

EBOOK

Five Ways to Use Analytics for Cloud Data Migrations

Why Cold Data Management is an Easy Path to the Cloud



Move cold data to cloud storage reducing costs and complexity

As unstructured data continues to grow exponentially, organizations struggle to control costs for file data storage. Many are turning to the cloud to scale and manage spend.

However, choosing the right files to move can be challenging as there can easily be billions of files. Many enterprises have over 1 PB of data, which represents roughly 3 billion files. This unstructured data is growing exponentially and resides in multi-vendor storage silos for access by various applications and departments.

For these reasons, organizations often lack visibility into file data and are making decisions in the dark. To be agile and competitive, IT teams must evolve storage management to become a holistic data management strategy.

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This eBook examines the five ways to use analytics in cloud data management:

1. Understand your data patterns
2. Plan using a cost model
3. Use data to drive stakeholder buy-in
4. Eliminate user disruption
5. Create a systematic plan for ongoing data management



Understand your data patterns

Analyzing data usage across your storage landscape shows how different departments are using data, how fast data is growing, and how to plan for the future.

Not all data has the same value at all times. In fact, 80% of data is cold and rarely accessed within a year of creation. (IDC, Technology Assessment: Cold Storage Is Hot Again Finding the Frost Point) Yet all data is treated the same, leading to escalating storage and backup costs. For example, \$6 of every \$10 is spent on storing copies of data.

To create a cloud strategy, run data analytics to assess your data usage and growth. Then, use the assessment to decide what data to migrate to the cloud. An easy way to transition file workloads to the cloud without risk is to tier cold files first.

60%
**of cloud data
storage spend
is storing copies
of data**

(IDC European Multicloud Survey, 2019)

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Plan with an accurate cost model



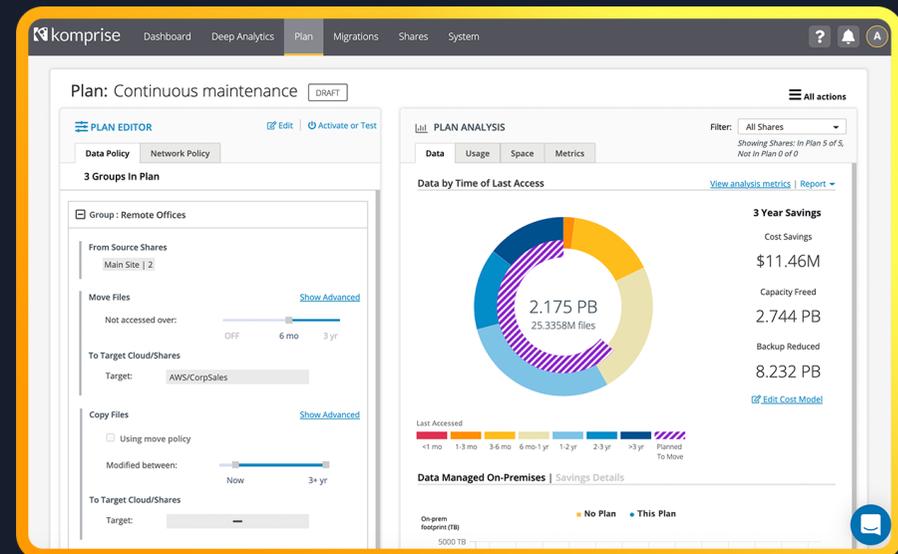
Komprise has found that **most (70%) of the cost of data is not in the storage** – it's in the active management of the data through replication and backups.

You can eliminate the bulk of cold data costs by eliminating cold data from expensive storage and backups and moving it to resilient cloud storage.

How to save:

Use data management tools to interactively model different tiering policies and assess their cost savings, factoring in cloud egress costs.

- Examine how data is being tiered and if it is being stored in a proprietary block format in the cloud. If so, the data needs to be rehydrated when it is accessed. This can get expensive.
- Consider data tiering at the file level that preserves native access to data in the cloud to maximize savings. Such transparent technologies enable you to use cloud tools directly on your data.



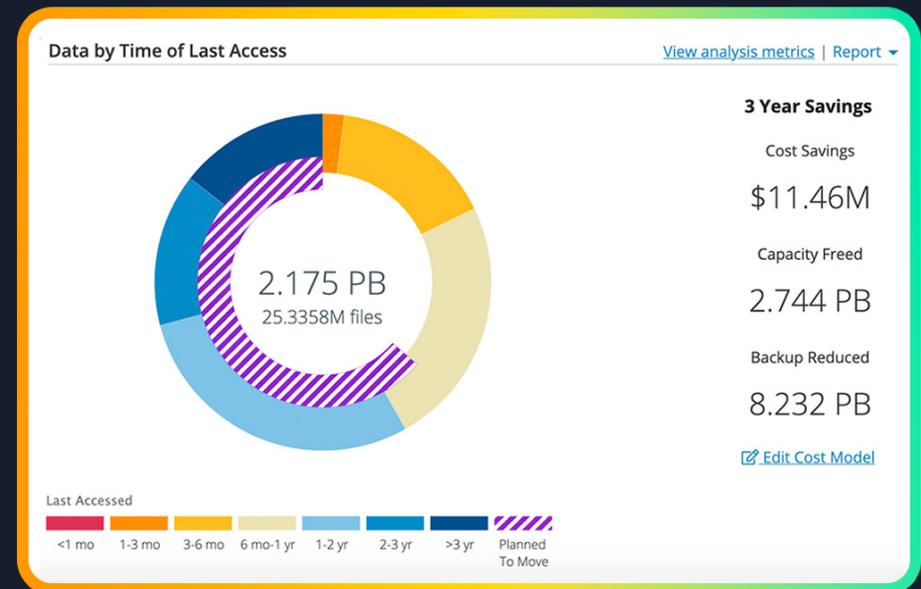
Use data to drive stakeholder buy-in

Use metrics to demonstrate how cold data is offloaded from expensive file storage, backups and replication, therefore saving 70% or more of its costs.

You can also show departments how they can leverage the power of the cloud for future analytics by using data management tools to index, tag and search across all data.

Your data management strategy should not only deliver immediate savings, but also enable you to analyze and use your data in the cloud to drive competitive advantage.

The big picture is showing stakeholders the competitive advantage and urgency of evolving the overall data management strategy so your organization can keep pace with hybrid cloud and avoid digital disruption.



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Eliminate user friction

As data continues to pile up, you need a systematic way to manage data without disrupting users or requiring them to set policies. Users should not be required to change behavior or go to the cloud to find their data.

After data is moved to the cloud, users and applications should continue to work as before.

Enterprise IT organizations can bolster a frictionless experience by:

- Using transparent file data tiering that does not change the user experience.
- Moving rarely accessed cold data to the cloud first to minimize disruption.

Users should not be required to change behavior or go to the cloud to find their data.



Create a systematic plan for ongoing data management

As data volumes continue to grow, analytics-driven data management should continuously move data to the cloud and manage data lifecycles in the cloud according to policy. This reduces errors of manual, ad hoc processes and maximizes savings over time.

The key to a successful migration is continual testing. Infrastructure and configurations should be tested so users continue to have access to all databases, file shares, web servers, and more, without sacrificing performance.



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How Pfizer used Komprise analytics to accelerate cloud migration

Pfizer, a major global pharmaceutical company, had petabytes of unstructured file data sitting on high-performance, on-premises storage. The company was experiencing nonstop data growth, and IT needed a plan for managing the data in the cloud.

Komprise gave Pfizer a way to quickly analyze all its data and transparently tier cold files to AWS. The company created a global data index with tagging on AWS so Pfizer researchers can search for data relevant to a prior project and analyze that virtual data lake in the cloud.

Because of Komprise, Pfizer managed to leverage the data tiered to AWS for research, all without changing how users and applications accessed their files. Both the ease of the process and the analytics are fostering research and collaboration in ways that were not previously possible.

Along the way, Pfizer slashed 70% of storage costs for unstructured cold data. These savings stopped 20 years of increasing storage costs.

“Komprise helps us make razor sharp business decisions based on data so we can reinvest in areas that are more important to patients.”

– **Matthew Braunstein, Director Hosting Data Services, Pfizer**



Learn more about the Pfizer story with AWS and Komprise

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Komprise Intelligent Data Management on AWS

Komprise Intelligent Data Management on AWS is a leader in moving data without access disruption.

Komprise helps organizations plan an easier, ROI-first path to the cloud and it enables an analytics-driven data management strategy that allows users to analyze, manage, and move their own data.

This frees data from silos and provides users with greater flexibility and mobility, while reducing storage, backup and cloud costs.

Komprise is ideal for AWS data management because it offers:

- **Instant ROI:** Komprise helps companies cut 70%+ of costs on every terabyte it manages on AWS.
- **Zero disruption:** Users see moved data as files, even though they're stored as objects in AWS.
- **No stubs, agents, or lock-in:** The open standards of Komprise help businesses avoid complications managing data.
- **Ease of use:** Komprise runs as a virtual machine without needing dedicated infrastructure.
- **Modern architecture:** Users can access today's massive scale of data using intelligent automation that grows on demand.

[Find Komprise in the AWS Marketplace »](#)



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