

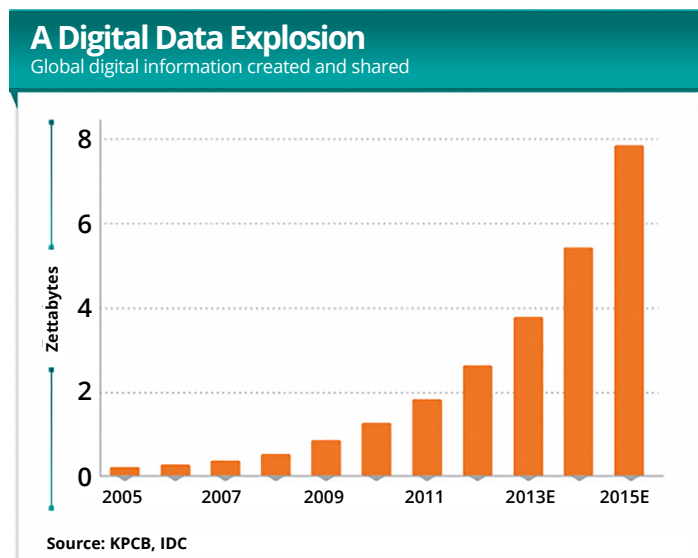
COMPREHENSIVE RETENTION COMPLIANCE: How KeepItSafe Online Backup can Help Your Business

INTRODUCTION

More data has been created in the past two years than in the entire previous history of humanity, and by the year 2020 there are expected to be approximately 44 trillion gigabytes of information stored digitally.¹ New corporate data sources such as SaaS, endpoint devices, virtual machines, and other emerging technologies will only exacerbate this trend, necessitating a greater investment of IT resources to control the data. This creates an unprecedented requirement for digital storage, presenting a major challenge for companies.

As data growth accelerates and legal and regulatory rules continue to increase, companies face a significant retention-compliance problem. IT departments require a growing amount of IT infrastructure, personnel, and new solutions to keep up.

Companies face increasingly strict retention requirements



As the amount of data being produced continues to grow exponentially, so too do the rules and regulations overseeing that data. Today, HIPAA regulations require six years of relevant data retention, while Sarbanes Oxley requires seven years of retention for audit reports. The SEC similarly requires that records be maintained for a period of six years. Adhering to any of these regulations requires an ever growing amount of data storage, costing organizations significantly, while failure to comply is even more costly.

If these situations reflect your organization's problems, you're not alone. Companies everywhere are facing the same challenges: exponentially increasing volumes of data caused by the popularity of rich media like video, as well as a relentless increase in data sources, including sensors and smartphones; ever-expanding regulations (e.g., SOX, HIPAA, HITEC, Dodd-Frank, Basel-II) that cover an ever expanding array of data sources; and IT budgets that can barely keep up. In order to stay ahead of the curve and avoid costly non-compliance penalties, companies need innovative new solutions.

DATA RETENTION PROBLEMS WILL ONLY GET WORSE

As difficult as data retention is today, the problem will only continue to grow. The amount of data being created and stored is exponentially increasing. The total amount created each year is expected to hit 6.6 zettabytes by the year 2020 in the United States alone. A single zettabyte is the data capacity of over 25 billion 4-terabyte hard drives.² This data growth will only get worse for the foreseeable future, and it is up to companies to stay proactive and implement solutions to manage the problem and maintain compliance.





THE HIGH COSTS OF DATA STORAGE



In order to prepare your company for ever-expanding data storage needs, it is important to understand the associated costs. All of this data helps companies make better decisions, reach new markets, and maintain compliance, but also eats up significant resources. Although storage costs have decreased significantly over the past decade, the growth of stored data has generally exceeded these savings.

The cost of storage depends largely on the format and location. Storing data for everyday use, such as on local SSDs, is generally the most expensive option, whereas using NAS or LTF5 tape technology in long-term storage is more cost effective. Storing data using NAS and LTF5 technologies has fallen significantly over the past decade.³ However, these costs are dropping more slowly as production technologies reach optimal capacity while the amount of storage required grows more quickly every year.

Today, data storage costs include several key components: Software, hardware, maintenance and personnel. Data storage is not as simple as simply buying a hard drive, it requires consistent monitoring, infrastructure, and automation in order to work effectively at scale. As more data is stored, all three of these costs can grow significantly. If estimates for 2020 data creation are correct, these costs are simply unsustainable and will range into the trillions globally.³

THE RISKS OF NON-COMPLIANCE



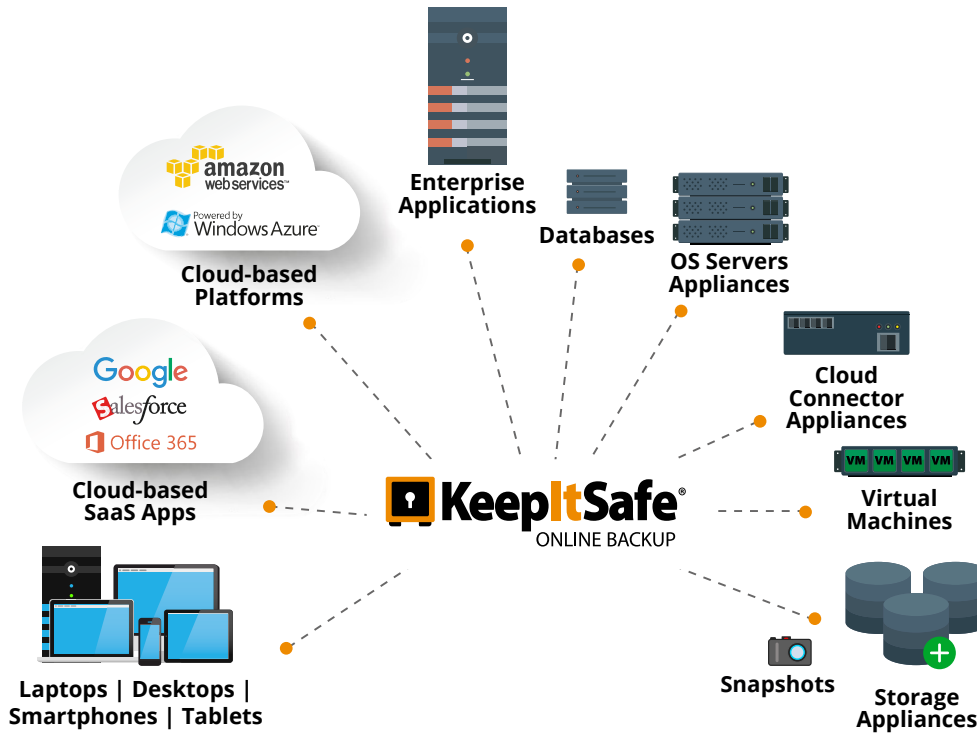
Although retaining data can be costly, failing to comply with regulations can be much riskier. The risks vary depending on the type of data and regulatory body, but in most cases the penalty can be quite high. In a recent example of the costs of non-compliance, The Financial Industry Regulatory Authority (FINRA) fined Scottrade \$2.6 Million for failure to keep electronic records.⁴ The organization did not have a consistent system in place to collect and store the required data in the correct format, leading to gaps in required data that became evident during a routine audit.

In this environment, data storage decisions are a constant struggle between stretching the IT budget as far as possible while simultaneously minimizing the risk of non-compliance. This entails ensuring that the data you need to hold for compliance purposes is in fact being held, but on the least expensive and simplest storage option possible.





TAKING BACK CONTROL



In order to keep pace with a growing volume of data and increasing regulation, companies must take action to reduce their overall data load and move the bulk of their data from high cost storage mediums to low cost mediums. This can significantly reduce the overall costs of retention compliance and increase the long-term feasibility of storage in the face of mounting volumes of data. Below are several key steps that can be taken to maintain compliance while reducing costs.



SORT DATA BASED ON ACCESS - Identify rarely accessed data that needs to be held for long-term compliance but doesn't require instantaneous response time. Back up the rarely accessed data and delete the source data, freeing primary tier storage capacity and reducing costs.



COMPRESS AND DEDUPLICATE - Storing files in long-term backup at full size is a waste of valuable storage. Compression and deduplication can greatly reduce the amount of space each file takes up. Files in long term storage can be significantly reduced in size during backup because they do not need to be used on a daily basis.



PRIORITIZE YOUR DATA SETS - Because data items in retention do not generally need to be used on a daily basis, they can be stored using relatively inaccessible and more cost-effective mediums. By transferring the backup data to low cost storage, it is possible to retain a much larger amount of data without ballooning expenses.



AUTOMATICALLY DELETE UNNEEDED DATA - Regulations require data be kept only for a limited amount of time. By using technology to set retention periods and auto-deleting expired backup data you don't need to keep paying for unneeded storage.





THE ADVANTAGES OF INNOVATIVE BACKUP RETENTION TECHNOLOGY

Although it is clear that moving long-term data to more cost-effective mediums, and using space-saving compression is necessary to manage the ballooning costs of retention compliance, doing so on a daily basis can be a challenge. Ensuring that all the necessary data is saved, properly formatted, and transferred to long term storage can be extremely time consuming and may lead to mistakes. In order to effectively manage the process, new solutions are needed.

Innovative technology makes it easy to adopt a tiered storage strategy that includes LTFS tape for long-term data retention needs. Backup management solutions enable users to classify multiple tiers of backup data based on business continuity plans and retention policies, and then automatically migrate data across those tiers, based on a set schedule and policy, to lower-cost backup storage.

3 WAYS BACKUP SOLUTIONS HELP MANAGE LONG-TERM STORAGE

These technologies help you manage the cost of long term backup storage in three ways:

EASILY ARRANGE DATA - Low-cost backup options are generally more difficult to access. This means that in order to maximize efficiency, it is necessary to sort data into buckets. With new solutions, you can more easily move rarely accessed backup data out of the primary HDD backup repository (labeled "Recovery Tier 2") to a secondary and less expensive secondary HDD repository (labeled "Recovery Tier 3"). This potentially allows the organization to significantly reduce its overhead without adding significant complication.

AUTOMATICALLY REMOVE UNNEEDED DATA - Data only needs to be stored for a specific amount of time, but accurately keeping track of thousands of files manually is near impossible. With new solutions, users can specify retention policies that will free up storage capacity by automatically destroying expired backup data according to predefined rules, saving time and space while reducing the risk of mistakes.

AUTOMATICALLY TRANSFER DATA - With advanced solutions, users can specify policies for automatically moving old backup data to lower-cost storage options like cloud storage (e.g., Amazon Glacier, Google NearLine) or LTFS tape while retaining the ability to recover the original data should it ever be needed.

Tier 1 : Local Only

Retains low-value data for very short periods in onsite storage — not managed by the BLM system.

Tier 2 : DS System

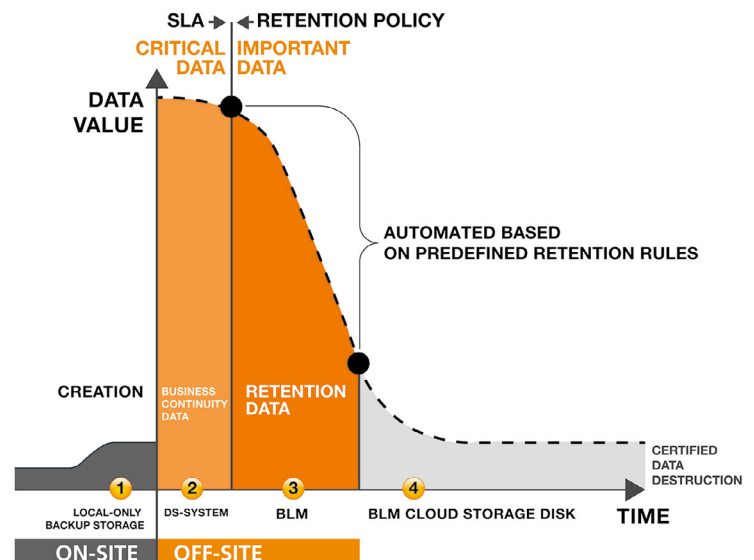
Software acts as an online disk storage, to maintain critical data and keep it available for fast recovery.

Tier 3 : BLM Archiver

Stores older, less-valuable or dormant files — such as data you must retain for your business compliance.

Tier 4 : Off-Disk Storage

Migrates retention data to lower-cost disk, tape or cloud storage.





INTRODUCING KEEPITSAFE ONLINE BACKUP



KeepItSafe Online Backup is a comprehensive solution for managing and storing data for retention compliance. It uses innovative technology to provide a fully managed and monitored solution. That means you don't have to do anything to ensure that your data stays compliant. The solution makes it easy to store data using LTFS and other low-cost mediums, while automatically sorting and managing data based on its use, expiration date and type. This helps companies lower their expenses without investing more time in complicated data management.

HOW IT WORKS

KeepItSafe is one of the easiest-to-use retention compliance solutions available. It allows users to quickly sort data based on a wide range of metrics and automatically deletes expired data, helping users save time and resources.

IDENTIFY DATA SOURCES - Use our Storage Discovery tool to identify all data sources on your LAN as well as rarely accessed data that could be moved to LTFS tape without impacting end-users. This ensures that all relevant data is backed up and consolidated, helping reduce the risk of non-compliance.

SET SCHEDULE - Use our DS-User tool to specify a one-time or repeating backup schedule on a data-source-by-data-source basis.

SET BACKUP DATE - Specify the retention periods before backup data is automatically transferred to BLM and then LTFS tape. This allows fresh data to stay easily accessible and be automatically moved to cheaper long-term storage when it is no longer needed.

SET EXPIRATION DATE - Specify the retention period for backup data and a time for certified destruction.

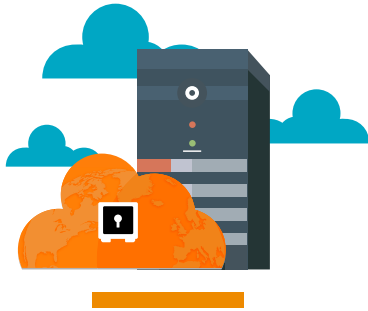
ACCESS DATA - Once backed up, your data can always be easily retrieved, even if it was deleted from the primary source to free up storage.

MONITOR DATA - With KeepItSafe Online Backup, we set and monitor your protected data sources on a data-source-by-data-source basis using a single-pane-of-glass DS-User administration dashboard.





A SIMPLE, COMPLETE RETENTION COMPLIANCE TOOL



KeepItSafe offers all of the functionality described above in a simple, fully managed solution. This allows users to stop devoting time and resources to micromanaging retention compliance while resting assured that their data is being properly maintained. It offers several key features that make it the most effective enterprise backup tool available, including:

PROACTIVE 24/7 MONITORING - All backup activity is constantly monitored by our expert staff and automation tools. This ensures that any problems are rapidly addressed and significantly reduces risk of data loss or non-compliance.

COMPREHENSIVE COVERAGE - 100% of your corporate data sources can be backed up using the solution. Our solution backs up all data, whether on physical machines, virtual servers, Docker containers, mobile endpoints beyond the firewall, SaaS sources like Office 365, Salesforce.com, or Google Apps. And because KeepItSafe Online Backup protects all data

sources, any new data sources that your organization adds can be easily protected right away. Note that although KeepItSafe Online Backup is one solution, it does not force one-size-fits-all protection on all your data sources. Instead, you can easily customize the level of protection to meet your business needs on a data-source-by-data-source basis.

SINGLE PANE OF GLASS ADMINISTRATION - Our simple, intuitive interface lets you see your protection status for all of your organization's protected data sources in real time from a single dashboard, making it easy to identify any issues. Any protection issues can be quickly corrected with the click of a button.

RECOVERY ASSURANCE - This ensures that your data can actually be recovered when you need it. If, for whatever reason, your backup data becomes corrupted, KeepItSafe's self-validation capability will detect the problem and automatically fix it or alert you to the problem if it can't be fixed. This ensures there will be no surprises if you ever need to recover your data.

SECURE DATA PROTECTION - Our advanced data encryption and protection technology meets the most stringent government regulations governing the handling of sensitive data. For data on mobile endpoints like smartphones, KeepItSafe Online Backup does more than just back up the data, but also gives you an easy way to erase that data from lost or stolen devices, providing you with an additional layer of data security.

If you'd like to learn more about how KeepItSafe Online Backup can help your company reduce costs, save time, and stay compliant, contact one of our representatives today.

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Sources:

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