



The EMC Backup, Recovery, and Archiving Advantage

A new approach, improved business results

A better way to meet your information protection and service-level objectives

Most IT organizations continue to struggle with backup and recovery. Regardless of size, industry, or budget—information growth is the most common reason for yesterday's backup and recovery procedures falling short of meeting today's recovery requirements. Traditional approaches of multiple backup servers, multiple tape drives, adding capacity, and reducing the frequency of backups are no longer viable, serving only to increase cost and complexity. The approach many customers are considering, (71 percent according to a Goldman Sachs survey) is disk-based backup. Disk-based backup is the best solution to improve reliability and performance for backup and recovery. However, it is only one of the components that should be considered.

A new approach has emerged that effectively addresses today's challenges in backup and recovery. This approach is backup, recovery, AND archiving.

This approach starts by asking one simple question, "How often has the same file or record been backed up, even though the content did not change?" When a digital asset in the production environment is not actively being updated or frequently accessed, it should be moved into an active, online archive that is accessible to the production applications. This frees up space in the production systems, which improves performance, reduces storage costs, and further accelerates the backup and recovery processes.

Today's better approach—from EMC

The EMC approach regards backup/recovery and archiving as two interrelated processes that can complement each other and also improve the IT and business operations of the enterprise.

Imagine the positive operational, business, and financial impacts if you could start by extracting inactive, final-form data from the production environment to an active archive, thereby shrinking the size of the production application. The advantage gained is that production application performance is improved and more consistent over time, and the financial benefits of tiered storage can now be realized.

The newly reduced-in-size active production information can now be backed up to disk for restore purposes. The benefits gained here are smaller backup windows and higher performance and reliability of restores. This translates directly to higher information and application availability and more time available to transact business.

The most significant benefit of the better, EMC approach is that when information is accessed, either via a restore request from the recovery process (secondary copy of the information) or via a retrieval request from the archive (primary copy used for future access), the information is delivered in a fast, efficient manner—much faster than the process of loading multiple tapes, hoping you have the right ones, and that they are in the right sequence.

Solutions must meet any recovery or archiving requirements

The recovery process is based on the appropriate recovery-point (RPO) and recovery-time objectives (RTO). The process drives a decision to have a combination of technologies in place from online business continuance volumes, to backup-to-disk, to tape for long-term, passive recovery-point objectives.

The archiving processes are determined not only by the retention time required, but also by the retrieval time service levels and the availability requirements of the information in the archive.

Both processes require a combination of hardware and software to deliver the appropriate service levels. The best way to determine the appropriate service level is to have a data classification or application alignment service completed for the environment.

EMC has the recovery and archiving solutions you require today

Today there are new choices to consider for backup/recovery and active archiving. These new choices can help you achieve:

- Faster backups and restores
- Better and more consistent performance in the production environment
- Policy-based management of retention and deletion of information assets
- Smaller, more efficient systems which are more economical to manage
- Simplified management by moving inactive information into an archive
- Reduced acquisition costs from buying less storage capacity

Take the Next Step

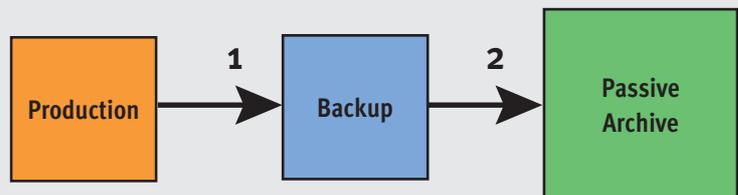
Only EMC has a complete offering for backup/recovery and archiving that includes tiered service levels for performance and recovery SLAs, software to automate the movement of information to more cost-effective storage media, and a complete service offering that makes it more achievable to assess, implement, and manage a backup, recovery, and archive environment. And all of these capabilities are integrated with the databases, file systems, and e-mail applications that run your business today.

To learn more, contact your local EMC sales representative or authorized value-added reseller, call us at 1-866-464-7381, or visit our website at www.EMC.com/solutions/bura.

Traditional Approach

Traditional Backup and Archiving

Old backups accumulate to become the de facto archive, but become unmanageable and unreliable to restore from. Production application performance degrades and backups cannot finish in backup windows.



Optimal Approach

EMC: The Value of Active Archiving

Old data is removed from the production environment, freeing Tier 1 capacity, accelerating applications, and vastly shrinking backup size and windows. Archived data is stored online in a cost-effective, scalable, easily managed disk-based environment.

