

Business Challenge for Strategic Outsourcing

The world we live in is very different from even a few years ago. There is a constant need for new ways to store, retain and retrieve data in an environment where vast quantities of data require new computing architectures. Outsourcers must continue to look for better business processes encompassing IT, cost effective solutions and tools that are easy to use and require minimal staff training. A critical area for outsourcing firms to address is that of storage management.

Evolve Existing Storage Policies

Existing storage policies based on asset management software have to evolve from their current state. Many of today's storage administrators have been trained to log and track data volumes, identify who has what assets and how they are being used. Storage management is now being extended to what software is used, which systems were accessed, how data is stored, transferred and used. This gives storage management a new life and set of challenging requirements to meet.

Solution Highlights

Efficiency To provide an efficient means to know 'how to optimize storage assets' due to the critical nature of data storage.

Quick response Within an 8-hour window following installation, TSA enables users to search and identify patterns and relationships of data usage amid massive volumes of information.

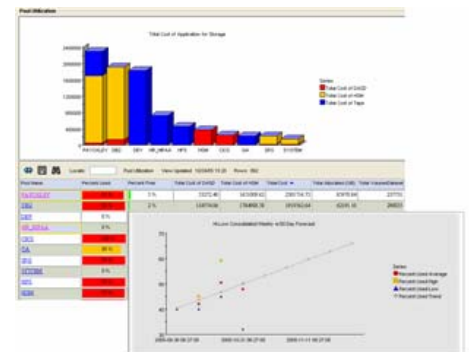
Effective Armed with detailed information, outsourcers can now develop innovative solutions and solve strategic and operational problems in new and unique ways.

Ability to Act With the ability to extract actionable insights from data, teams working in the areas of infrastructure storage management and disaster recovery can now make informed decisions.

Improved Decision Making To make responsive, informed business decisions, it's not only important to gather and aggregate information, but exploit it through sophisticated analytics techniques for better decision making.

Value for Outsourcers

- ▶ Bidding tool – TSA is installed one day and provides a detailed assessment of all devices, applications and data usage patterns within (24) hours
- ▶ Up-selling into existing accounts – TSA enables sales and account teams to quickly identify new sales opportunities within existing customer environments
- ▶ Competitive selling – TSA positions sales teams to know more about the new customers processing environment than competitors who have products installed for years
- ▶ Advanced technology – Within the TSA, advanced formulas and macros allow customers to easily demonstrate the state of affairs within their storage infrastructure. The resulting report, which is both a technical and an executive-level document, accurately portrays the financial impact of inefficient storage management practices.



TSA sample reports

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Challenge

Volumes of data growth are unprecedented

This presents a serious challenge for outsourcing companies that were awarded contracts to provide services defined by the customer years earlier.

Continuous improvement

Constant demand to provide better business processes encompassing IT, cost effective solutions and tools that are easy to use and require minimal staff training.

Balancing the three stage problem

People, processes and hardware optimization require constant attention over multi-year outsourcing contracts that have performance improvements, reduced headcounts and increased customer satisfaction requirements.

Justification of new services to sell the customer

Outsourcing engagements require constant reporting to show customers how contractual obligations are being met. Need for additional services that were beyond the original contract scope are difficult to justify and often require additional work.

Solution

TeraCloud Storage Analytics (TSA) is a storage analytic solution that improves decision-making in storage management and provides insight into information lifecycle management. Today, speed, accuracy and the quality of data are required to provide an understanding of the storage environment. Accurate and current information is a requirement for resource planning, scheduling of day-to-day jobs and operational planning.

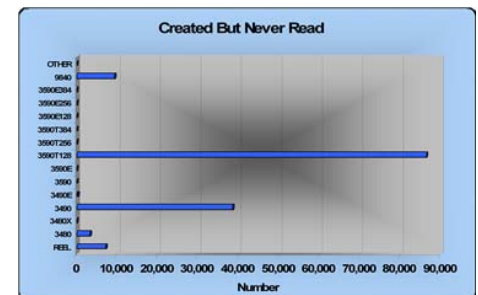
In many ways, storage infrastructures are still quite archaic. Just look at the way data has been protected all of these years. Technical staffs continue to perform daily 'incremental back-ups' and weekly 'full back-ups' according to schedules, although tapes have become faster over the years and their access times have gotten better. The fundamental way that data has been protected has remained unchanged.

And the results are well known. Miserable backup speeds, horrendous backup reliability. The same goes for restores. With the inception of the storage resource management (SRM) market, organizations have sought to identify opportunities to maximize their storage assets. What has been lacking is an efficient means to know how to optimize storage assets. Recently, the industry has refocused its interests in dealing with this shortcoming due to the critical nature of data storage.

TSA provides the following solutions for data storage: Simplified storage infrastructures, reduced costs, easier management of storage assets, improved performance, and accurate data on which to make informed decisions.

Key Benefits

- ▶ Utilization baseline – TSA identifies performance improvement opportunities by quickly analyzing usage at the device and data usage levels
- ▶ Operational efficiencies – TSA isolates areas where corrective action can improve throughput, offering storage managers an effective means to produce value for their customers by reducing operating costs and/or optimizing storage assets
- ▶ Valuable insight – TSA provides the ability to meet data growth challenges
- ▶ Validation process – TSA lets you know the storage environment is operating within your storage parameters
- ▶ Reporting - Information gathered by TSA is online for queries or can be exported to an Excel spreadsheet for further analysis. The content can also populate a word document that can be printed, bound into a booklet and presented.
- ▶ Visual analysis – TSA automatically generates graphs and charts



Sample report for tape volumes created but never read