Support Your Digital Business WithEnterprise Copy Data Management

Enhance Data Governance and Reduce Storage Costs

BEST PRACTICES GUIDE

Copies of Data Are Growing Out of Control, Driving Up Risks and Costs

Many functional areas of an organization require current copies of production data to perform their jobs. Copies are created for backup and operational recovery, for off-site business continuity and disaster recovery, for audits and e-discovery, and for DevOps, Finance and HR. Do you know how many copies exist, who has control of them, what they are being used for, where they are stored, and how long they are being retained?

Do these uncontrolled copies pose a security risk, stored unencrypted or on portable media? Or do they pose a court-ordered e-discovery risk? If a copy of relevant data is found that is retained outside of data deletion policies, then the search (and the cost of the search) will likely be expanded.

It is not unusual for businesses to be storing at least 20TB of copy data for every 1TB of production data. As the amount of new data grows by 40% or more every year, it's easy to see how the costs of storing and managing copies of data, either on-premises or in the cloud, can have a serious impact on the bottom line.

In today's highly regulated and highly litigious business climate, getting control of copy data should be a high priority.

Gain Control of Copy Data With Enterprise Copy Data Management

1 Recovery copy services address the need for data copies to perform local and remote recoveries from any type of data loss event.

2 Agile copy services automatically create, refresh and expire physical and virtual copies for secondary business operations, such as DevOps, legal and finance.

3 Governance copy services provide access to copy data to support corporate governance and compliance operations, such as discovery, reporting and analytics.

4 Policy-based automation and orchestration coupled with strong user access controls help to ensure control of copy data while supporting the productivity of secondary operations.

5 Use the right data copy technologies for each business requirement, automated and orchestrated from a single interface, to maintain control, ensure availability and reduce costs.

> IDC estimates that copy data will cost IT organizations $55.49 billion by 2020. This is not a total addressable market (TAM) estimate but rather the direct cost of keeping and managing copy data.
>
> **Phil Goodwin**
> Research Director
> IDC

1 Ensure Continuous Availability of Applications and Data With Flexible Recovery Copy Services

Levels of data criticality vary in every business, so it is prudent to design and deploy a policy-based system for protecting data in a manner appropriate to its value. The recovery copy services provided by Hitachi Vantara software allow the use of the right technology for each use case: The services are all automated and orchestrated to eliminate the administrative headaches of traditional data protection solutions.

Recovery copy services support any combination of local operational recovery, high availability and business continuity across sites, and long-distance disaster recovery. The frequency of protection (also known as recovery point objectives), retention period for the copied data, and the technologies used are all user-selectable.

For example, a critical database application may be protected with hourly local application-consistent snapshots, enabling near-instant operational recovery. Then, add active-active storage clustering to a second site to provide continuous operations should the first site fail, plus full-copy clones or snapshots at the second site to protect against database corruption, ransomware attacks and other threats.

2 Support the Data Needs of Secondary Business Operations With Agile Copy Services

Many business functions require up-to-date copies of production data to perform their jobs. These include DevOps to enhance and test applications, legal to support data discovery demands, marketing to perform sales campaigns, and finance to provide business analytics that support decision-making.

However, creating and controlling these copies manually hurts production application performance, and adds to the risks of discovering expired data.

Agile copy services control the creation of data copies. The services automatically refresh the copies, removing the need to create new ones, and trigger the deletion of the copies according to business policies. Results include improved performance and availability of production applications, full support of secondary business functions, a reduction in storage requirements, and avoidance of unnecessary discovery risks.

3 Reduce the Risks of Rogue Data and Support Compliance Efforts With Modern Governance Copy Services

Data privacy regulations, such as the European Union's General Data Protection Regulation (GDPR) and the Health Insurance Portability and Accountability Act (HIPAA) in the United States, require the protection of personally identifiable information. Creating uncontrolled copies of this type of data opens the door to noncompliance and heavy sanctions.

Likewise, financial regulations such as SEC17a-4 and Basel-III require retention of business records, including communications, and the ability to quickly produce those records when demanded by a regulatory agency or court order.

Governance copy services support a range of corporate and regulatory compliance requirements. They control who has access to the copied data, make it available to discovery and analytics functions, and enforce retention and expiration policies.

4 Automation and Orchestration, Driven by Business Policies, Are Key to Enterprise Copy Data Management

Human error is by far the No. 1 cause of data issues in today's enterprise. Mistakes may range from an inadvertent deletion or corruption of critical data to mishandling sensitive data and exposing it to unauthorized agents.

Clearly defined business policies are at the core of an effective enterprise copy data management and governance regime. These policies delineate what data should be copied, where to store the copies, who may have access to them, and for how long. But these policies must be automated to reduce or eliminate the risk of human error.

Orchestration is also important, as creating data copies entails working across multiple systems and applications. The goal should be to minimize the impact on business productivity when creating copies to support secondary operations.

5 Select the Appropriate Data Copy Technologies for Each Requirement, but Manage Them From One Place

Many techniques and technologies are available for creating data copies, and care should be taken to choose the right ones for each intended purpose. These include, but are not limited to, point-in-time backup, hardware and software snapshots, and multiple types of local and remote replication.

Each technology has its advantages and weaknesses, making it appropriate for some workloads and not for others. Most enterprises need a combination of them to meet their data availability objectives.

To avoid the inevitable costs and complexity of using many siloed tools to create and manage copy data across an enterprise, we recommend a single solution. Choose one that makes it easy to define policies and dataflows, and automate and orchestrate the technologies needed to execute them.

> " Next-generation copy data management automates the creation of copies when they're needed, using the right copy technology, and it refreshes copies rather than creating new ones. "
>
> **George Crump**
> Founder and Lead Analyst
> Storage Switzerland

Use Hitachi Ops Center Protector To Manage Copy Data

Hitachi Ops Center Protector software makes it easy to automate and orchestrate combinations of copy technologies. These capabilities extend to the high-performance local and remote replication technologies built into Hitachi Virtual Storage Platform (VSP) family storage arrays.

Use Ops Center Protector to perform enterprise copy data management to support recovery, agility and governance imperatives.

Take the Next Step

Dive deeper into why Hitachi Ops Center Protector is the right choice to help your organization take control of copy data.

Learn more about modern data protection and copy data management solutions from Hitachi Vantara.

READ THE SOLUTION PROFILE ❯

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We Are Hitachi Vantara

We guide our customers from what's now to what's next by solving their digital challenges. Working alongside each customer, we apply our unmatched industrial and digital capabilities to their data and applications to benefit both business and society.

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