

# Extreme archiving powers the digital enterprise

Achieve maximum value from data and content by freeing it from application silos

Productive data use by everyone according to roles

Workers, suppliers, customers

Data scientists and decision makers

Lawyers, auditors, regulators

IT pros rethinking their application portfolio

**A** Active applications of all kinds



Easy data access from inside or outside of applications



Business intelligence, big data analytics



eDiscovery, regulatory access, audit trails



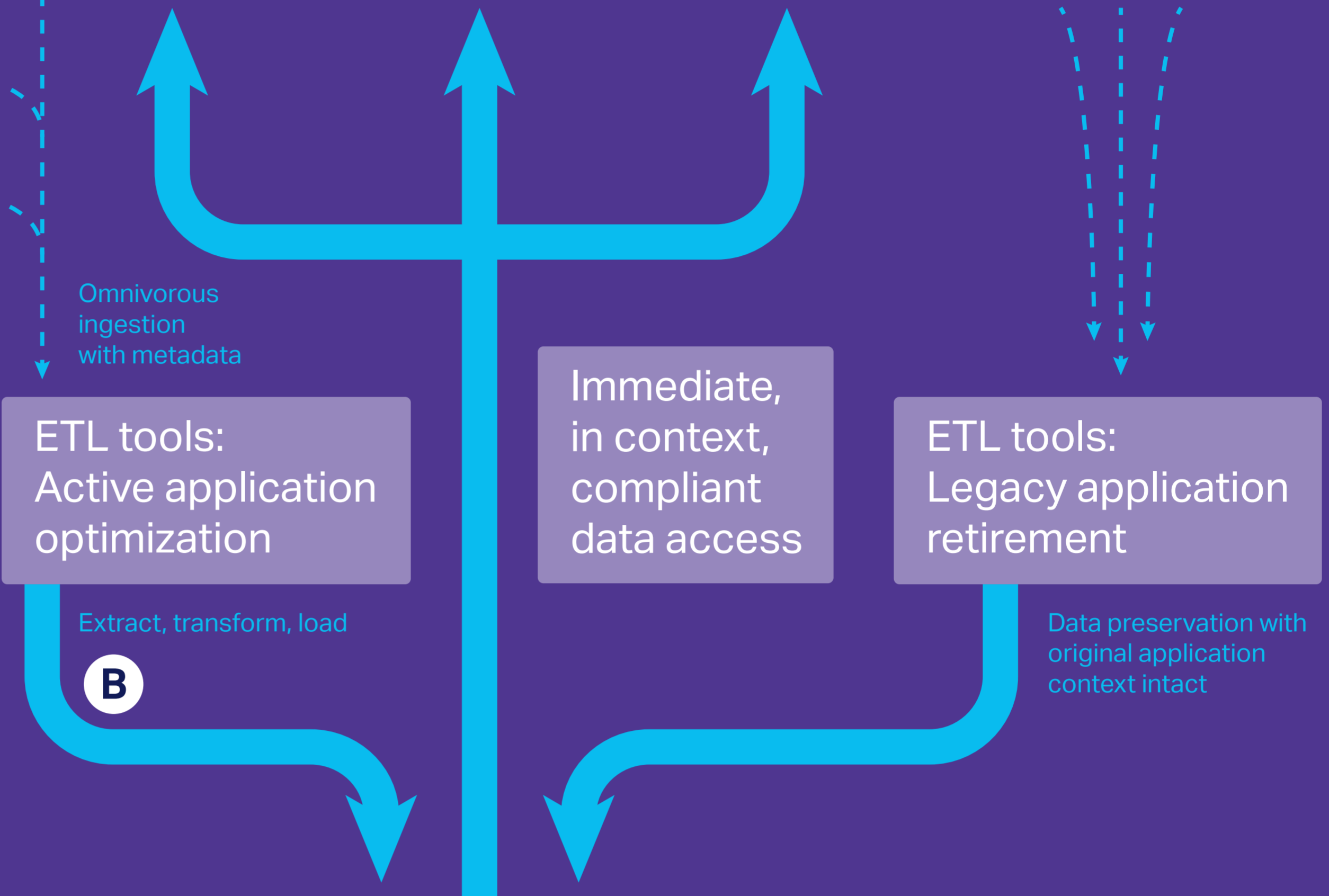
Legacy applications you'd like to demolish

**Compute layer**

**Application-siloed working storage**

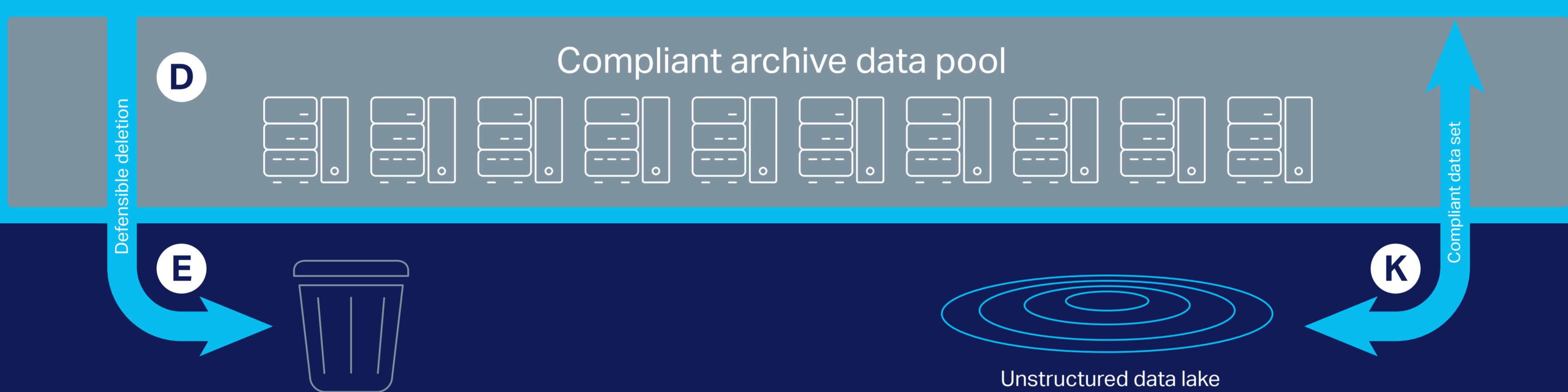
**F Backup/disaster recovery**

**A backup is not an archive.** Backup tools work only for disaster recovery, as data is in proprietary, non-compliant, hard-to-search formats, tied to changeable applications. Same for everything else: immutable preservation, data consolidation, app retirement, eDiscovery, etc.



**C Archiving platform**

The archiving platform is the true heart of the digital enterprise, ensuring that both active and historical data is extracted from applications, compliantly preserved, then made quickly and easily accessible



## ABCs of extreme archiving

**A Application silos can be broken**

To achieve IT efficiency and reduce costs, maintain a consolidated, accessible archive even for active application content.

But how do you archive different data and content types? With the right archiving software platform, you can use any of the below options to archive any active application and decommission any legacy application:

<p><b>Table archiving</b></p> <p>Data application decommissioning</p>	<p><b>Data record archiving</b></p> <p>Structured data records</p>
<p><b>File archiving</b></p> <p>Unstructured content</p>	<p><b>Compound business record archiving</b></p> <p>Compound records</p>

Note: With active archiving, you may use all of the options except table archiving. Consider data record, file, and compound archiving when information aggregation, document storage, transformation, and reuse are key.

**B Break silos with ETL tools**

A variety of extract, transform, load (ETL) tools are available as the interface between working applications and the archiving platform. Clever ETL software like Print Stream Archiving can pull customer correspondence, statements, reports, etc. through your application's print function and store them the same way your customers received them. Other ETL tools can quickly transform your existing structured or unstructured content into standardized formats, such as PDFs.

These are not data dumps. Good ETL applications preserve all original context and metadata from the application, and often transform information before loading.

**C Choose an open, compliant archiving platform**

Extreme archiving frees your data from the silos of its source applications and enables digital transformation throughout the organization—so it's crucial that you don't tie yourself to a point solution for, say, document storage. Use an open archiving platform that can handle any application, any kind of ETL tool, and any kind of data structure. Data should be stored in XML to make sure it's future-proofed and always accessible.

A good archive platform provides search times of about two seconds for tens of billions of data objects, across multiple data sets. That includes archived email, documents, video, voice recordings, images, XML data, print streams, and all other kinds of structured and unstructured information.

**D Data should live free but safe**

In the archived data pool, information lives free from application silos, but is fully controlled by the archiving platform to impose compliance with security, data immutability, retention policies, defensible deletion, and all regulatory requirements.

The right archiving platform reduces IT complexity and costs, improves data accessibility, and optimizes overall infrastructure. A compliant archive data pool requires no backup, because it can store data immutably in a safe off-site location—saving you costs.

**E Empty your data trash whenever possible**

Delete old data after proper retention times have expired. Only a modern archiving platform can automatically impose compliant retention policies according to regional and local regulations.

**F Forget about using backup as archive**

Even pros confuse the relationship between an archive and backup. Together, backup and archiving are best practices for ensuring information security and compliance, but the toolset is completely different, and each focuses on very different business needs.

Backup: Periodic copies of all application data at a point in time are stored for disaster recovery (DR).

Archive: Data is actively stored in a meaningful, structured, immutable, and accessible way with retention and security policies for each object. Old data is deleted.

Backup is not a viable archive solution because:

- Multiple backups of each application are held, making it impossible to define which copy of the data is the formal record for a legal discovery or audit.
- To access data, the backup must be restored to the application. This process is time consuming and costly, plus it's likely a backup taken three or four years earlier will fail to restore to an application that's been updated or retired.

**G Get at your data quickly and easily**

Properly archived data—locally or in the cloud—is easier to access and view than it was in the source application or file system. Plus, data viewers are subject to consistent security and compliance controls.

Workers, partners, suppliers, and customers can see their historical data transformed into usable, immutable formats not dependent on the original applications. Archived statements and correspondence can easily be presented in PDF format.

**H Help your execs and data scientists find that big data**

When all information is in one place, in consistent formats, and in the original context, your data scientists will find big data projects, processing, analysis, and integration more possible.

Business information for decision making won't depend on detailed knowledge of individual applications, finding content on backup tapes, or using an obsolete electronic records management system. The right BI tools combine compliant archived data with the even bigger picture available in unregulated cloud repositories or your own data lake.

**I Information faster and cheaper for legalities**

Extreme archiving consolidates all information in context, making it easy and inexpensive for auditors and regulators to track data across applications.

Your legal and regulatory teams will spend millions less on eDiscovery—and won't be surprised by old data hiding in backup tapes.

**J Just get rid of those old applications!**

IT Managers have strong incentives to decommission legacy applications, modernize their application portfolio, and manage data and content in a single compliant archive platform.

But in the majority of new enterprise application implementations, IT keeps old applications running just to access the historical data.

Instead, consider archiving old data with an application retirement ETL tool—preserving the context of the data, and making it accessible to everyone.

**K Keep data compliantly lake-accessible**

A data lake is not a secure or structured archive. How do you ensure your active and historical data is compliantly and meaningfully exposed to wider use?

A good archiving platform has a friendly but secure relationship with tools like Hadoop, allowing you detailed, single-dashboard control over how and when information is allowed to swim more freely.