



## DATA CURATION AND STEWARDSHIP

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ACTIVELY PRESERVE AND SHARE

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DATA LIFECYCLE MANAGEMENT

3

EASY ACCESSIBILITY

4

OPTIMIZE COST-EFFICIENCY

### SORTING OUT THE DATA “JUNK DRAWER”

Whether it's for business purposes or to comply with legal or regulatory mandates, data must often be preserved for some time after it's created. Some files and objects may need to be kept in an immutable format for decades, while others can be deleted after a short time. Needless to say, assigning and managing the correct data curation and archiving standards for each file or object can be a time-consuming, if not herculean, task. Nonetheless, the consequences of not being compliant or illegally destroying records can be a risk manager's worst nightmare. This may help explain why data management is among the top IT initiatives cited in many 2016 surveys of IT managers.

Object storage systems vendors are

correct in saying that object storage enables better data classification than traditional hierarchical file systems since rich descriptive metadata can be added to otherwise anonymous files. However, object storage presents the challenge of ingesting a huge amount of data that the company may already have stored in multiple proprietary file and object systems. How can all of these files and objects be put into a common construct, a global namespace that will facilitate the assignment of services to each file or object based on data preservation and curation policies?

### METADATA IS KEY TO INTELLIGENT AND AUTOMATED DATA LIFECYCLE MANAGEMENT

StrongLINK™ has a solution for that problem. Instead of ripping and replacing infrastructure and file/object systems, StrongLINK provides a means to gather information about all files and objects into a global namespace and virtual file system. There, cognitive computing processes can be used to apply granular data archive and management policies to files and objects in order to optimize the processes and resources required for good data stewardship.

You might call this functionality Information Lifecycle Management or Data Lifecycle Management. The minimum requirements to curate data through its useful life are fourfold: You need a way to: 1) classify data; 2) classify storage targets; 3) apply policies to data; and 4) enact policies by migrating data between storage targets where different storage services (encryption, backup, snapshots, etc.) are applied. The problem with most data curation solutions is that only the data mover is provided; the user is left to his or her own devices to figure out how to classify data and storage and how to create appropriate data management policies.

### STRONGLINK DOES IT ALL FOR YOU

With StrongLINK, you get all of these functions. StrongLINK enables the characterization of data in its global namespace via metadata. It continuously monitors data states to identify access and update frequency and to determine when data can be moved from expensive “Tier 1” storage to higher capacity, lower cost archival storage. StrongLINK also enables storage infrastructure to be segregated by capabilities such as access performance and capacity and cost, so you can use it to properly classify the storage assets you have deployed in-house and in the cloud. Thirdly, StrongLINK enables you to develop data management policies that you can apply selectively to different data classes. Policies describe what is to be done with the data of a given class – how it is to be hosted, how long it needs to be kept, and what protective services it requires – over the useful life of the data. Once these three things have been done, data movement is automated by StrongLINK and optimized based on a continuous and cognitive evaluation of the status of the data itself, the storage media and the traffic across available links between storage kits. StrongLINK will migrate data in the most efficient and least latency-producing manner to the appropriate storage targets without impacting production systems.

In the final analysis, StrongLINK is the technology you need, whether you're placing data into an on-site tape-based archival repository, a cloud archive, or both. StrongLINK is the only data management solution on the market that works with Metadata.

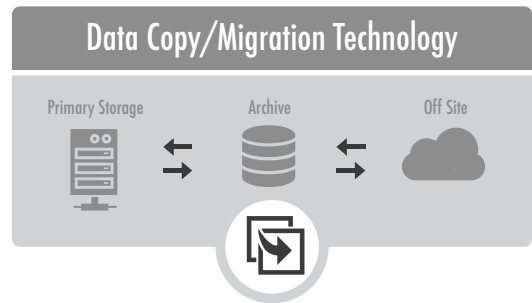
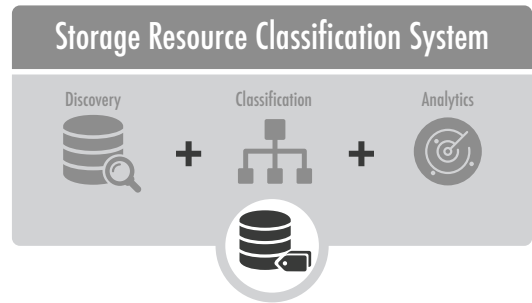
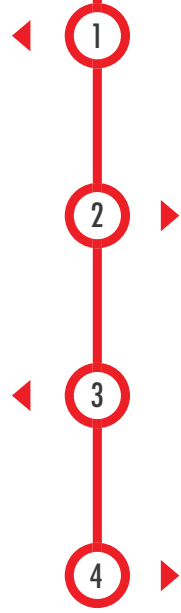
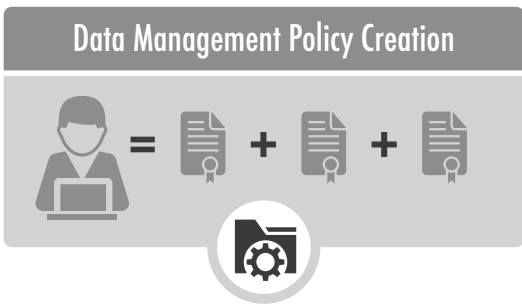
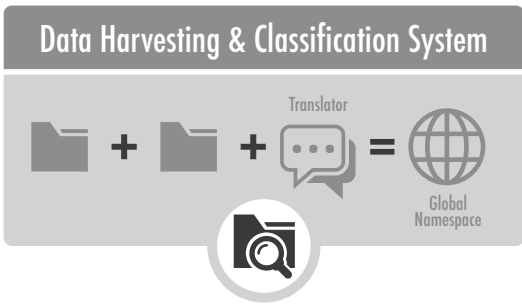
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