



► 10 Cloud Data Management Essentials

TOP STRATEGIES TO MOVE, MANAGE AND USE YOUR DATA ACROSS ON-PREMISES AND CLOUD LOCATIONS

The cloud is being adopted at an exceptionally rapid rate as it drives the increased agility and scalability needed to embrace today's new digital transformation projects. The challenge? How can IT optimize their use of the cloud while minimizing complexity, mitigating risk and helping to ensure data management across both cloud and on-premises infrastructures? Consider these 10 key cloud data management essential capabilities. Discover the detailed guidance IT data management buyers need to move, manage and use data in today's hybrid IT infrastructures.



The cloud is quickly transforming today's IT infrastructure. When optimized, it drives faster business outcomes through improved data accessibility and user self-service. It also supports digital transformation strategies with accessible, efficient and flexible cloud storage that's agile enough to move with the demands of the digital business.

But the cloud also presents new challenges. Without a comprehensive cloud strategy, IT can have a difficult time keeping up with the scaling demands. This can cause significant risk as organizations over-invest on cloud resources, lose track of who in the organization is using cloud and are unsure of the capacity needed to accommodate new projects. This cloud confusion can leave enterprises without the right level of protection for their cloud workloads, placing cloud data at risk.

By 2020, 92 percent of workloads will be processed by cloud data centers; just 8 percent will be processed by traditional data centers.¹ With cloud workloads on such a rapid rise, the time is now to consider, plan and execute your cloud data management strategy.

Here are 10 essential considerations for organizations seeking to move, manage and use data in today's new hybrid IT environments.

"By 2020, 92 percent of workloads will be processed by cloud data centers."

CISCO, 2016

► **MOVE DATA TO THE CLOUD TO SEAMLESSLY EXTEND THE DATACENTER**

To quickly realize the benefits of the cloud, you must first move data to cloud storage so that you can seamlessly extend you data center while reducing security risks, service outages and cost. Consider these three capabilities when moving your data to the cloud.

1 Streamline data migration through automation. Migrating data and workloads can become complex and costly when using one-off systems or native tools offered by cloud vendors. Many may require human intervention, multiple steps and the risk of error. To securely and efficiently move data to the cloud, or across clouds, consider a cloud data management solution that provides automation and orchestration functionality that simplifies data deployment.

Look for a software tool that defines process flows once and applies them consistently across your migration project. Save time and reduce risk by using automated provisioning to validate cloud moves while enforcing policy controls across different data types.

Forrester reports that 50 percent of cloud migration costs is labor.² Automating manual, labor intensive migration processes can have a dramatic effect on migration expense. Using a streamlined approach that supports the synchronization and migration of workloads on a schedule, ongoing or point-in-time, can save time and conserve costs.

2 Securely move data across locations. To make the most of your cloud infrastructure, you need to have the embedded flexibility that will allow you to not only move data to the cloud, but also move data across clouds

¹ Cisco, "Cisco Global Cloud Index: Forecast and Methodology, 2015-2020." 2016

² "The Cost of Migrating an Enterprise Application to a Public Cloud Platform." March 9, 2016, Forrester Research

and back to on-premises storage. Business requirements change, so your data storage needs to be flexible. It's important to select a cloud data management platform that features native integration with public clouds, including Amazon AWS, Microsoft Azure, Oracle Cloud and Google Cloud or any number of private cloud storage options available today.

You can streamline your current backup point products to a single data management solution that supports the major cloud vendors and on-premises infrastructure. When you manage data from a single, centralized, integrated platform, you can more rapidly and securely respond to changing business demands across on-premises and cloud locations.

Using automated migration techniques and solutions that natively integrate with public clouds will help you avoid these issues. Encryption, at rest and in flight, and centralized policy controls will further support data security and compliance requirements.

- 3 Leverage compression and deduplication technology.** When migrating data, time can be of the essence. To achieve faster migration of data and quicker copy management, select a solution that extends efficient replication with compression and source-side deduplication to the cloud. This will also deliver significant savings in cloud storage costs.

To achieve the most value, be sure that the solution you select can move already compressed and deduplicated data to the cloud. If you can only compress and deduplicate data on one side of the migration or the other, you're missing out on valuable migration speed enhancements and cost efficiency.

► **MANAGE DATA TO UNLOCK IT AGILITY**

As you work to manage data across your on-premises data centers as well as your public and private clouds, you require consistent, strategic data management practices to ensure security and compliance and consistently meet service level agreements (SLAs). Consider the following four requirements when selecting a cloud data management platform.

- 4 See your data in a single view.** As your data becomes more and more distributed across a growing number of data storage locations, you need a single view that can provide information on what data you have, where it lives and what needs to happen to efficiently manage it. A comprehensive view of your on-premises data centers, public and private clouds can help you save time on management resources while lowering the overall total ownership costs across your data center landscape.

The best cloud data management solution will also help you to align data storage needs, so that you can move production, secondary and tertiary workloads to the best storage target for their requirements.

- 5 Apply consistent policies.** When you can realize centralized visibility for your cloud and on-premises data and workloads, you can also apply consistent management policies across the hybrid environment. This

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ensures that required security and governance policy controls are consistently in place, regardless of where the data is retained. Not only does this enable centralized policy management and control, but also consolidates reporting for more insightful decision making.

Further, when comprehensively managing your data from a single platform, you can consistently apply the right policies, backup locations and restore points for different levels of data stored in multiple sources.

- 6 **Meet and maintain SLAs.** High speed recovery, instant accessibility, portability to different infrastructure and a platform for comprehensive governance and insight; all of these are required to meet today's business SLAs. This is where native cloud tools fall short. When employing a cloud data management platform that delivers centralized management and control, you can achieve SLA consistency, a critical requirement for any hybrid environment.

When you use a single platform for managing data across files, applications, databases, hypervisors and clouds, you are able to achieve SLAs for backup and recovery, control of data, workloads and infrastructure, wherever they live.

- 7 **Automate data archiving.** Legacy data and applications can be a pain to retain and manage. Using a comprehensive cloud data management platform, you can automate data archiving and move legacy data and applications to the cloud for archival or scheduled disposition based on pre-set retention schedules. Automated policies reduce the retention risk while helping ensure proper access and discovery when needed.

► **USE DATA FOR A MORE STRATEGIC, CUSTOMER-FOCUSED BUSINESS**

If you're like most IT organizations, you aim to become a strategic data broker for the business. To achieve this, you need to ensure that your organization can truly use stored data to be more customer-focused, competitive and successful. Consider these three capabilities of a data management platform that can power the use of data within your organization.

- 8 **Comprehensive eDiscovery.** Every data-driven business has growing requirements for eDiscovery and data access. Business users across the organization have different requirements for data access, many are mission critical and time sensitive. Respond more quickly to data access requests by selecting a cloud data management solution that offers dynamic data indexing across on-premises and cloud storage. Users can gain self-service access to their important data via an intuitive, comprehensive, search. Run this search once across managed locations, saving time, effort and helping IT to become more responsive.

"By 2020, more than \$200 billion in annual IT spending will shift to cloud and cloud-related categories of spending."

GARTNER, PREDICTS 2017: IT SERVICES
MARKET OPPORTUNITIES EXPAND IN THE
DIGITAL ERA
October 2016

9 Automated disaster recovery (DR) and DR testing. Data isn't usable if it becomes unavailable in the event of a disaster. By using a data management platform with automated cloud provisioning, you can streamline DR testing and DR with less cost, effort and risk. You'll be able to spin up cloud based DR testing processes within an isolated window, greatly reducing the cost of renting monthly co-location space for DR. Should a DR event occur, push-button processes can spin up cloud storage, data and policies across cloud providers – in one cloud, in multiple cloud regions or across public clouds.

10 Automation to quickly create new environments. As organizations further their digital transformation efforts, the demand for new dev/test environments continues to rise. Using an advanced cloud data management platform, you can quickly create new dev/test environments in the cloud using replicated data without adding expensive hardware resources or performing complex data migration processes. Instead, you can quickly spin up production-level environments, when needed, and turn them back off again when the dev/test project is complete. This will keep developers and QA teams productive and efficient without waiting for test environments.

► MOVE, MANAGE AND USE YOUR HYBRID IT DATA

As many as 82 percent of customers are using multiple clouds, with the average being 8 between public and private.³ In this new hybrid IT model, you need to employ cloud data management that will enable you to move, manage and use your data across your cloud and on-premises infrastructures.

Ensure that your data management solution supports these 10 data management essentials and you'll be able to extend your data center, unlock IT agility and truly use your data for a more strategic, customer-focused business.

3 RightScale, "State of the Cloud Survey." January 2017

► Securely move, manage and use your data across on-premises and cloud locations.
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