

Manage Data Growth



Information Brief

Is your digital universe exploding?

As organizations like yours struggle to contain the explosive growth in data and applications, managing, classifying, and storing these assets has become all the more challenging—and costly. Compliance-conscious business units are demanding that you maintain more data for longer periods but are unable to provide any guidance as to how to prioritize it based on its value to the business. As a result, you are forced to maintain too much data in primary storage, which drives up costs and decreases efficiency. And, with no visibility into how often data is accessed and no understanding of its business value, you cannot accurately predict future storage requirements—leading to overbuying or under-sizing storage systems.

What's keeping you from getting control over your data?

Our customers tell us they'd like to get a better handle on their data growth, but they face challenges like these:

- *"It's virtually impossible to forecast our storage needs."*
- *"We're not ready to make a big change, so we keep renewing our maintenance agreements—even though it may not be the best decision in the long run."*
- *"Our business units have no interest in helping us prioritize the data they create."*

Get your data strategy future-ready

With Dell's Intelligent Data Management Solutions, you can remove the uncertainty and ambiguity that keep you from making smart decisions about your data, without locking yourself into a costly, inflexible strategy that won't fit your long-term business needs:

- **Improve your forecasting:** By adopting our modular approach and automated, rules-based movement and retention capabilities, you can meet your expanding storage needs without overwhelming your infrastructure or driving up costs. You'll be able to add storage as you need it on a massive scale, while using our integrated deduplication technologies to optimize capacity.
- **End the "refresh or renew" paralysis:** Because the modular design makes it possible for you to purchase storage on demand, you'll gain greater control over your capital and be able to make more confident decisions about your infrastructure.
- **Align the relative business value of your data with the appropriate storage cost:** You'll get a clearer picture of your data—where it's coming from, what it is, and how it's being used by your business units—so you can implement consistent storage and retention policies without sacrificing flexibility.

Did you know?

"By 2012, the digital universe will be nearly 5 times the size it was in 2008, and the amount of digital information produced in the year should equal nearly 2,500 exabytes."

Source: IDC White Paper sponsored by EMC, *As the Economy Contracts, the Digital Universe Expands*, May 2009

"Unstructured, file-based data will continue to grow at a blistering pace in 2010 and IT will continue to struggle to manage it."

Source: *Unstructured Data in 2010: Trends to Watch*, Enterprise Strategy Group, February 11, 2010



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Companies come to Dell because they're looking for an **open, capable, affordable** way to manage their digital assets—particularly the unstructured data that is projected to comprise most of the data created in the coming years.

Our customers use our Intelligent Data Management solutions to manage data growth, keep data accessible, and minimize risk.

Improve your forecasting

What if you could expand your performance and capacity simultaneously, non-disruptively, over time?

You can use our modular approach to **add capacity on an as-needed basis**, while instituting smart, rules-based movement and retention policies that make it easier to organize and manage your data, no matter how quickly it grows.

End the “refresh or renew” paralysis

What if you could buy storage on demand and easily grow your existing storage environment on the fly with an easy to use web based GUI?

With the peer-to-peer architecture that sits at the core of Dell's Intelligent Data Management solutions, you'll end once and for all the endless “refresh or renew” debates that paralyze your organization. The modular design makes it possible for you to purchase storage on demand, so you'll have greater control over your capital while simplifying management and expanding more cost-effectively.

Align the relative business value of your data with the appropriate storage cost

What if you always knew the current value of your data at any point in time?

By taking advantage of Dell's Intelligent Data Management solutions and services, you'll be able to make informed, intelligent decisions about the relative value of your data so you can better utilize that data to support your business.

What does success look like?

Challenge

AirClic, Inc., headquartered in Newtown, Pennsylvania, develops software and provides mobile information services. They were looking for an easily scalable solution that would meet their data management needs for performance, as well as less critical data, and protect it – all at once.

Solution

A tiered EqualLogic environment that met their performance needs, could easily be expanded, both for capacity and throughput, and that provided less expensive SATA storage for non-transactional data.

“Tiered storage is a really big win for us – we just plug it in, and anything we need will migrate there automatically. We can scale independently according to our needs.”
-Andy Monroe, Vice President of Technology, AirClic