



## ***Most data living on expensive primary storage does not belong there. DMS solutions enable organizations to identify that data and get it out of the way.***

and disruptions may take weeks or months to complete. To accelerate and simplify migrations, DMS solutions should deliver global search across storage and cloud silos. They should use analytics to identify exactly the data needed and migrate just that virtual dataset into a new NAS, data warehouse or cloud analytics application.

- **Facilitates data monetization.** In addition to saving money through intelligent file tiering, DMS enables enterprises to leverage previously siloed and cold data for new uses. It can enable data lakes or feed data to AI applications in the cloud.

In short, data management software puts the data first. It goes beyond storage efficiency techniques, enabling organizations to derive the greatest value from their data by placing data at the right place, at the right time, for the right service.

### **Key Criteria for Evaluating DMS Solutions**

Look for the following characteristics in a modern data management solution which will optimize savings and future-proof data:

- **Storage vendor and platform-agnostic.** The software should work transparently and independently across leading storage and cloud environments. This allows IT departments to retain their existing storage systems with no vendor lock-in yet manage data holistically across these systems.
- **Analytics.** DMS should analyze data wherever it lives, whether on-premises, across storage namespaces, in backups, in the cloud, or across multiple clouds. The solution should be able to analyze data for tactical and strategic decision-making without first moving it, requiring agents, or the need to be in front of data access.
- **Policy-based data migrations.** DMS solutions should automatically and continuously move data to the right storage based on business priorities, cost, or monetization opportunities.
- **Preserves native access at every tier including cloud.** Users should be able to directly access moved data in the cloud or on-premises without going through the data management software or original storage. Native data access allows users, such as researchers, to leverage new tools in the cloud against that data. Additionally, moved data should carry forth all permissions and attributes. Essentially, the solution should enable dual access as files or objects of the moved data.



## **Manage Data, Not Storage**

- Unstructured data growth and storage proliferation are urgent problems that IT organizations can no longer ignore.
- Data outlives storage—so why manage data through a storage silo? IT organizations need data-centric management that is a separate layer working across storage and cloud to analyze and move data without creating lock-in.
- Data management provides the visibility required to gain a holistic understanding of the storage landscape. This means that IT can make storage decisions that maximize the value of data, optimize storage costs, and increase agility.

- **Standard protocols.** DMS products that work with standard storage protocols such as NFS, SMB, and S3 allow users to analyze data in place without the need to rehydrate data or convert data from a proprietary format. By avoiding a proprietary, locked-in scheme, the solution allows flexibility for the organization regardless of the storage systems they have now or will add in the future.
- **Non-intrusive for end-users.** The solution should stay out of the hot data path and be capable of throttling its actions as needed to ensure storage performance is the priority. Files the solution has moved should remain available to end-users, and the tiering should be transparent without requiring users to change the way they access and share files.

### **Moving from Storage Management to Data Management**

Today, the question should not be about how to manage storage, optimize it, and decide what array to buy or cloud storage to rent next to keep up with enterprise data growth. Rather, the question is how to manage data most advantageously. Save money, yes. But also enable business processes and create maximum value.

At a minimum, organizations should use Data Management Software to survey their data and understand what they have before moving it to another storage system or making their next storage system purchase. A DMS solution can continually optimize data placement for both cost savings and new revenue—transforming traditional storage management into a data-driven value chain practice. ■

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