If you are a senior manager, you may be left to wonder: How do we cost effectively protect our assets and, at the same time, ensure our data is accurate, safe and available whenever we need it? And how do we maximize our IT resources with minimal incremental investments of people and capital?

If you are an IT administrator or director, you may have more tactical concerns: How can my team meet new service level agreements with our lines of business? How do we simultaneously reduce backup windows, minimize system downtime and increase backup success rates? And how do we make diverse data protection solutions work together within our existing environment?

To answer these questions, you need innovative data protection solutions that allow you to back up and restore data faster, at a lower cost, with fewer people and without disrupting your business. You need solutions that are easy to install and manage, and that simplify the administration of sophisticated, cross platform data protection products.
These are among the keys to reducing overall administrative time and achieving a lower total cost of ownership.

In these efforts, it is not just data that you are protecting. You are really defending your business. Business protection solutions help you reduce business risk and assure your stakeholders that your critical business information is protected. And all the while, regardless of the size of your organization, you need to ensure that your data protection strategies can effectively cope with rapidly increasing amounts of data.

Data Protection Challenges: A Closer Look

Downtime Can Mean Lost Revenue

Electronic data is the lifeblood of your business. Whether it is in the form of spreadsheets, documents, email messages, transaction reports or customer records, data has become not only critical to the functioning of the business, but also the very essence of the business. Disruption caused by the loss or the corruption of data can result in lost revenue or lost customers.

Data Protection Challenges Are Growing

In today’s dynamic business environment, your company has to cope with the difficulty and cost of meeting evolving data protection requirements. These include changing guidelines for migration, archiving and regulatory compliance.

The challenges include:

- Unacceptable backup and recovery times that impact operational efficiency, recovery time objectives (RTOs) and service level agreements (SLAs)
- High backup operations costs due to the complexities and the ineffectiveness of disparate systems and fragmented backup environments
- Shortcomings in the protection of key business applications, such as Microsoft® Exchange

Archiving Requirements Are Increasing

To add further pressure on your IT organization, regulatory noncompliance is becoming costly, and legislation relating to compliance and e-discovery is becoming more encompassing. As a result, more and more organizations are demanding increased archiving and the ability to produce the required files in a timely manner, whether for business advantage or legal discovery.

Some Data Is Still Not Protected

In too many cases, companies are being sold overpriced, complex solutions that leave businesses exposed in one or more of the following ways:

- Business applications are at risk either because the specific application is not supported by the backup software or it is required to be offline in order to back up the related data.
- Businesses are left relying on tape backup, with expensive and unreliable backup procedures and poor scalability.
- Businesses face unavoidable management costs because they have been sold multiple backup and data protection products in order to accommodate storage systems from different vendors.

Unstructured Data Creates New Problems

Further complicating matters, today’s data mix has less structured (traditional database) data and more unstructured data, such as email, instant messages and multimedia files, including images, audio and video. As a result of this shift, not only are file sizes growing, but the sheer volume of records that must be stored is also growing exponentially. According to the research firm IDC, the volume of data within a business today is climbing at a rate of 52 percent annually, with no signs of slowing down.*

Tape Is Neither Fast Enough Nor Flexible Enough

All of these issues can place great strain on existing data protection resources. Many companies still rely upon traditional tape-based backup and recovery systems. Today, with the advent of affordable disk-based backup and archiving solutions, tape is becoming a “trailing
edge” technology that fails to offer the speed, flexibility or capability to cope with modern data protection requirements.

How Hitachi Data Systems Meets Your Needs

Enterprise-class Data Protection Solutions for Midsized Organizations

When your company or organization is growing, you need access to the value provided by enterprise functionality in a form that meets your budget. Hitachi Data Systems understands this need and has taken critical elements of storage solutions used by large enterprises and incorporated them in solutions created expressly for you. In short, Hitachi Data Systems brings you enterprise-class data protection solutions that are built to meet your specific needs.

IDC’s Richard L. Villar notes: “Hitachi Data Systems…is developing a broad portfolio of solutions that addresses the unique business needs of midsized organizations. It is delivering a set of solutions that supports consolidated, networked storage, enables cost effective replication, supports long term data archiving and addresses the specific storage management challenges of IT managers at midsized organizations.”

While delivering enterprise-level performance, these solutions are streamlined and tailored to your specific needs. You pay for only the functionality you require. These solutions are not only affordable today, but also can be cost effectively upgraded as your business grows.

Compelling Benefits

Here are some of the major benefits you can achieve with data protection solutions from Hitachi Data Systems:

A Unified Solution Rather than a Disparate Collection of Standalone Products

- Leverage a common management software solution that runs across the entire range of shared storage systems.
- Gain a solution that can be extended into large enterprise-class storage systems should your organization and its technology needs grow.
- Simplify your life with solutions that are easy to install and use and require lower-level skills and resources to monitor and manage.
- Achieve a lower total cost of ownership through reduced administration
- Gain the advantages of a common catalog and reporting infrastructure

Purpose-built for Disk-to-disk Data Protection Based in a Storage Area Network (SAN)

- Avoid performance issues of products that have evolved from a LAN-based disk-to-tape infrastructure

Faster Backups and Restores

- Use application intelligence rather than brute force to move data during backups and restores
- Leverage the speed of disk

Scalable and Reliable Storage

- Choose from a broad group of connectivity options
- Augment or replace error-prone tape systems

What Are the Hitachi Data Systems Solutions?

The Data Protection and Disaster Recovery Solutions for Midsized Organizations by Hitachi Data Systems consist of software from the fully tested, disk-to-disk, backup optimized Hitachi Data Protection Suite, powered by CommVault®. It leverages scalable and cost competitive Hitachi Adaptable Modular Storage family models 2100, 2300 and 2500.

These solutions enable high performance data protection, data management and universal availability of data on heterogeneous storage networks. The Hitachi Data Protection Suite integrates the following backup and recovery, point-in-time replication, archiving and storage resource management technologies under a unified, easy-to-use graphical user interface (GUI).

Hitachi Backup and Recovery

Hitachi Backup and Recovery software is a heterogeneous data protection solution designed to efficiently move data and make it easy to find and recover. Additional iData-Agents (IDAs) for business critical applications integrate with application interfaces (APIs) to deliver online, coherent backup and granular, object-level recovery.

Additional Resources

To learn more about data protection solutions from Hitachi Data Systems, explore any of the following resources.

White Paper: “Data Protection—The Five Steps to a Better Night’s Sleep”
www.hds.com/pdf/wp_wenk_bertrand_dataprotection_238_00_en.pdf

White Paper: “Using the Hitachi Data Protection Suite to Address Evolving Data Protection Environments”

White Paper: “Managing Data Protection Environments to Assure 100 Percent Data Protection”
Hitachi Data Migrator

Hitachi Data Migrator software migrates “stale” data to less expensive secondary storage while retaining transparent user access. It reduces the amount of data that needs to be backed up by an average 30 percent (putting an end to “mailbox is full” messages).

Hitachi Data Archiver

Hitachi Data Archiver software delivers data archival search and retrieval capabilities to meet the increasing demand for consistent data retention and retrieval.

Hitachi Continuous Data Replicator

Hitachi Continuous Data Replicator software helps you ensure that all of your data, both remote and centralized, is protected. And, unlike other replication products, it is integrated with the Data Protection Suite and shares job and media management, security, policy management, index and the common browser interface to help you maximize data availability at reduced costs.

More Uptime — Lower Cost

Hitachi Data Systems provides robust data protection solutions that respond to the challenges of shrinking backup windows, rising tape costs, recovery of critical data, regulatory compliance requirements and protection of remote office data assets. This unified approach results in easy, automated and low cost data management solutions and uses a fraction of the time, effort and money required by separate point products.

Justified on the Bottom Line

The Hitachi Data Systems global R&D organization delivers enterprise-level data protection solutions to smaller companies. These offerings draw on Data Protection and Disaster Recovery Solutions for Mid-sized Organizations — solutions that meet your performance, availability and scalability needs in a manner that increases return on investment (ROI) and reduces risk.

For More Information

By combining superior storage hardware, management software and services, Hitachi Data Systems can uniquely address your business and IT challenges. We help you increase staff efficiency, improve the utilization of IT resources and ensure that critical applications are available and data is recoverable. For more information regarding Data Protection and Disaster Recovery Solutions for Midsized Organizations by Hitachi Data Systems and how they can help your organization, contact your Hitachi Data Systems representative or visit www.hds.com.

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