



# DATA MOBILITY AND TIERING

1

**EVERGREEN STORAGE STRATEGY FOR SIMPLIFIED MIGRATIONS**

2

**RIGHT DATA IS ALWAYS ACCESSIBLE (WITH THE BEST ROI)**

3

**GRANULAR POLICY TRIGGERS ENABLED BY DATA CLASSIFICATION**

4

**SIMPLIFIED AND AUTOMATED DATA MANAGEMENT**

## DATA MOVEMENT INEFFICIENCY HAS BECOME A LIABILITY

The unstructured data of many organizations is amassing so rapidly and in such high volume these days that IT planners are no longer sure how to host it efficiently. Traditional data management techniques like hierarchical storage management require moving data between platforms to achieve a balance between access requirements and storage costs.

With the advent of cloud services and the tsunami of data created by the Internet of Things, mobile commerce and big data analytics, questions are being raised about the effectiveness of storage tiering and the latency created by data movement.

## AUTOMATE MIGRATIONS WITH INTELLIGENT DATA MANAGEMENT

Fortunately, StrongLINK™ has a solution to the problem of data mobility and tiering. StrongLINK is a cognitive data management platform that is deployed around your existing IT infrastructure. It monitors, interconnects and manages files, objects, archives, and pools stored locally or in the cloud. Data management policies are executed by StrongLINK to perform data migrations over time between and amongst storage repositories via the most efficient routes, resulting in the most efficient use of data protection and preservation resources and services.

## DATA AND STORAGE WORKFLOWS MADE SIMPLE LIKE NEVER BEFORE

Tiering and archiving, once regarded as onerous and time-consuming tasks, becomes automated with StrongLINK. StrongLINK's cognitive computing processes determine when data needs to be tiered, identifies the right storage target and the best path for moving data to the target, and then performs all the necessary operations to ensure that the data is migrated to the target, that its location is updated in a global namespace, and that the appropriate services for data curation and protection are applied to meet compliance and governance requirements.

Remember: Automated workflow policies reduce your administrative burden. StrongLINK is like having a team of storage and data management professionals working behind the scenes to continuously optimize your infrastructure and protect your data.

Data mobility and tiering have become major technical issues in too many shops, but with StrongLINK, they're a thing of the past.

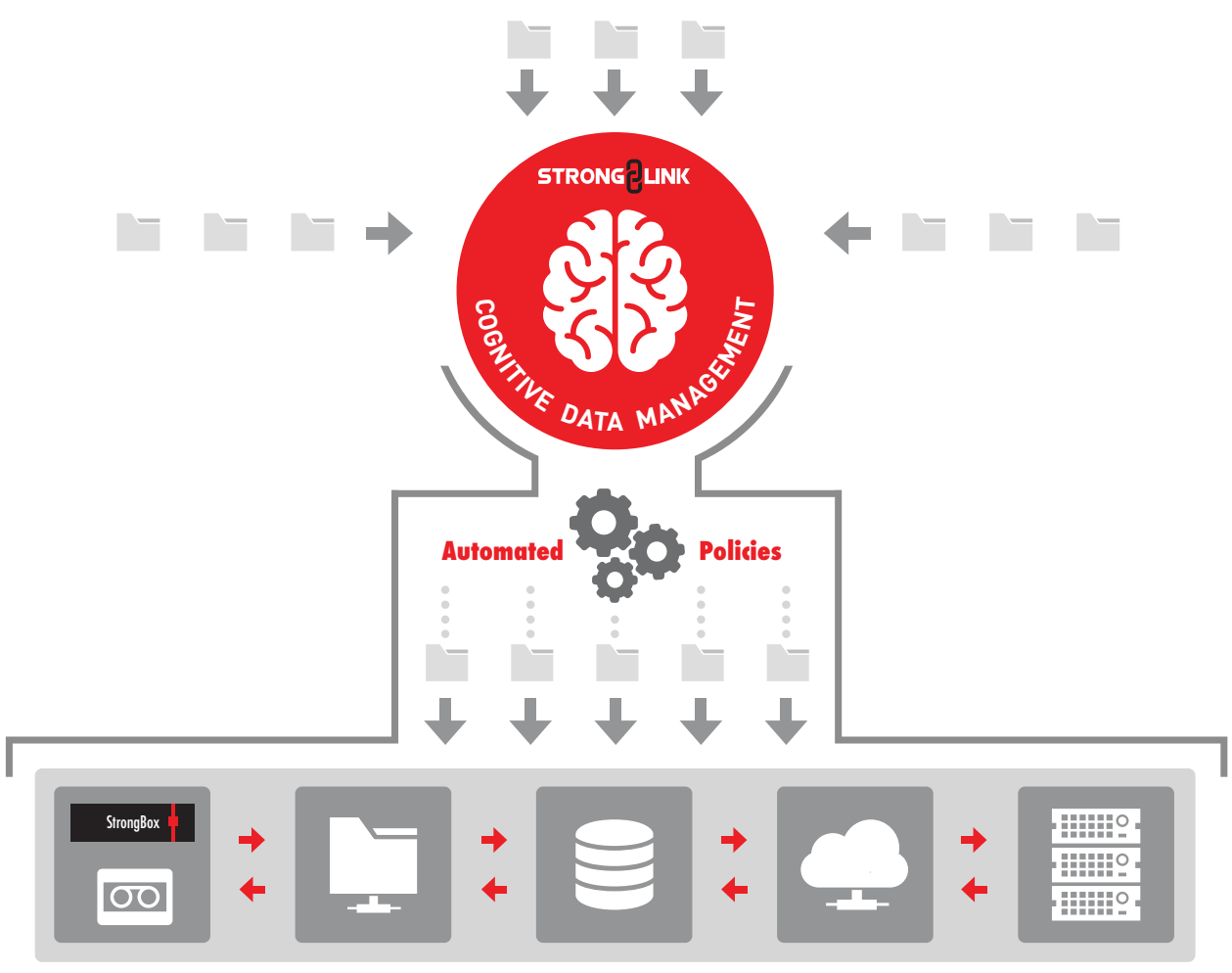
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Your Current Storage Environment



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