Brochure

Hewlett Packard Enterprise

Control structured data with intelligent archiving

HPE Structured Data Manager handles exponential data growth

It's no surprise that nearly every business today faces exponential data growth, with huge volumes of information in diverse formats spread across numerous repositories. The abundance and diversity of this information creates a number of difficult challenges related to budgets, security, and application performance. Industry and government regulations continue to escalate, requiring diligent compliance practices and the introduction of defensible deletion across all electronically stored information. As most companies are doubling their data volume every 12–18 months, the pressure is on.

Compounding the challenge of information overload, many organizations struggle with multiple bloated application databases that contain inactive structured data that has built up over many years. Conventional thinking has been that this data can only be accessed via the application that created it, so the data is typically never moved or deleted. As a result, your organization can experience degraded business application performance, additional storage cost, and never-ending labor costs associated with keeping these applications running within the required service levels. This data is typically not governed by defensible disposal policies, which means it can create an unnecessary liability to the business.

It's time to take control

Gaining control of application data remains one of the biggest challenges and opportunities for organizations of all sizes. Failure to proactively manage this information bloat leads to unnecessarily high data storage costs, increased compliance risk, and untapped potential in leveraging the data for improved business performance.

The cost and risk associated with managing application data is quickly becoming clearer and presents a growing concern for many organizations—especially those needing to meet increasingly stringent data protection legislation or embarking on IT rationalization or cloud conversion projects. HPE Structured Data Manager (HPE SDM) enables you to overcome these application retirement challenges by introducing data management and governance capabilities across the enterprise application estate. HPE SDM accesses, classifies, and relocates inactive structured data from application databases and moves this information into lower-cost data repositories where it can be managed, governed, and defensibly deleted.

Increase operational efficiency

The standard approach of buying more and more expensive Tier-1 storage systems to accommodate this huge growth in structured data, most of which is scarcely used, simply doesn't work today. Businesses can't handle the performance degradation, expansion of backup windows, increased storage footprint, escalating database management costs, and compliance risks caused by a high percentage of inactive data present within applications.

A more sophisticated approach to application archiving must be taken—one that enables you to manage inactive structured data to meet compliance, operational efficiency, and data management policies. Gaining an understanding of your organization's data management objectives is the first step in implementing a database archiving strategy.

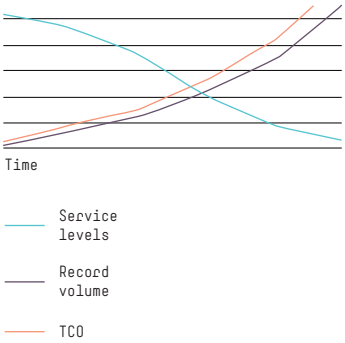

Figure 1: The growing problem of structured data

The growing problem of structured data

Many companies simply don't know how their structured data problem started. When organizations first deploy their production database, the data footprint is compact, the maintenance cost is manageable, application performance is good, and downtime and compliance risks are relatively low.

But as time moves on and the daily transactional volumes increase, the production database expands in size. Nothing is removed from the system as either business owners won't allow it or the application does not provide the capability to delete. Over time, this can result in performance degradation for application end users, so organizations will usually end up performance tuning and finally resort to purchasing additional, faster hardware to maintain application services levels, driving up the operational expense and the total cost of ownership of that application.

These problems are not just limited to end user performance, but also impact the daily backup cycle, batch processing, general database housekeeping, upgrade, and associated non-production activities such as time-to-clone and testing.

The risk to the business also increases, as data is not being managed according to corporate policy and compliance requirements.

But you can solve these data management problems through proactive application archiving driven by your business rules. This changes the problem of managing structured data into an opportunity to reduce costs and improve efficiency.

An effective data management policy needs to address these four basic questions:

1. What data is your organization keeping and why?
2. Where is it stored?
3. Can you access and use the data?
4. Can you hold, retain, and delete the data defensibly?

Implementing this analysis into a structured data management policy can enable you to proactively control data growth in the future and limit the need for additional storage capacity and resources.

HPE SDM software is a core component of HPE's Information Archiving portfolio. It directly addresses your organization's information growth challenges by safely preserving and removing inactive structured data from application databases—while preserving data integrity and access.

Managing your structured data is an obvious first step in an information archiving strategy as this often has the largest impact on the business' ability to perform, associated risk, and costs. Introducing data management processes to your applications can bring almost immediate ROI, by relocating inactive data to a lower-cost data tier and applying defensible deletion, helping addresses application performance issues while reducing risk and cost.

Reduce footprint and storage costs

HPE SDM application archiving solution addresses the unique problems of inactive structured data encountered by organizations of every size. Because many companies are not equipped to handle the manual process of analyzing and relocating inactive and aged data, and due to the time and resources it requires, HPE SDM moves, validates, and deletes inactive data from applications through an automated process that delivers significant savings in database maintenance.

Left unchecked, your data footprint and costs can continue to grow unless a storage optimization policy is implemented to manage the data. HPE SDM helps you address these challenges by reducing footprint and storage costs—two big priorities for IT departments. We solve this dilemma by relocating inactive data to lower-cost repositories often reducing the amount of application data stored in the primary system by as much as 50 percent, resulting in lower storage and administrative costs. Additionally, when you remove inactive data from production databases, you gain two key benefits: performance stabilization and increased user productivity gained by accelerating application performance.

Reducing your data volumes with HPE SDM can also expedite backup performance and lower the risk of long disruptions required for backup. You can also significantly reduce your compliance risk by managing data though its lifecycle to eventual defensible deletion. For even greater flexibility, data can be moved into economical on-premises, public or private cloud storage systems, or a hybrid configuration. From lifecycle management to defensible deletion, we make it possible to provide your users with access to the right information and insight at the right time.

Scale to Big Data

Today, information is at the core of the changing enterprise. A dramatic increase in volume, velocity, variety, and vulnerability of information is transforming the core of businesses and governments. HPE is helping some of the most information-complex companies make sense of Big Data with a broad and flexible portfolio based on open-source standards and backed by a comprehensive partner ecosystem. HPE SDM offers full support for managing Big Data—enabling enterprises to react faster and be proactive sooner with insights provided not only by HPE SDM, but also the rest of the HPE portfolio, including HPE Vertica.

Gain inside knowledge and know-how

HPE Professional Services is the right choice for your implementation, and we remain committed to ensuring that every HPE solution you choose is the right one for your unique environment. Our professional services team can guide you through the process of optimizing your solutions to meet specific business objectives, while delivering experienced support in managing information with its variations. With a direct link to engineering and product development, our professional services organization is the go-to provider for your HPE solution. Whether you're in the process of defining your business information strategy, planning your project, or maintaining and enhancing your current solution, HPE Professional Services can bring best-practice design, planning, and deployment experience to your implementation.

Take the next step

In today's rapidly changing business and information landscape, it is imperative that organizations are prepared to address their challenges with an intelligent information archiving solution. As data growth explodes, structured data and applications expand, regulations escalate, and efficient real-time access to all data becomes a mandate, organizations are presented with the potential for greater risk, increased compliance obligations, and higher IT costs. HPE SDM provides the processes and mechanisms to manage information within application environment to help you better understand its value, take action and make the right business decisions to support compliance, decrease storage costs and improved performance while mitigating risk and increasing IT efficiency.

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