

The logo features the word "FORRESTER" in a white, serif font, centered within a dark green oval. The oval is set against a dark blue background with a subtle, abstract pattern of curved lines.

FORRESTER®

# Why Information Lifecycle Management?

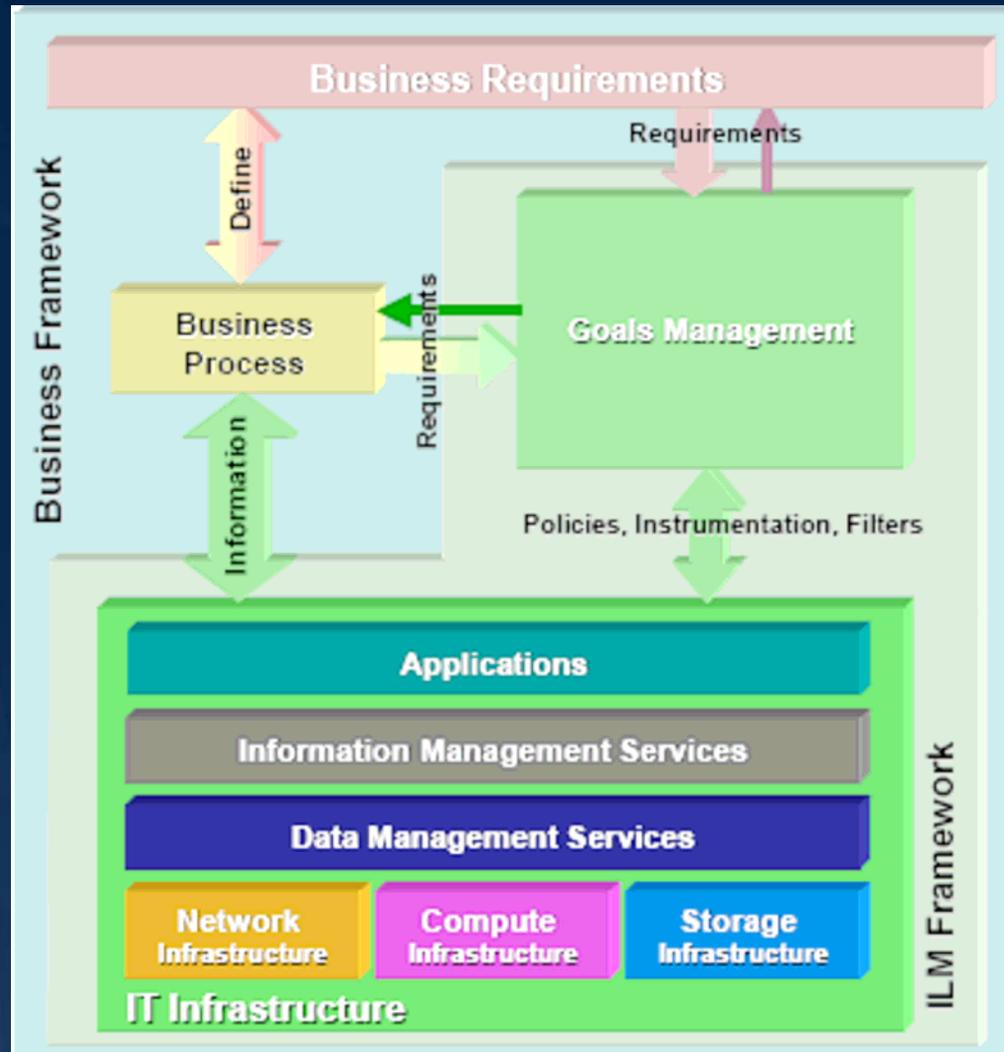
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# What is ILM anyway?

- ILM doesn't come in a box
- It's made up of policies, processes, services, and tools -- not technology alone
- Fear not, firms will still have the opportunity to buy lots of products
- A complete ILM framework spans both data center infrastructure, applications, and business policies

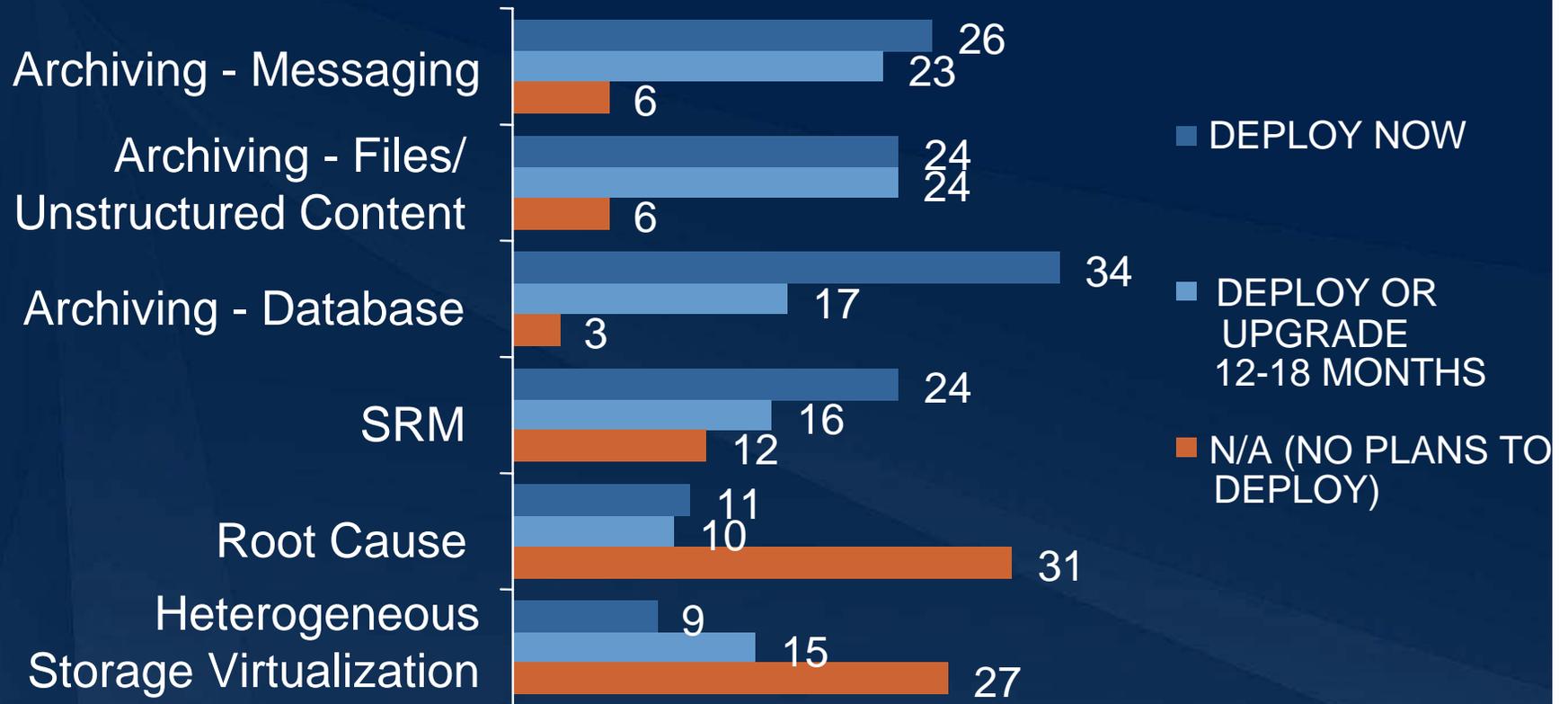
# SNIA's vision of a complete ILM framework



## The ugly truth:

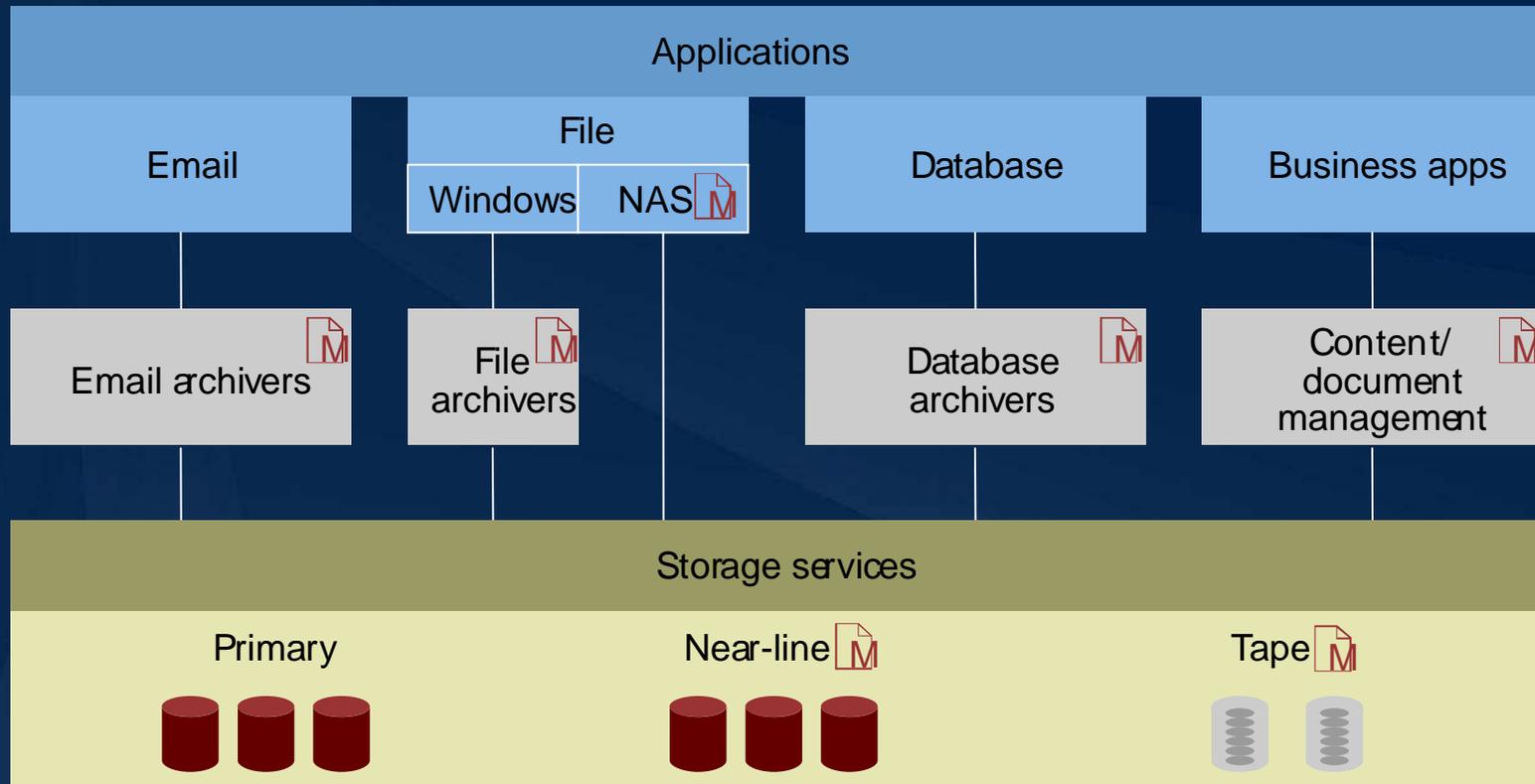
- Much of the content created by users will not find its way into a document or content management system
- Due to the complexity of implementing an open ILM framework, many organizations have resorted to point products
- Standards for ILM infrastructure services are a long way off

# IT focuses on point products to solve immediate pain — not on emerging technologies



Base: 50 storage and business continuity decision-makers at North American enterprises  
 Source: Forrester's November 2005 Storage and Business Continuity Survey

# Point products tend to spread metadata everywhere



Many ILM products create and store their own metadata, indicated by

# Introducing point products creates havoc

- No centralized policies or rules
- Management? What management?
- Multiple proprietary metadata formats and repositories
- No audit ability or guarantee that the system works
- No searching
- Wasted capacity

# Storage technology planning: the next 3 years

- Hierarchical storage management never took off, and ILM suffers from too much complexity. The industry is now tilting towards automated data classification tools:
  - » Kazeon, StoredIQ, Njini, Abrevity
- Archival-class storage will increasingly rely on object-based archives
  - » HP RISS, IBM DR550, EMC Centera, Sun StorageTek Intellistore, Archivas
- Integrated system management will improve IT process and lower costs
  - » Configuration management tools from vendors such as HP, IBM, Onaro
- Outsourcing some storage tasks – especially backup and archiving – will become more practical than running them in-house

# Why automated data classification displaces HSM

- Discovery of data in distributed environments
- Ability to tag and search for files based on content, not just file attributes
- Like HSM tools, data classification products can move files to archives, but based on content
- Pattern-based searching can find documents meeting abstract criteria. (eg: anything that looks like source code, or contains social security numbers)

# Object-based storage will be the choice for archives

- Policies can be attached to files and follow them as they are moved
- File locations are virtualized, allowing massive scalability, while preventing issues with broken stub files or paths
- Databases that store metadata are managed automatically, and segmented when necessary

# Thank you

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