



**Driving Innovation  
Through the Information  
Infrastructure**

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# From Data Protection to Information Availability

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“ For the first time, your digital shadow is larger than the digital information you actively create about yourself, such as taking pictures, sending e-mails, or making digital voice calls. ”

*John Gantz*  
*IDC chief research officer and*  
*senior vice president.*

# Growth Trends

**Exponential Growth of Data is Threatening Backup Windows**



**Information Chaos is Requiring More and More Management Tools and Applications**



**Applications are consuming more CPU, Memory & Bandwidth...**

# Solving the Data Growth Problem

**Data Mover**

**Only incremental changes are moved  
Data movement is fast and frequent**

**Scheduler**

**Policies are based on information not device  
Policies cover Backup and Archive**

**Catalog**

**Catalog evolves to a metabase**

# Fast Single Copy Protection

- Reducing the **I/O Frequency** speeds up the backup time
- Processing at the source consumes application server **CPU** and adds to the total cost of the backup solution
- Sending only new segments reduces **bandwidth** consumption
- Eliminating duplicates reduces the cost of **storage**
- Frequent synchronization of the primary and secondary data improves Recovery Time Objective (**RTO**) and Recovery Point Objective (**RPO**)

Single Copy Protection uses less resources, ensures that at any given time there is one and only copy of the data, and uses the existing paradigm

# Information Based Policies

- Basing policies on people or information instead of devices provides better retention, easier access to information, and less use of resources
- Smart policies for virtual environments
- Policies that include archiving can provide a better data lifecycle management



**Information Based Policies provide an efficient way to manage information**

# A Meta-base for Catalog

- Today's catalog evolves into a **metabase**
- A layered architecture provides a platform for third party **applications** like search, e-discovery and DLP
- The catalog layer should **span** over Archiving and Backup



A Meta-base for catalog can allow third party applications to take advantage of the catalog's knowledge and provide access to specific data making searches and scans easier



# Summary

- Fast Single Copy Protection addresses the needs of exponential data growth while increasing efficiency reducing the overall cost of protection
- Information Based Policy engine allows policies to be created based on information and therefore provides a powerful tool for controlling data growth through smart retention
- An evolved catalog acting as a metabase provides a solid foundation for e-discovery, search, DLP and other applications that need granular access to the data

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