



HP Information Lifecycle Management

“Capitalize on Business Information”

Executive Overview

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Customers face core challenges

- **Control** → **Extend ILM beyond the datacenter**
- **Compliance** → **Accelerate information archival & retrieval**
- **Continuity** → **Simplify data protection**

GlassHouse Technologies reveals in its recent 2006 Storage Budget Survey that IT organizations will focus primarily on increasing storage infrastructure efficiencies and holding down costs this year.

Amount of storage under management	High priority - 2005	High priority - 2006 +
Managing 10TB or less	Security	ILM
Managing between 10TB and 100TB	Virtualization	ILM
Managing between 100TB and 500TB	ILM	ILM
Managing more than 500TB	Virtualization	ILM

Source: GlassHouse

Business brings change – is IT ready?



Continuity

- Maintaining a secure and resilient enterprise
- Protect corporate reputation
- Ensure business performance



Consolidation

- Reduce IT environment complexity and lower costs
- Free resources for innovation throughout the solution lifecycle



Control

- Measure and assess key business indicators
- Better information and control
- Integrated management



Compliance

- Comply with a changing regulatory environment
- Minimizing risk, improve control and efficiency
- Reduce costs



Collaboration

- Integrate & manage content, processes & workflow
- Across the extended enterprise – partner, employee, customer

Information growth, challenges



- Content is growing exponentially; Doubling every 18 months
- Massive redundancy is the norm
 - Application data silos grow
- Difficult to locate a specific piece of information from the billions of objects
- Regulatory requirements
- “Enterprise Data Amnesia” results in loss of corporate intellectual capital

A proactive approach to managing information is required..

HP Information Lifecycle Management

is about Capitalizing on Business Information



Solutions that capture, manage, retain & deliver information according to its business relevance

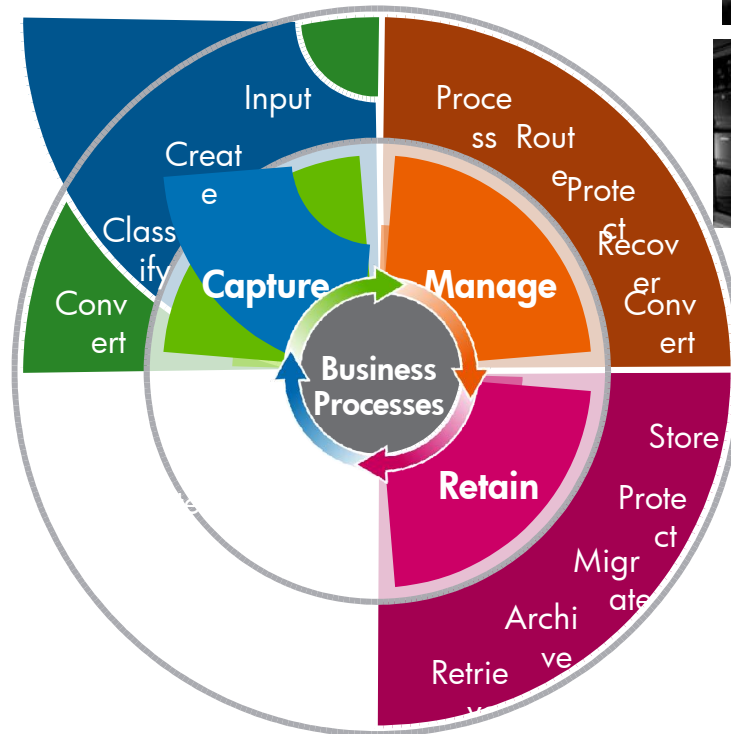
- Application aware and policy based
- Aligned with the needs of specific industries
- Enabled by innovative technology for all stages of the lifecycle
- Supported by a full range of services



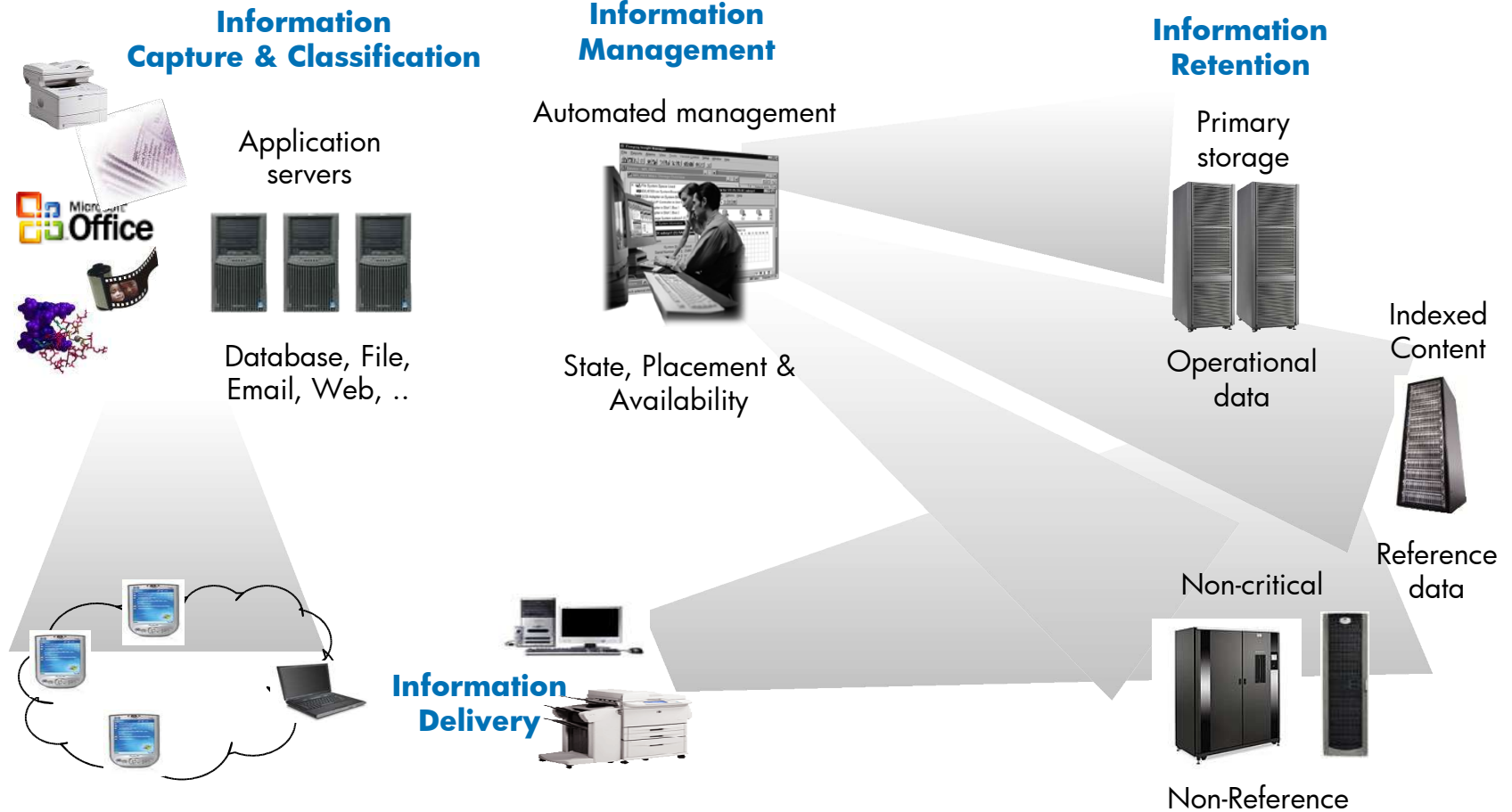
“Information solutions from the data center to the edge & from the enterprise to the end user”

HP Information Lifecycle Management

process & flow of information



An Information Management Journey



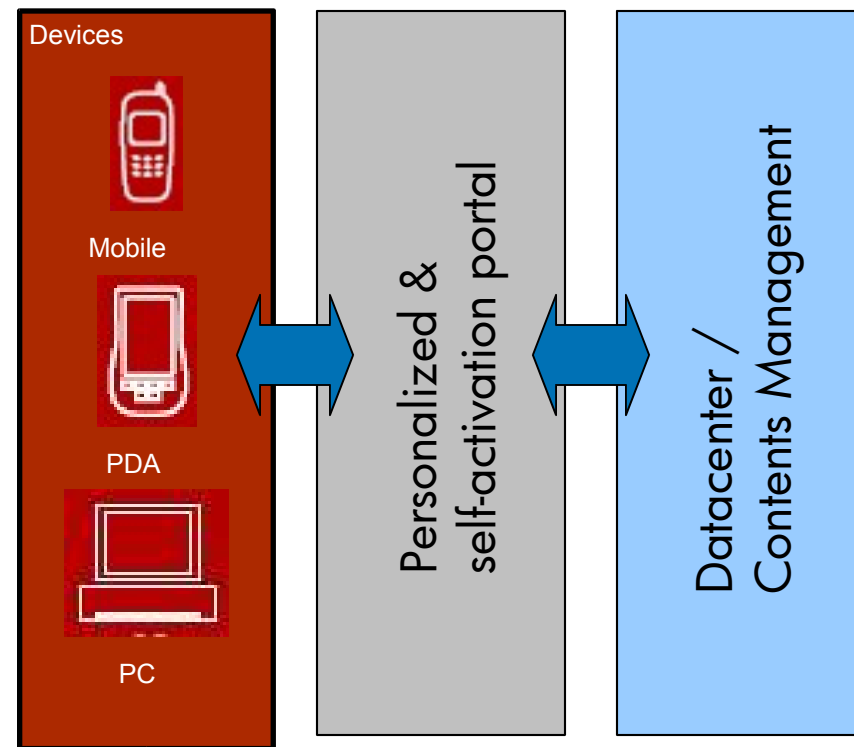
Extending ILM to...

HP Mobile Device Management Solutions



ILM to the Edge:

- Enabling the delivery of value-added content and services
- Bringing new types of content to the end user, and increasing acceptance of new services
- Enabling end users to access a wide range of new content and new services without the inconvenience of a time-consuming manual set-up



Solutions..

at every stage of information journey



Information Capture Solutions

- HP AutoStore & Output server (IPG)
- Discovery and Classification Services
- Business Requirements Analysis Services
- Continuous Data protection to Retrieval

Information Management Solutions

- HP SRM - Storage Essentials
- ECM Solutions (ISV + infrastructure)
- Data Replication/HA Solutions
- HP Output Management Services
- Email Management Compliance Services

Information Retention Solutions

- Tiered Storage
- Data protection / Continuous DP
- Application Archiving (Medical images, Email, Databases, CRM, ERP)
- Electronic Vaulting services
- Policy-based Data Migration
- Policy definition Service
- Compliance services

Information Delivery Solutions

- Document delivery Solutions (IPG)
- HP Total Print Management Solution
- HP Output Management Services
- HP mobile data service

An ILM strategy enables..

Capitalizing on your Business Information

Simplicity

- Simplify management without compromising control
- Simplify & reduce complexity
- Efficiency to storage costs



Agility

- Adapt to changing business needs
- Scale capacity and performance flexibly and as needed
- Put you in Control



Value

- Dramatically lower your TCO
- Understand the value of information throughout its life as your business changes
- Information availability at the right time, right place, and at the right cost



Migration of non-digitized reference information is underway

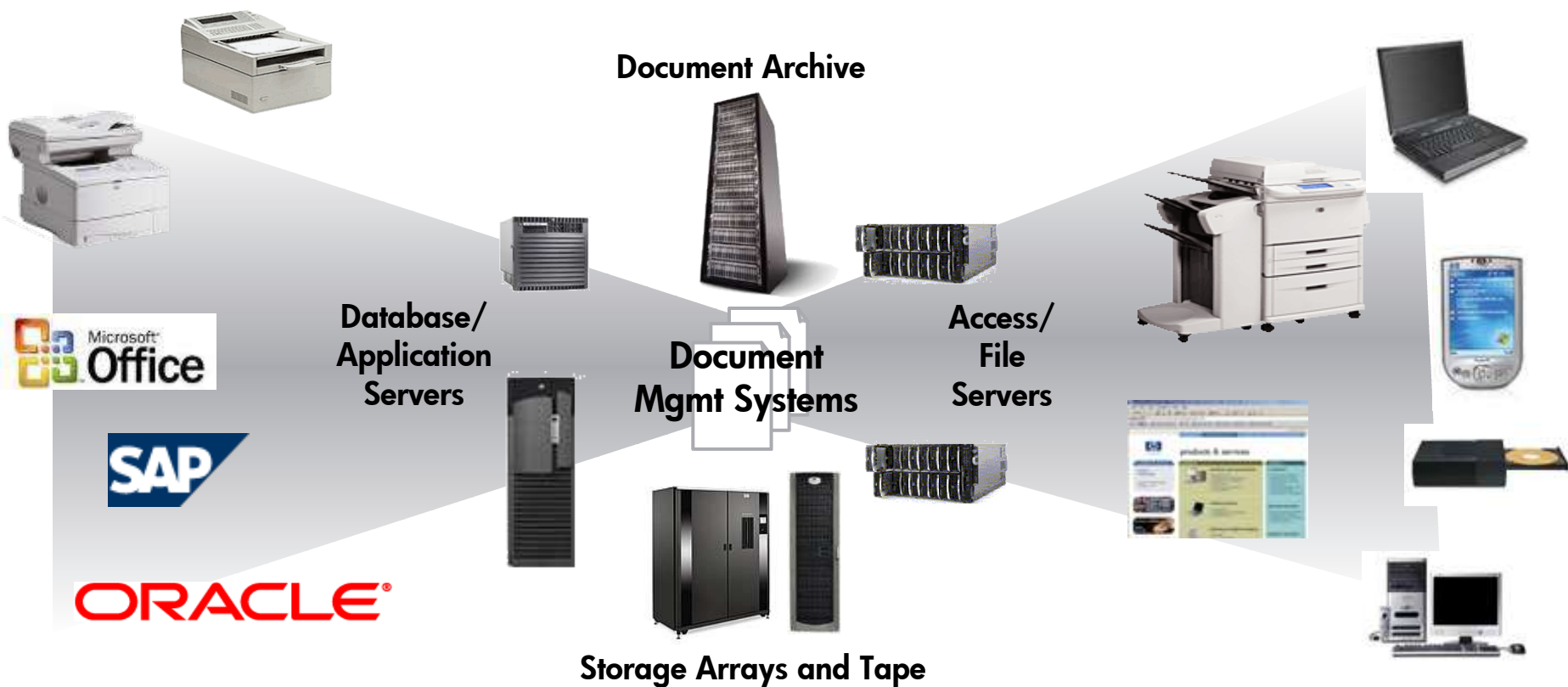


- **Health Insurance company** (BCBS) with 11.5TB of Reference Information on primary disk storage has an additional **100,000 sq. ft. of warehouse storage which houses patient records**
- **Healthcare company** (CareGroup) has at least 10,000 sq.ft. of warehouse storage which houses patient records, MRIs, etc.
- **Media / Entertainment** (MTVi) company has the equivalent of **2,000TB** of Reference Information on non-digitized media
- **Financial Services (CBOE)** company has a program underway for migrating approximately **15 years of paper** data into digitized format for storage on primary disk storage
- **Print & Publishing (Valassis)** company recently completed a 6-year digitization of their legacy pre-press, print, & image assets, resulting in 1 TB of additional online disk storage (about 10% of their total storage)



Information Capture

Physical to digital reference information



Improving IT Performance and Business Process Cycle Time



Time-to-Revenue

- reduced delays and risks of undetected lost statements, invoices, shipping manifests with failover detection services

Time-to-Process

- reduced delays of event-driven or time-sensitive workflows with job-level process management integrated with enterprise applications and systems management

Time-to-Manage

- reduced delays of costly and manual troubleshooting with global tracking of all document deliveries from a single interface

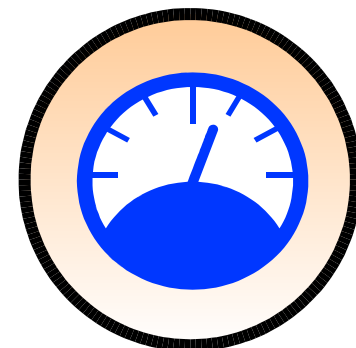
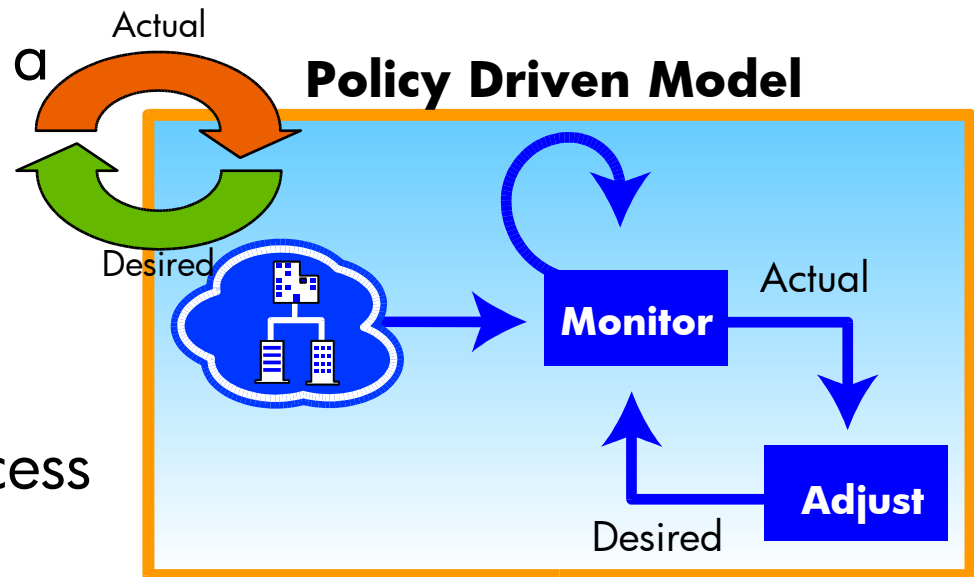
It captures information from virtually any source ...



... and delivers it to virtually any destination

Continuous Automation & Compliance

- Uses policies to determine a managed device's desired state
- Compares device's **actual** state against **desired** state
- Patented Differencing process determines and executes necessary changes (add/update/delete)
- Continuous behavior for ongoing management of applications and content



Thermostat

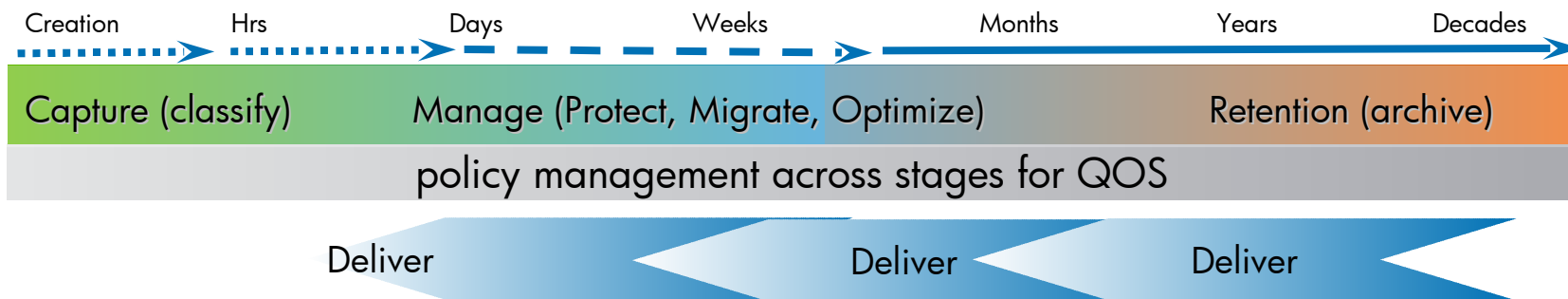


Manage Information

Evolution: Beyond Storage to Information Management



- The traditional boundaries of backup, HSM, and replication blur into a continuum of Information Capture to Delivery
- Adoption through *complementing* current data management practices, adjustment and optimization



Classify/Capture

- Discover, classify & create inventory
- Continuous capture of files, DB, email
- Assign QOS per business policies

Protect

- Rollback / Point in time access
- Includes CDP, tape backups, snapshots
- Integrated with existing backup
- Based on QOS

Migrate/Optimize

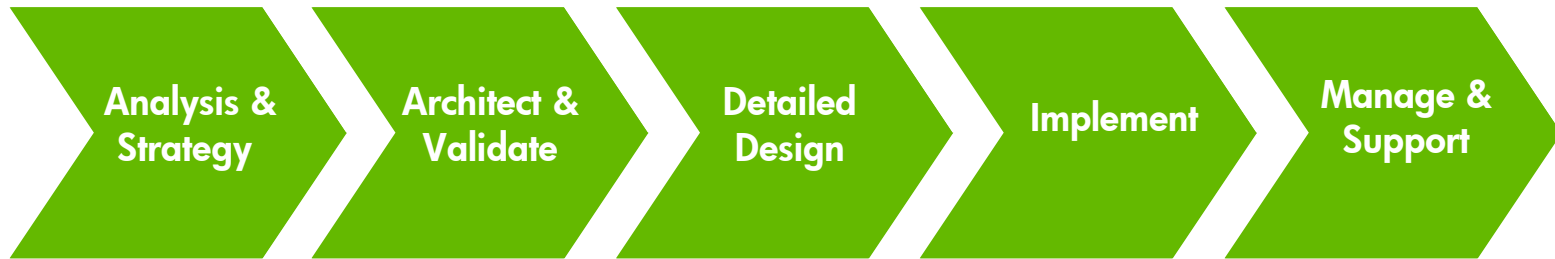
- Migrate static files, DB tables, messages to lower tier of storage
- Normalize data formats
- Policy based

Archive/Retention

- Content searchable
- Point-in-time view on demand
- Highly compressed
- Versioning & SIS
- Industry standard interfaces

Simplifying Solutions

Information services by application & vertical



Financial Services Industry

Public Sector/ Healthcare

Manufacturing

NSP

- Compliance Workshop
- ILM Discovery Workshop
- ILM Business Requirement Analysis
- ILM TCO Analysis

- Compliance and Data Policy Assessment
- ILM Data and Information Discovery

- ILM Architecture Solution Blueprint
- ILM Policy definition

- ILM Solution Pilots
- Implementation and Integration Services
- Legacy data load

- Electronic Vaulting
- Data Sanitization
- Managed Archiving
- Business Critical Solution Support

HP ILM: Products That Span Your Information Management Needs



INFRASTRUCTURE

SERVICES & SOLUTIONS

Data Discovery & Classification

- HP Storage Essentials
- HP Services & Consulting
- AutoStore
- Output Server
- Surveillance & Monitoring

Storage Tiers



Continuous Information Availability

- HP Virtual Tape System
- HP RISS
- HP Continuous Information Capture
- HP Data Protector
- LTO-3 Worm
- UDO Worm

Data Movement

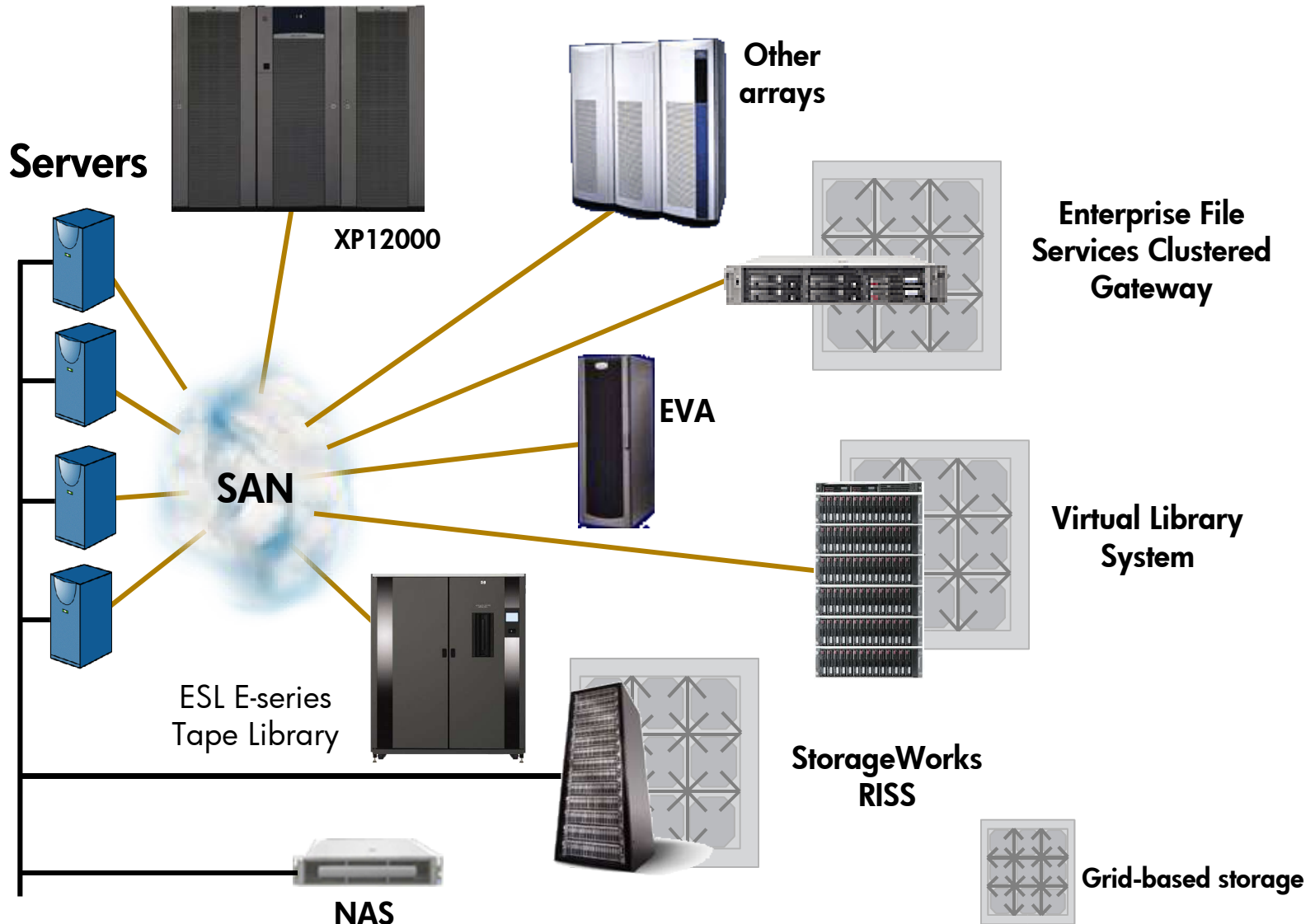
- Migration ---
- HP File System Extender
- HP File Migration Agent
- Replication -----
- Continuous Access
- Business Copy
- Storage mirroring
- Virtual Replicator
- Flex Copy

Archiving

- HP RIM for Messaging
- HP RIM for Databases
- HP Medical Archiving System
- SAP
- Manufacturing Apps

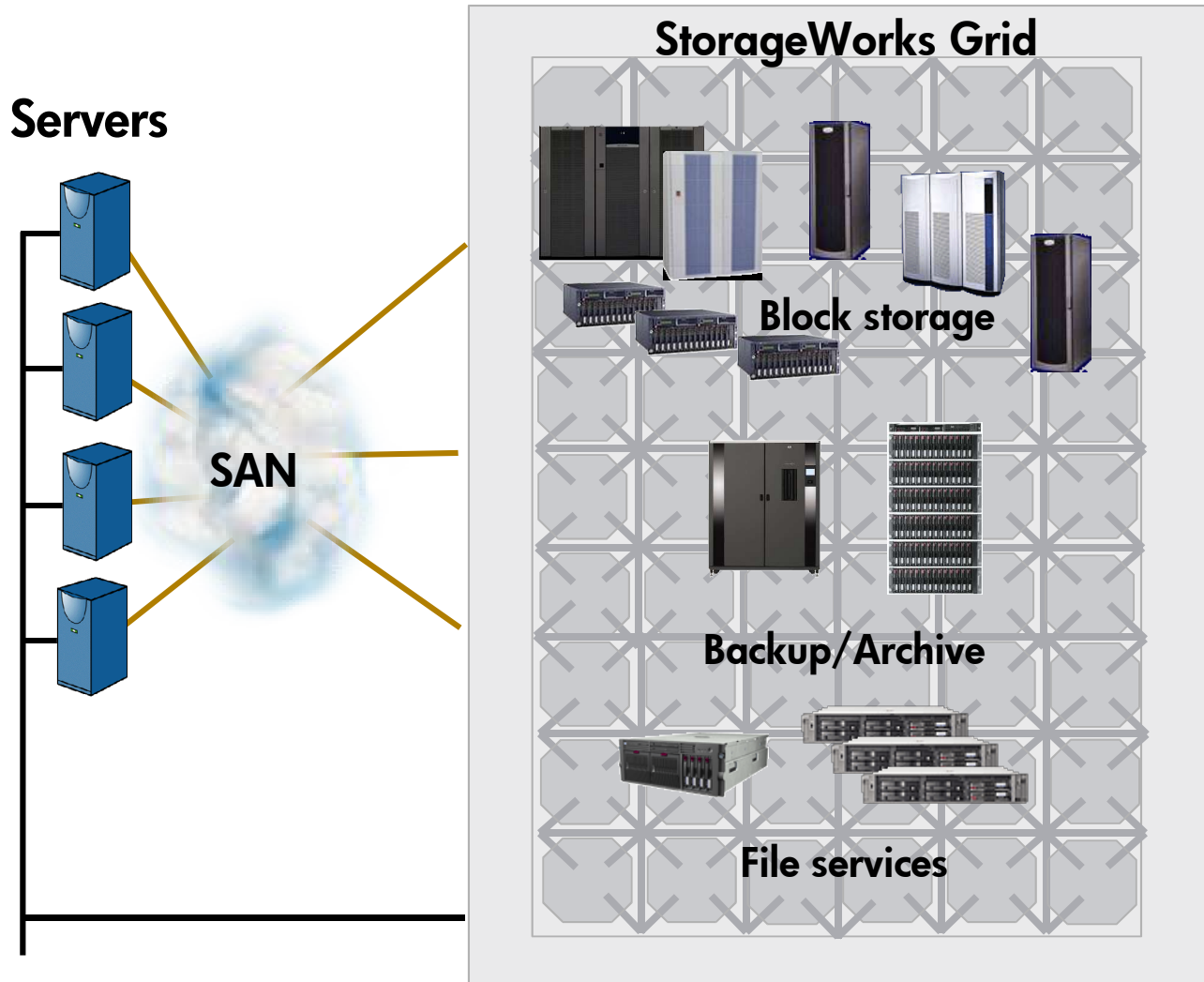
StorageWorks Grid

Initially, coexistence on the SAN



HP StorageWorks Grid

Convergence with conventional storage



Customers addressing cost, compliance, consolidation, & continuity



Challenge

- Require fast, reliable access to stored images across 6 hospitals
- Perform over 800,000 annual radiology / cardiology procedures

Solution

- HP Medical Archive Solution

Benefits

- Deliver fast reliable access to storage-intensive images vital to excellent patient care



Challenge

- migrate a large set of data from a legacy version of MS Exchange to the latest version

Solution

- HP RISS and RIM for messaging

Benefits

- Seamless and non-disruptive migration
- Decreased TCO & Rapid ROI



Challenge

- Compliance with SEC regulation (17a-4) for e-mail retention & retrieval
- Automated retrieval process. Manual intensive.

Solution

- HP RISS and RIM for messaging

Benefits

- Breakeven in one search, additional ROI thereafter
- Growth - Scale capacity and performance
- Change - HP expertise, knowledge and relationship

Challenge

Time Magazine, Digital Archive Project

- Decrease internal costs with reuse of digital assets
- Increase revenue by increasing magazine subscriptions and online search charges



Solution

- HP Labs image restoration technology
- HP Storage, HP Proliant servers
- HP Restoration service

Benefits

- Increased subscriptions and lowered costs
- automated capture, restore, manage & deliver content

HP's ILM Solutions and You

Helping you capitalize on business information

- Dramatically lower TCO
 - Reduce complexity
 - Scale without compromise
 - Improved efficiency lowers storage costs and simplifies management
- Control
 - Adapt to changing business needs
 - Understand the value of information throughout its life
 - Meet you information obligations
- Leverages the full strength of HP, exploits new technologies and sets the path for the future





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