IBM® Optim™

The ROI of an Archiving Project

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Optim Products

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Why Customers Need Archiving – Drivers

Business

Compliance/Risk
- Driven by SOX, HIPAA, etc. (regulations).
- Records retention requirements.
- Business process compliance.
- Litigation support.

Cost Reduction
- Reduce overall storage costs.
- Minimize associated labor and administration costs.
- Improve disaster recovery processes.

Information Innovation
- Provide access to historical data.
- Mine information for unique value.
- Enhance business for competitive advantage or organizational improvement.

IT

Systems Efficiency
- Reduce high cost storage.
- Reduce backup & recovery resources.

User Productivity
- Remove inactive data to improve application performance.
- Reduce backup & recovery time.
- Improve application availability.
- Easy access to historical/enterprise data.

Customers Are Asking Archiving Questions

- **What data should I be saving, for how long and for what reasons?**

- **What data should I be deleting?**

- **How am I going to find the data when I need it?**

- **What do I do with the data when I no longer need it?**

- **What is the most appropriate solution to meet my archiving needs?**

- **What is the cost/benefit analysis to support an archiving solution acquisition?**

Optim

Enterprise Data Management			
Production Databases		**Test and Development Databases**	
IBM Optim Data Growth Solution	**IBM Optim Decommissioning Solution**	**IBM Optim Data Privacy Solution**	**IBM Optim Test Data Management Solution**

- Segregate Data & Move to Archive
- Deploy Tiered Storage Strategies
- Retain Data According to Value
- Simplify Infrastructure
- The Best and Most Cost Effective Archiving Solution

- Decommission Redundant or Obsolete Apps
- Gain Control of Application Portfolio
- Retain Access to Legacy Data
- Retire Apps and Repurpose IT Assets
- Migrate Apps from High to Low Cost Platforms
- Preserve Historical Data

- Protect PII Data
- Apply Single Data Masking Solution
- Use Range of Masking Techniques
- Maintain Referential Integrity
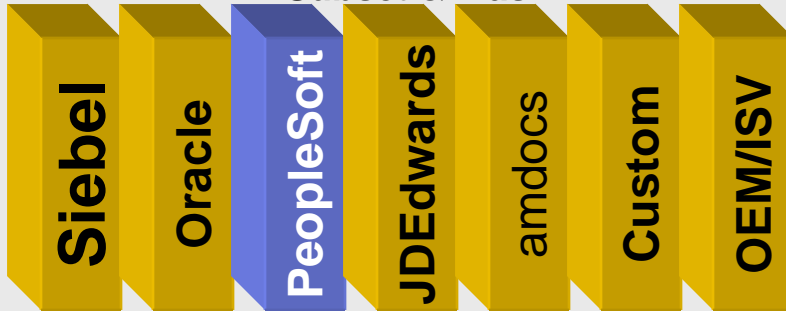- Maintain Contextual Look and Feel

- Right size Test Apps
- Repeatable Process
- Quickly Deploy New Apps
- Future proof Apps

Enterprise Architecture

Non Production Environments
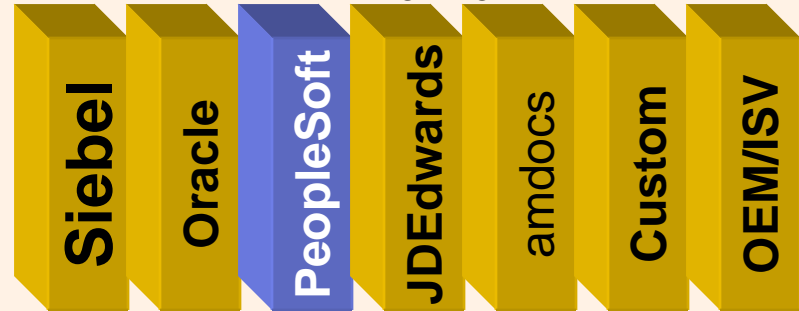Subset & Mask

Siebel | Oracle | PeopleSoft | JDEdwards | amdocs | Custom | OEM/ISV

Production Environments
Archive

Siebel | Oracle | PeopleSoft | JDEdwards | amdocs | Custom | OEM/ISV

Data Growth, Data Privacy, Test Data Management, Application Upgrades, Application Retirement

Optim ™

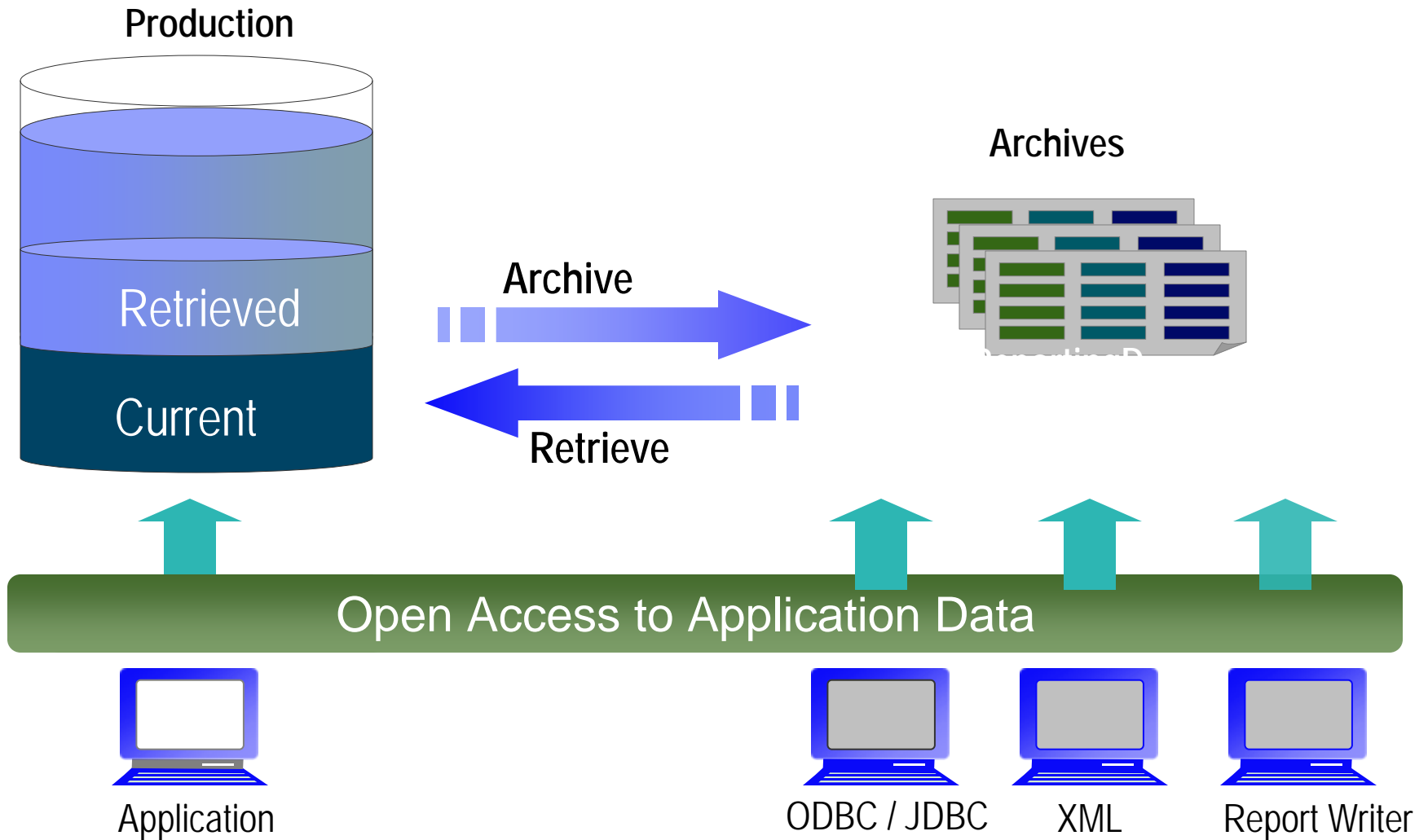| Oracle | SQL Server | Sybase | Informix | DB2 UDB | DB 400 | IMS | VSAM | Adabas | DB2 z/OS | More .... |

Windows XP/2000   Solaris   HP/UX   Linux   AIX   OS/390   Z/OS   i-Series

NAS   SAN   ATA   CAS   Optical   Tape

- Single, scalable, interoperable EDM solution provides a central point to deploy policies to extract, store, port, and protect application data records from creation to deletion

How does Archiving Work?

Production

Retrieved

Current

Archives

Archive

Retrieve

Open Access to Application Data

Application

ODBC / JDBC

XML

Report Writer

Maximizing Business Value
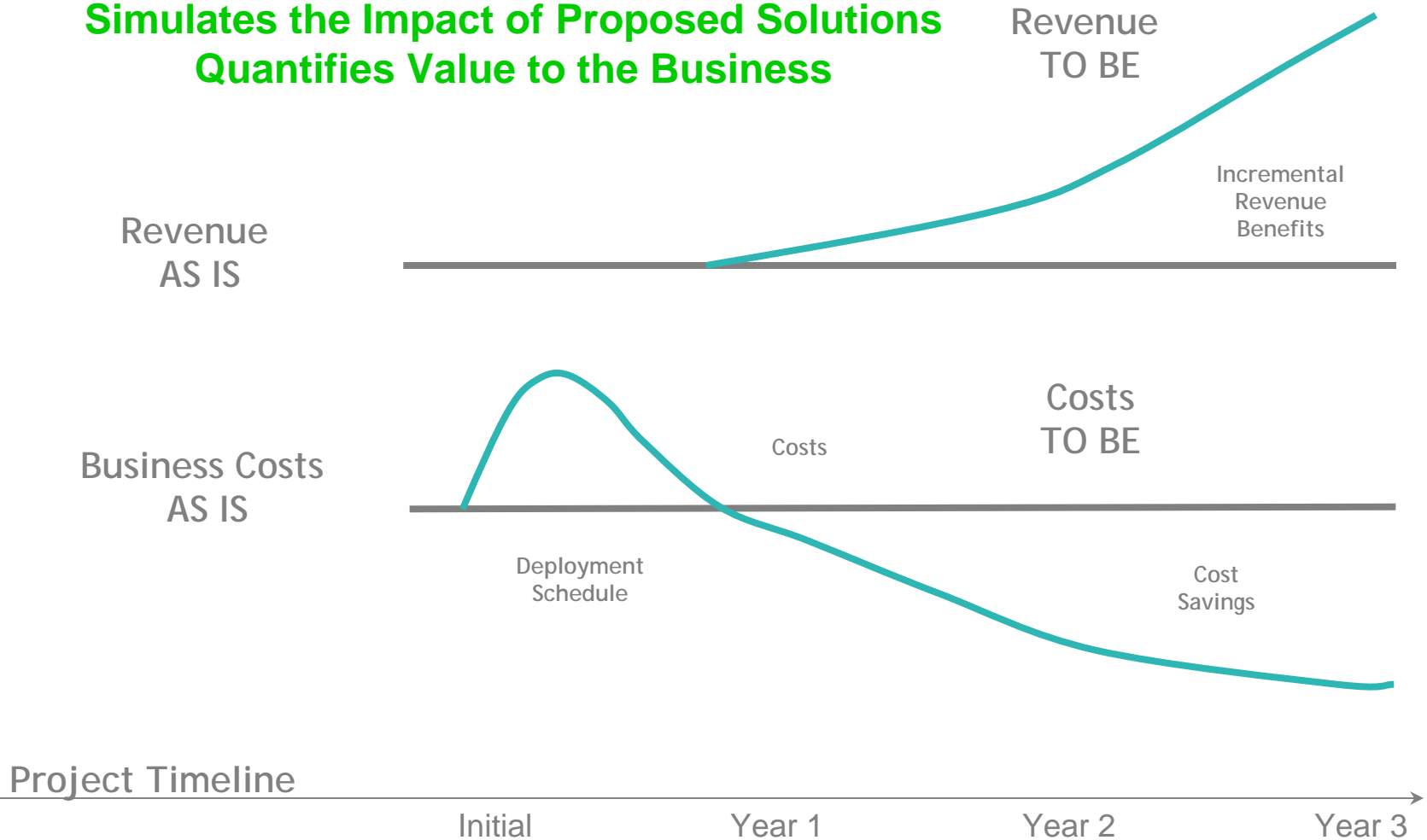# Understanding the ROI of Data Archiving

What Benefits Exist from Data Archiving?

1) Improve Performance

2) Control Costs

3) Mitigate Risks

Business Value Analysis – Making the case for change

Simulates the Impact of Proposed Solutions
Quantifies Value to the Business

Revenue
TO BE

Incremental
Revenue
Benefits

Revenue
AS IS

Costs
TO BE

Costs

Business Costs
AS IS

Deployment
Schedule

Cost
Savings

Project Timeline

Initial   Year 1   Year 2   Year 3

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How Does Archiving Improve Performance?

- **Improved Availability**
  - No downtime caused by batch process overruns
  - Uptime during crunch time
  - Meet SLAs

- **Speeding Backup and Recovery**
  - Bring up important/recent data first
  - Bring up older/reference data as conditions permit

- **Improved Application Performance**
  - One of the most understated benefits to archiving
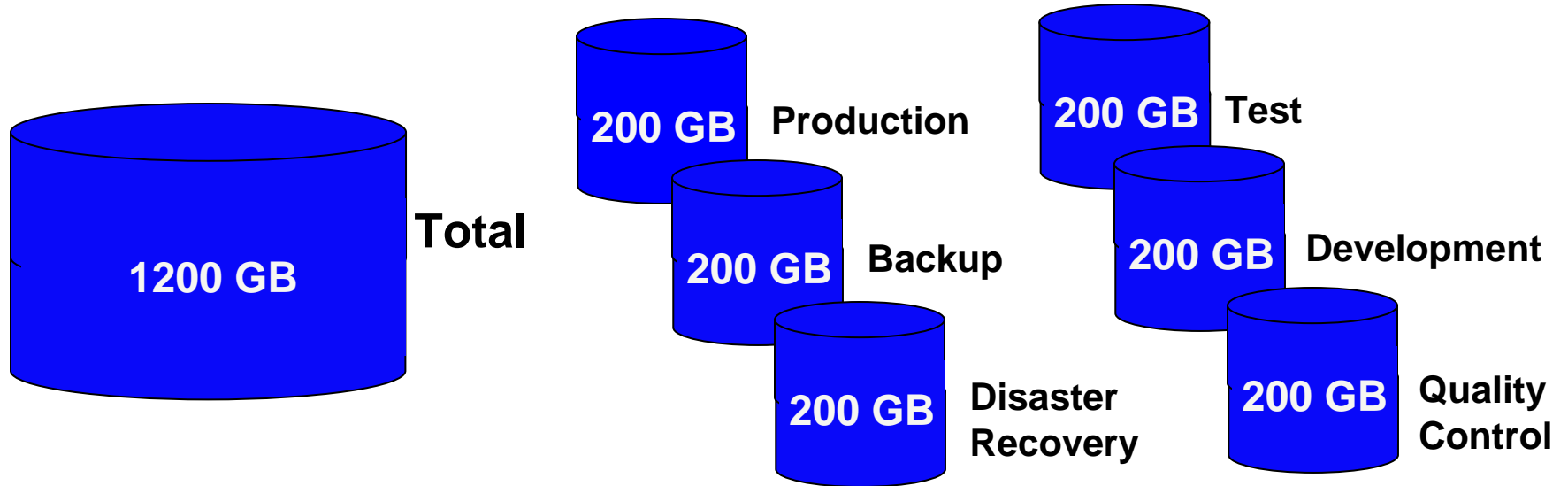 - Longest and most lasting benefit

How can I save money by Archiving Data?

- **Storage**

    - Production level data is typically one of the most expensive storage platforms

    - Migrate and store data according to its evolving business value (ILM)

    - Use tiered storage strategies to your advantage to maximize cost efficiencies

    - Utilize the storage you already have (including tape!)

Data Multiplier Effect

Actual Data Burden = Size of production database + all replicated clones

Total

1200 GB

200 GB Production

200 GB Backup

200 GB Disaster Recovery

200 GB Test

200 GB Development

200 GB Quality Control

How can I save money by archiving data?

- **Upgrades and Migrations**
  - Important for packaged applications space (Siebel, Peoplesoft Enterprise, Oracle E-Business, JD Edwards EnterpriseOne, Amdocs, etc.)
  - Reduce time allocated for database conversion
  - Reduce downtime during transition
    - One recent client stated 1 hour downtime = $5M
  - Deploy new version quickly
    - Revenue recognition
    - Competitive Advantage

What Benefits Exist from Data Archiving?

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3) Mitigate Risks

How Does Data Archiving Mitigate Risk?

- **Data is stored in an immutable format that cannot be altered**

- **Data is indexed following archiving for easy retrieval**

- **Data can be retrieved either from the application it was archived or in various other formats (ex. Excel Spreadsheet, XML, Reporting tools)**

Try it Today

- **Typical Benefits of Data Archiving**
  - 100-500% ROI
  - Payback period >12 months

- **What is your ROI?**
  - Drop me your business card
  - Free Alinean/IDC ROI Analysis from IBM
  - You will be contacted to see how data archiving can benefit your organization