

# IBM COS and Komprise Intelligent Data Management

Analyze and Optimize Data Across the Hybrid Cloud

## Is your cloud strategy keeping up with your data?

Between on-prem, private, and public cloud choices, choosing the right infrastructure solution is more important than ever. With data doubling every year and budgets staying flat, making more informed choices about your cloud strategy is critical to saving costs and unlocking more value from your data to stay competitive.

When you partner with IBM and Komprise, you get cost-efficient private and public cloud storage and data management solution you need to stay agile, save costs, and future-proof your organization.

**94%**  
of companies use a  
**mix of cloud models**

**67%**  
of companies use  
**>1 public cloud provider**

## Manage Your Data Across the Hybrid Cloud with IBM and Komprise

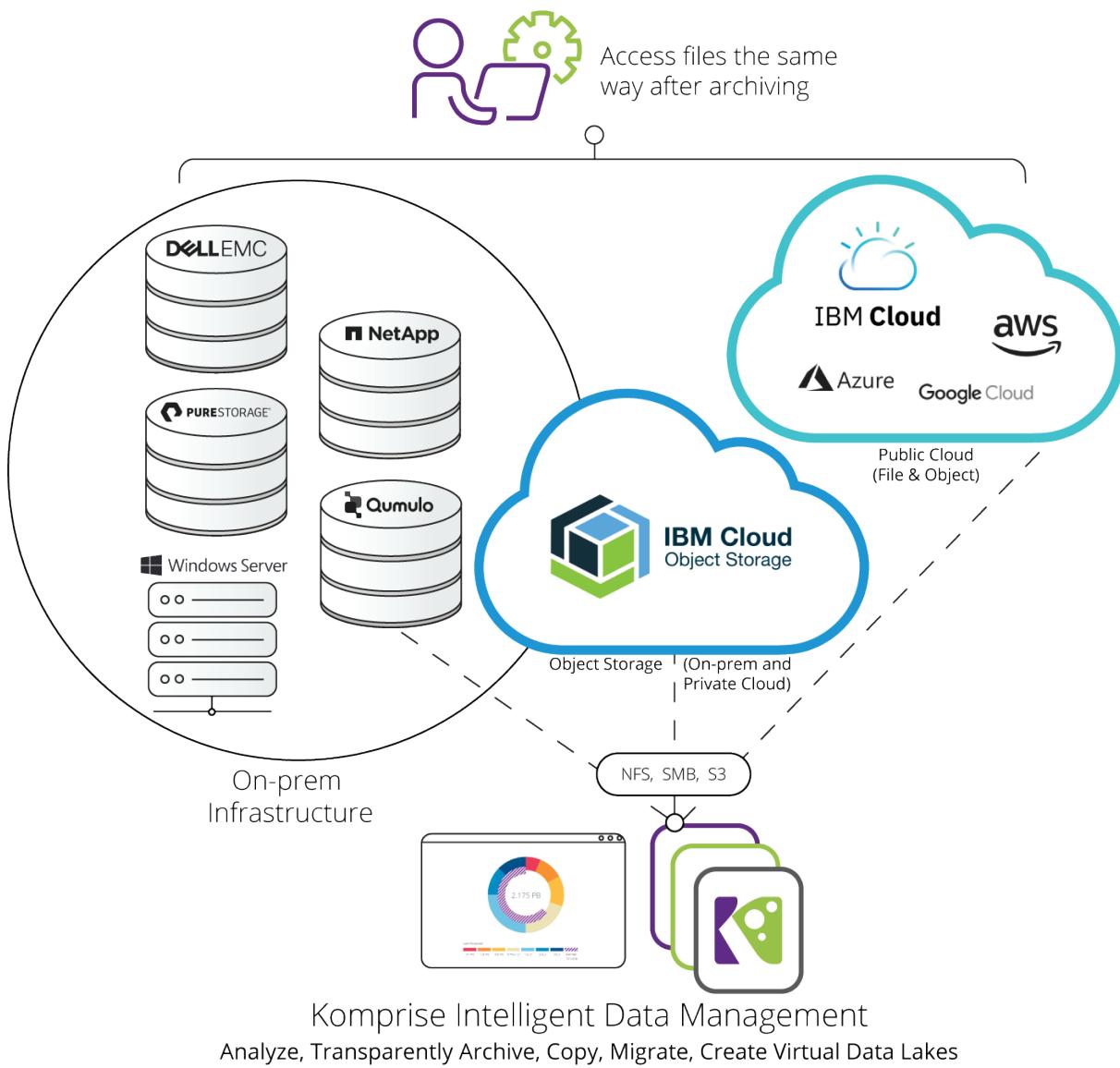
### Addressing challenges and looking ahead

As the hybrid cloud becomes the new norm, IT needs a consistent way to understand and manage data across all their storage silos without disrupting end users or applications. An ideal solution should help:

- *Lower costs* – Offload cold data to cheaper storage
- *Avoid vendor lock-in* – Adopt new technology with agility
- *Optimize performance* – Use the right mix of performance and capacity storage
- *Address storage location* - Handle issues of data performance, security, and regulatory requirements
- *Evolve quickly* – Answer changing business needs

## IBM and Komprise Solution: Data-driven Hybrid Multicloud Enterprise

The Komprise Intelligent Data Management software works across your traditional infrastructure and IBM Cloud Object Storage (COS) to provide a consistent way to analyze, move, and manage unstructured file and object data.



## IBM Cloud Object Storage

IBM is ranked as a leader in object storage by both Gartner and IDC and #1 for all object storage use cases. IBM COS is a software-defined storage platform that breaks down barriers storing massive amounts of data by optimizing the placement of data on commodity storage nodes across the enterprise. IBM combines endless scalability, always-on availability, extreme reliability, low-cost efficiency, and lockable, encrypted security into a proven platform.

# Komprise Intelligent Data Management

Komprise helps you know your data across all your storage to avoid the expensive error of treating your hot and cold data the same. Komprise dynamic data analytics lets you try different policy-based scenarios to forecast capacity impact and cost savings.

It also makes it easy to transparently archive cold data to IBM COS for significant storage and backup cost savings. Many choose to leverage those savings to modernize their storage infrastructure.

***"Bad data management leads to spiraling storage costs...The IT industry doesn't have a storage problem; it has a data management problem."***

—Gartner, 2019

## Five Ways to Benefit

There are five main use cases that your organization can benefit from an IBM and Komprise solution to become a data-driven, hybrid multicloud enterprise:

- 1.** Optimize storage
- 2.** Migrate faster
- 3.** Prepare for big data/AI
- 4.** Be resilient
- 5.** Access data anywhere

### Optimize Storage:

cut costs by looking at data, not storage  
On average, over 70% of data in all enterprises is cold and hasn't been touched in over a year.  
Stop allowing cold data to consume the same expensive resources as hot data.

### Know Before You Act

- Analyze data usage across all your storage
- Identify cold data consuming NAS resources
- Project your cost savings of archiving cold data to IBM COS

### Transparently Archive Cold Data

- Transparently archive cold data from any NAS to IBM COS without disruption
- Access archived files exactly as before from the original NAS

### Cut Costs by 70%+

- No need for NAS expansion
- Reduce backup footprint, backup time and costs

## **Migrate Faster:** Migrate data to the cloud quickly and reliably

Easily migrate unstructured data faster than ever within a datacenter or across clouds with Komprise Elastic Data Migration.

- Super-fast migration optimized for LAN and WAN
- Analytics targets the right data for maximize efficiency
- Manage hundreds of migrations simultaneously
- Fast, efficient, reliable data migrations at less than half the typical cost
- No sunken costs with a migration-only tool

## **Prepare for Big Data/AI:** Build virtual data lakes across all storage for AI/ML

Quickly search and find files that fit your criteria across all your storage using Komprise Deep Analytics. Use virtual data lakes for Big Data, AI, and ML.

- Unified search across silos
- Custom queries and tagging
- Easy visualization and reporting
- API and UI driven

## **Be Resilient:** Create a low-cost copy for data accessibility during an attack

Storing replicated mirrored data in IBM COS will cut DR costs, and you can create an air-gap solution by making IBM COS immutable.

- Protect your data without expensive NAS mirroring
- Put DR copy on IBM COS using Komprise
- Access DR data in the cloud
- Simple, automated, efficient
- Savings allows more data to be protected

## **Access Data Anywhere:** Manage data with native access across hybrid multi-clouds

Access it whether on-prem or in the cloud.

- Same user access experience
- Native access across all storage
- No rehydration or data lock-in

# Become a Data-driven Hybrid Multicloud Enterprise—now!

## No Cost Data Assessment

Learn how much you can save using Komprise with IBM COS and/or IBM Cloud by signing up for a free assessment today. Get analytics into your data usage and growth across all your storage. Set policies on what data should move to IBM COS and instantly see the cost savings while accelerating your cloud strategy.

## Learn more at

[komprise.com/partners/ibm/](https://komprise.com/partners/ibm/)

## Key Benefits

### Know Before You Act

Understand your data no matter where it lives and plan how to leverage the right mix of IBM technologies to save costs.

### Cut Cold Data Costs

Find and offload cold data from any NAS and cloud to IBM COS to cut 70%+ of costs without affecting the user experience.

### Migrate NAS to NAS, S3 to S3

Quickly and reliably migrate petabytes of data from other NAS and clouds to IBM at a third of the cost.

### Manage Data at Scale

Analyze, transparently archive/tier, replicate, and migrate billions of files with a distributed scale-out architecture.



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