Hot Tips to Cut Cold Data Costs
with Intelligent Data Management

komprise

Massive Data Growth
Unstructured and Unleashed!

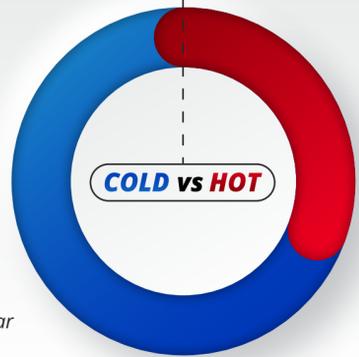- Doubling every two years
- IT budgets can't keep up

18% Structured

Enterprise Data

2x 2 years

82% Unstructured

But most of it isn't *critical*.
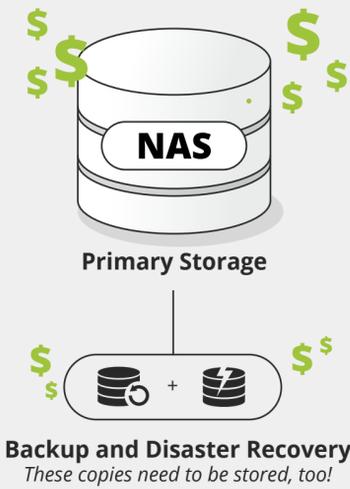
28% Hot Data

72% Cold Data
Hasn't been touched in over a year

COLD vs HOT

Don't Treat *Hot* and *Cold* Data the Same Way!

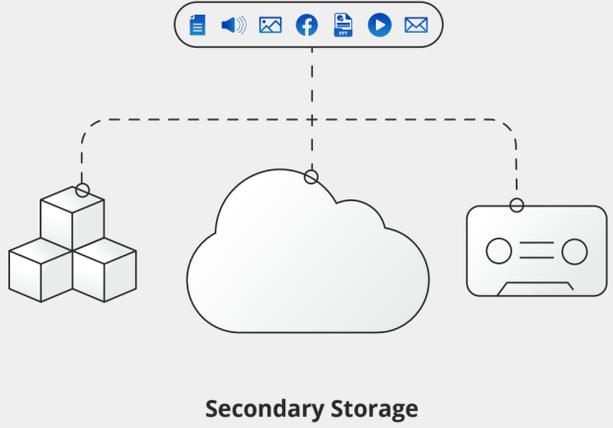### HOT DATA
- Should be on primary storage for fast access
- Must be backed up and replicated for disaster recovery

NAS

Primary Storage

Backup and Disaster Recovery
These copies need to be stored, too!

COLD DATA
- Moves to less expensive storage
- Stop racking up backup and storage costs

Secondary Storage

When you *know* your data first, you can *manage* it smarter.

1 Know your data, wherever it is
- How much is there?
- How fast is it growing?
- Who's using it, how often?

2 Transparently archive cold data
- Offload cold data to more efficient storage
- End-users won't notice; hot data's unaffected
- No stubs or agents

3 Maintain direct access
- Nothing gets between you and your data
- Find and access any data, without vendor lock-in
- No rehydrating—ever

Got a NAS Migration?
Shave time and costs.

- NAS-to-NAS or NAS-to-Cloud migrations
- Know your data, migrate efficiently

27X

Migrate *27X FASTER* than *rsync*

Jump-start AI, ML, and Big Data projects
- Create a virtual data lake for company-wide use
- Custom queries and tagging
- AP and UI driven

Get more value from your data.

Cutting costs can't wait.
Save now and save big—*over 75% lower costs!*

Start saving now
Find out how much Komprise Intelligent Data Management can save your organization today. Visit **komprise.com/schedule-a-demo**