



**DATA CENTER
OVERPOPULATION.**

SOLVED.

These days, almost everything is digital. Not only documents, but e-mail, messaging and even voicemail. The IDC projects that the number of files passing through the data center will grow by a factor of at least 75 over the next decade.¹ And don't expect extra staff

to handle it all. The number of IT professionals is likely to grow by less than a factor of 1.5 in the same time period.² But we can lend a hand. With years of experience in archiving and storage, we'll help you control your data and maximize your resources.

CDW.com/archiving | 800.800.4239



¹IDC Digital Universe Study, May 2010

²IDC iView - Extracting Value from Chaos, June 2011

SOMETIMES THE OBVIOUS ANSWER IS THE WRONG ANSWER.

If you're running out of space to store your data, it seems logical that all you would need to do is increase capacity with additional storage devices. But this can create all kinds of inefficiencies. Not only do new devices cost money, you'll eventually need additional real estate to hold it all. Plus, keeping non-critical data on high-performance drives lowers both storage and application performance and creates long backup and recovery times. Hardly the results you want.

THE SMARTER STORAGE SOLUTION.

In the simplest terms, archiving provides a single-instance store of data on a central storage device. That means no duplicate files and no old documents making it harder to access the files you really need. It makes storing, managing, retrieving and discarding data both systematic and automated. Here's how it works:

- **Archiving software** uses established policies to automate the movement of data from one storage tier to another then deletes it at the end of its lifecycle.
- **E-discovery software** works alongside archiving software to make it possible to quickly search all files, e-mails and other messages related to a specific topic in response to legal inquiries.
- **Archiving storage devices** keep archived data off high-performance servers. This can simplify management and improve overall performance.
- **Archiving in the cloud** can be a money-saving alternative to an in-house solution. Because it is scalable, it can grow as your data does without requiring any hardware investment.

BETTER DATA MANAGEMENT FOR BETTER BUSINESS.

The benefits of an archiving solution can pay off throughout your business. By getting control of your growing data, you also get control of growing data costs. Efficiencies are created throughout your infrastructure and most important, your data can meet the demands of those who need it.

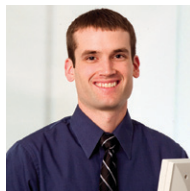
- **Reduced storage needs** thanks to deduplication. And with disk space freed up on high-performance storage devices, they work more efficiently.
- **Cost savings** result from creating more available space on Tier 1 storage devices by moving less strategic data to lower tiers. Less expensive devices can be used for lower-tier storage.
- **Simplified compliance** with improved search capabilities as well as technologies like write-once and timestamp that offer insight into the data.
- **Operational efficiencies** can be found when Tier 1 infrastructure is not overrun. Applications run more efficiently and data backup and recovery is faster.

WE GET IT. AND WE CAN HELP YOU PUT IT ALL IN ITS PLACE.

A complete data storage and archiving solution can be complex. It can involve software solutions and appliances, as well as NAS or SAN storage and SATA, Serial attached SCSI (SAS) and Fibre Channel drives. With so much involved, you need a partner like us who can offer you both expertise and access to industry-leading products in every product category you need. We're here to help, just as we've helped many other organizations develop archiving plans.

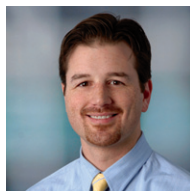
With the support of a dedicated account manager and industry-certified solution architects, we'll help you evaluate different approaches to find the right one. We even offer an in-depth assessment that takes you from the very earliest stages of your project to completion. It includes a discovery session, a review of your existing environment, manufacturer evaluations, proof of concept, procurement, configuration, deployment of the solution and ongoing support.

MEET PEOPLE WHO GET IT



MATT W., SOLUTION ARCHITECT – STORAGE

When I'm working with a customer, I first strive to understand their business objectives as well as their technical requirements. With this understanding, I am better able to find the solution that best fits their needs. Many of my customers come to me because they are having problems hitting their backup window. I can look at their infrastructure and provide them with an archiving solution. Their backup window can be dramatically reduced by shrinking the data in their production servers, and their data can be kept online for users.



CHUCK B., SOLUTION ARCHITECT – STORAGE

I try to help my customers bridge the gap between their short-term IT needs and their long-term IT goals. Thanks to CDW's vendor partnerships, I am able to help them solve complex problems with multi-vendor solutions. Recently, I had a customer whose e-mail and file system data was out of control. They had disparate NAS systems and .pst files on user PCs spread across the network. We helped them implement an exchange and file system archiving solution, and now the e-mail and file shares on their network are running very efficiently.

CONTROL YOUR DATA WITH THE SUPPORT OF OUR PARTNERS.



HIGH-PERFORMANCE STORAGE SOLUTIONS FOR VIRTUALIZED INFRASTRUCTURES

EMC can help you create an accessible online archive to lower operational costs and facilitate retrieval of valuable information. Their new VNX Series unified storage platforms are simple, efficient, powerful and affordable. With the VNX Series, you'll achieve greater performance,

protection, compliance and ease of management. CDW works closely with EMC to help you achieve superior levels in storage management, data protection and compliance.



SIMPLIFYING DATA BACKUPS AND RECOVERY

As data volumes grow and budgets shrink, backup is often caught in the middle. Quantum offers solutions to help ease your concerns with delayed backups, reliability of restores, remote protection or virtual server backup. Their data deduplication technology provides an

affordable, easy-to-implement solution that saves you time and money. CDW and Quantum collaborate to bring you reliable and cost-effective data backup and protection solutions.



EFFICIENT SOLUTIONS FOR BACKUP, RECOVERY AND DISCOVERY

Unforeseeable events shouldn't bring your business to a halt. Symantec delivers leading backup, recovery and archiving technology to help you recover systems, data and e-mail in minutes, not hours. They allow you to archive e-mails and reduce storage costs by minimizing

the base of information that must be protected. Also, Symantec helps you safeguard information wherever it is stored – on desktops, notebooks, servers or e-mail. CDW is a trusted Symantec partner, and together we deliver the latest in storage and archival technologies.



RAISING STANDARDS IN DATA BACKUP AND RECOVERY

Today's data is both distributed and growing exponentially, making backup and recovery even more challenging. Your IT staff needs ways to restore server, desktop and laptop systems faster, so that employee productivity and performance do not suffer. Learn how

the CA ARCserve family of products can protect your critical systems, applications and data and shorten recovery times to keep business moving. CDW partners with CA Technologies/ARCserve to create backup and recovery systems for a distributed workforce.

Contact your CDW account manager directly or call 800.800.4239.

Or, for more information, visit our solution center at CDW.com/archiving

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