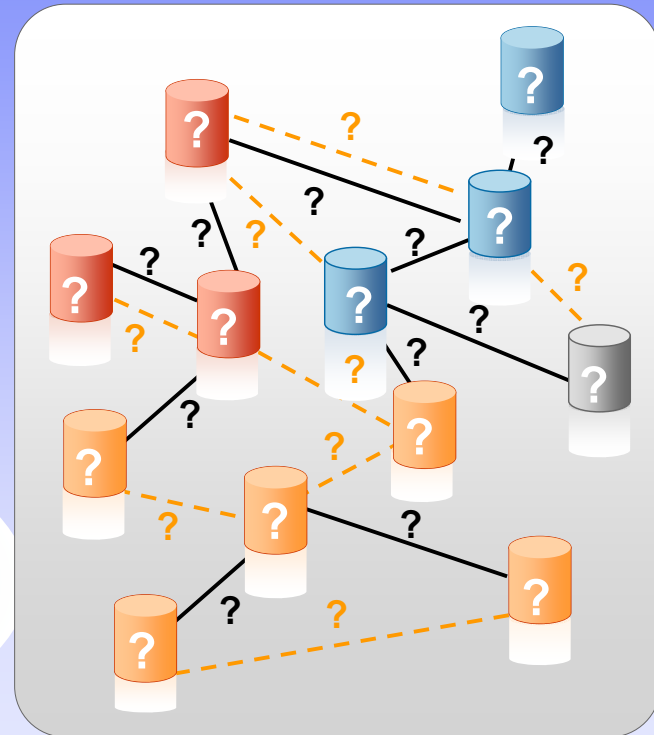
IBM InfoSphere Discovery

Understand Your Distributed Data Landscape



Automates analysis of data and data relationships for complete understanding of data assets for archiving, retention and other applications

- More accurately discover and determine relevant data to be archived and retained
- Identifies the relationships that link data elements into a “business object” within a source (customer, counterparty, invoice)
- Identifies the complex logic that relates business objects across multiple sources



***Enhanced with Optim Data
Growth Solution***



French National Railroad (Societe Nationale de Chemin de Fers)



Challenge

- SNCF has historical transactional ticket databases, file shares of related content (mail, invoices, orders, office documents), and other financial systems that are growing and unmanaged.
- Currently unable to address multiple compliance requirements around:
 - Financial reporting Read-Only Storage of Archived Data
 - Records Retention & Management
- Difficult to find all pieces related to a ticket transaction.
 - Stored in multiple places, manual process to find and retrieve.

Solution

- IBM Optim™ Data Growth
- IBM Content Collector for File Systems
- IBM FileNet Content Manger
- IBM FileNet Records Manager
- IBM FileNet eForms

SNCF Needs:

- Global Unified Archiving Solution of structured data and unstructured content through a common ingest and processing model.
- A common policy and software solution for Records retention and management
- Ability to decommission legacy databases and fileshares
- Reduce database back-up and restore; optimize production servers and storage capacity.
- Improve ability to meet Compliance demands for finance and railway transportation authorities.
- Single, easy-to-use retrieval interface for ticket sale transactions and all related documents for a customer trip, for over a thousand SNCF authorized users.

SNCF needed a unified solution, with a common records management policy and record retrieval capability, to manage and archive both structured data as well as unstructured content (such as documents, email, invoices and orders). The IBM strategy for unified archiving fits SNCF's requirements, and therefore SNCF selected IBM solutions including Optim, Content Collector, FileNet, FileNet P8 and eForms. We expect that the IBM solution will yield significant cost savings and increase compliance.

Pascal Leborgne - Project Manager





Toyota Financial Services

Challenge

- A short term requirement of archiving all email correspondence and storing in a single and secure repository that was seamless and easy to use and search within.
- A strategic solution that could be used as a repository for HR documentation and correspondence supporting the HR department from a litigation perspective.
- In addition, they needed a better mailbox management system and needed to reduce their storage costs which were escalating.

Solution

- IBM's Email Archiving solution to archive their 1.3 million emails and attachments which are indexed for rapid search and retrieval



Business Benefits

- A strategic solution that could help them improve their ability to address their compliance requirements for SOX & the FSA
- The same technology can be used to archive data from their SAP application for compliance as well as improve the performance of the application
- Due to the IBM compression technology built into IBM Content Manager, Toyota has already seen a storage savings

“IBM Business Partner Neocol has demonstrated excellent responsiveness in providing ongoing support of the archiving system. We feel sure that our future requirements will also be met to fill our internal skills gap.”

Toyota Financial Services (UK) PLC





Introducing IBM Information Archive

Next Generation Information Retention Solution

* New!

A **universal**, **scalable**, and **secure** storage repository for structured and unstructured information

A fully integrated archive **appliance**

Addressing the complete information retention needs of **mid-size** and **enterprise** clients

Application support including IBM ECM and Optim with **policy harmony**





IBM Information Archive Key Features

Features	IBM Information Archive
Ease of Use	Appears as a file-server, simple drag and drop files to Information Archive.
Installation and Implementation	Information Archive is physically installed by a Certified Engineer. Quick configuration via wizards. Dynamically add storage.
User Interface	Single, task oriented GUI to manage the entire solution (+ CLI)
Application Interfaces	NFS, CIFS*, HTTP*, FTP*, SSAM – all within IA
Scalability (per Information Archive)	Supports billions of objects per collection – up to 3 collections (Archive into three separate collections)
Retention Policies	Accepts retention policies from applications (including ECM) or creates them (Event-based or time-driven) enabling policy harmony
Compliance / Security	Each collection can be configured with different protection levels (basic, intermediate, maximum). New patent-pending tamper proof technology increases protection.
Index / Search	Full text indexing and search (both data and metadata)*

* Release 1.5





Coming Soon: IBM Information Archive Cloud Services

Delivering on the Smart Archive Vision ... Designed to Be Fast and Easy to Deploy and Use



An information archive-as-a-service based on state-of-the-art IBM Software and IBM Systems managed by IBM Global Technology Services

IBM Software

- Email archiving service with integrated content management and eDiscovery Management enabled by:
 - IBM InfoSphere Content Collector for Email
 - IBM Content Manager 8
 - IBM InfoSphere eDiscovery Manager
- Supports Lotus Notes and Microsoft Exchange
- Plans to support file, SharePoint and database archiving

IBM Systems

- Based on IBM systems and storage
- Built-on dynamic infrastructure designed for today's information growth and archiving challenges

IBM Services

- Operated by IBM Business Continuity & Resiliency Services
- Email continuity, recovery and backup services also available

Benefits

- Reduce upfront capital expense and ongoing operational costs.
- Store critical data such as email in a security-rich offsite facility based on your specific retention policies
- Lower storage costs and improve operational efficiency
- Improve response time to legal and regulatory compliance inquiries





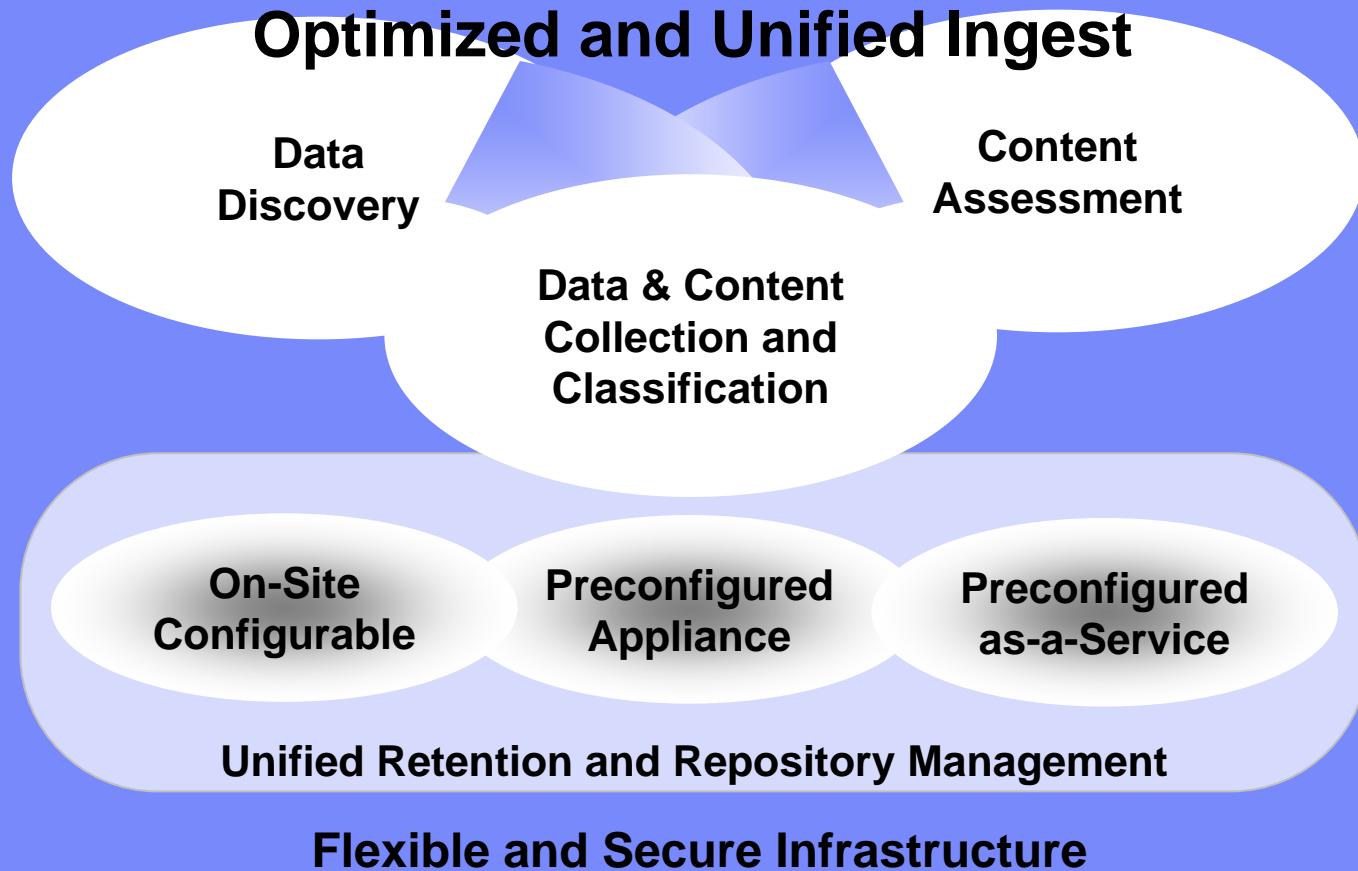
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Most Comprehensive Archiving Solution in the market



Integrated Compliance, Analytics and eDiscovery ... Value Added Services

Thank You

