



Why Data Growth is not a Storage Problem

Know your data before you act to drive better choices.

EXECUTIVE SUMMARY

Data growth is skyrocketing. Storage capacity is running out, backups are taking longer, and budgets can't keep up with the unstructured data deluge. The answer isn't so much a *storage* issue as it is how the data *in* your storage is *managed*. Because treating all your data as if it's the same will cost you plenty.

Managing data smarter starts with understanding it: how much do you have, what kind, who's using it, and how fast is it growing? You must know your data first to make the best decisions for it and your company. Storage vendors give you fast storage and lots of capacity with their proprietary technology, which sacrifices direct data access and flexibility. No vendor should have that much control over your data.

Komprise Intelligent Data Management puts you in control of your data. Our analytics-driven approach works across all storage vendors and backup architectures giving you a single data management pane. Get instant insight into all your data—wherever it resides. See patterns, make decisions, make moves, and save money—all without affecting user access.

There are three key areas that set Komprise apart, offering a unique data management solution that puts data control where it belongs—with data owners:

1. Dynamic Data Analytics
2. Transparent Move Technology (TMT™)
3. Direct Data Access

DYNAMIC DATA ANALYTICS

Know your data before making data decisions.

Dynamic Data Analytics offers the following capabilities to create the data literacy you need to understand your data to start managing it better:

- 1. Analyze all your data before investing, copying, or moving**
Storage and backup vendors that offer analytics put the horse

before the analytics cart, requiring your data reside on their hardware before giving you these insights. Komprise gives you the facts first, letting you analyze your data across all your storage before having to move or copy it, using standard protocols, such as NFS, SMB or S3.

- 2. Quickly analyze usage metrics and run scenarios**

Komprise delivers Dynamic Data Analytics in hours vs the weeks it takes most data analytics solutions to crawl and index your data. Find file sizes, top groups, and time last accessed, and run "what if" scenarios and see capacity needs and cost savings in an instant.

- 3. Create virtual data lakes with Deep Analytics**

When you need to dig into your data beyond trends, Komprise Deep Analytics intuitively searches and finds files that fit your criteria across your storage. Build real-time virtual data lakes on the fly—without first moving the data—and continually leverage them for Big Data, AI, and ML.

TRANSPARENT MOVE TECHNOLOGY™

Save costs and move data without interference to apps or hot data access.

Because our Transparent Move Technology (TMT) works seamlessly with any storage and backup solution, you can make the data moves you want when you want, without disrupting user access. Most customers discover that ~75% of their data is cold. TMT lets you archive that data off primary storage so you can:

- Save on storage and backup license costs
- Cut your backup time
- Enhance performance/availability of hot data

TMT addresses the following key issues critical to archiving cold data:

- 1. No disruption to users, apps, and data protection workflows**

When their data's been archived, users should be able to access it the same way as before, even if it's in the cloud. Komprise delivers transparent access by using standard

protocol constructs when moving data. No invasive agents or stubs means no disruption to users, applications, or data protection workflows. TMT is leveraged universally and seamlessly across all storage tiers, including cloud, object storage, and backup.

2. Works at the file level, not block level, with full metadata fidelity

Block-level tiering moves blocks between the various tiers to increase performance while reducing costs. The problem is that moved blocks can no longer be directly accessed from their new location as they're meaningless without the file's metadata. It forces users to access moved data through the vendor's hardware or software.

Komprise uses file-level tiering, a more advanced, standards-based technology that maintains full file fidelity at each tier. This allows apps and users direct access from the target storage and to return it to the source storage exactly as they did before.

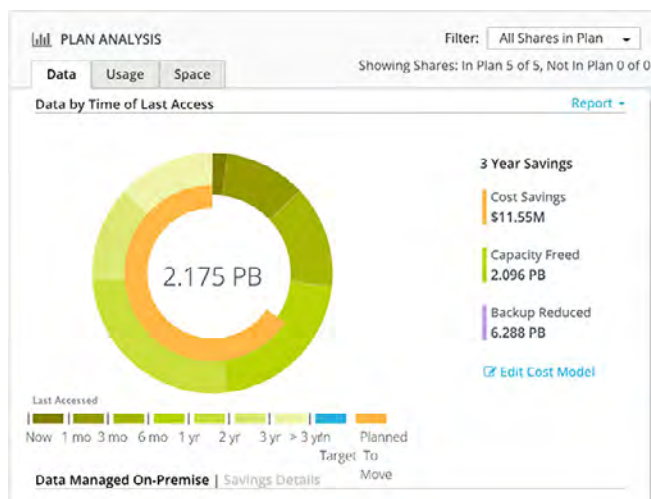


Figure 1: Easily estimate cost savings of different data storage decisions.

3. No access interference to hot data or hot metadata

Many solutions sit in front of your primary storage and divert requests for the cold data to another location, affecting the performance of the hot data since it introduces a middle man. This control over data access is highly risky and presents scaling issues, which could affect the performance on your new flash storage.

DIRECT DATA ACCESS

You control your data, not your vendor.

It's important to have direct data access to all your data without having to go through the original source. Komprise makes this

possible because it transfers your company's NAS data to a cloud or secondary storage target as a file with its complete metadata, whether that target is an on-premises storage (NAS or object storage) or cloud storage.

The file is stored in the format native to the target storage device, and the metadata is stored in NFS or SMB format, depending on the protocol used to archive or copy the data. This approach has many key benefits:

1. Access data from any tier without going to the source

Data needs to be accessed through the original source device. When you move your data with Komprise, it can be directly accessed from the target device using its native protocol.

2. Access data in native format

When Komprise archives or copies your data, it's put in a form that's native to that storage system. This ensures that archived data is not locked away and can be continually used to extract value.

3. No rehydration necessary

Block-level tiering requires rehydrating archived data before it can be used, migrated, or backed up, which negates most of the benefit of data archiving in the first place. Komprise's file-based tiering eliminates rehydration issues.

SUMMARY

Komprise is an analytics-driven data management strategy that allows you to know your data before making decisions about it. Unlike other vendors, Komprise is dedicated to data autonomy, allowing data owners to analyze, manage, and move their own data, free from proprietary technologies. Customers stay in control of their data regardless of the next storage evolution—transcending storage silos, storage vendors, and storage technologies.

And with the flexibility to scale as their data grows—wherever it goes—they can be responsive to changing needs in the future.

Your company's greatest assets are its people and its data. Komprise empowers your team with the right data insight to make the right data moves for your company's goals.

LEARN MORE

Experience a complimentary trial of Komprise in your own environment to see the true picture of your data and how much you can save. Visit: [komprise.com](https://www.komprise.com)