



Il Mondo dei Partner **2007**

L'INTEGRAZIONE DEL NOSTRO VALORE

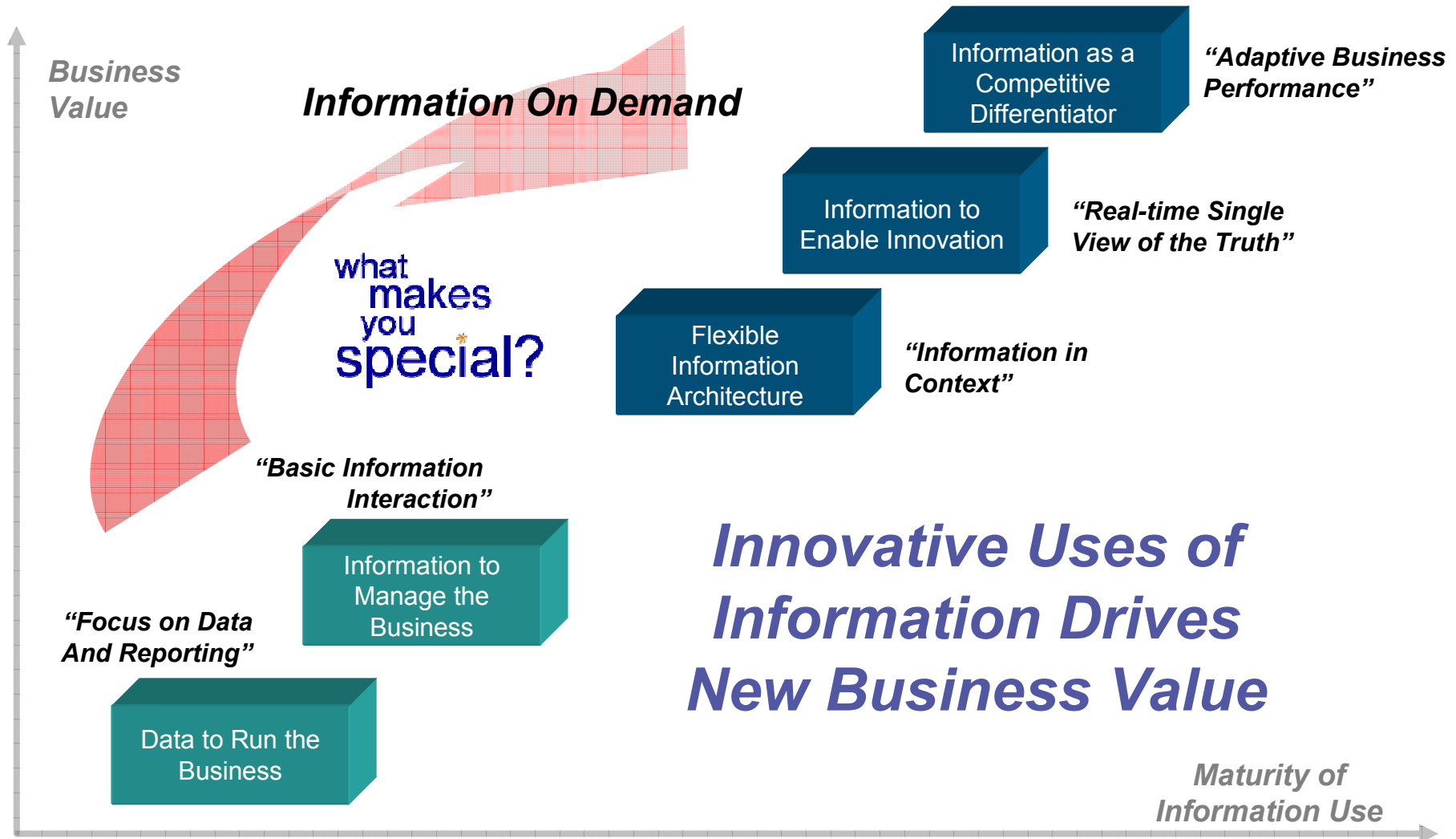
Parma, 1-2 febbraio



Soluzioni Storage

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Making Information a Strategic Asset Expanding Value Beyond Traditional Repositories



Surge in criticality, value and volume of data -- outpacing IT's ability to collect, store and manage it by traditional means

Excessive storage costs and missed service level objectives

Compliance with regulatory requirements and audit procedures

Ability to effectively access and gain insight from information once stored



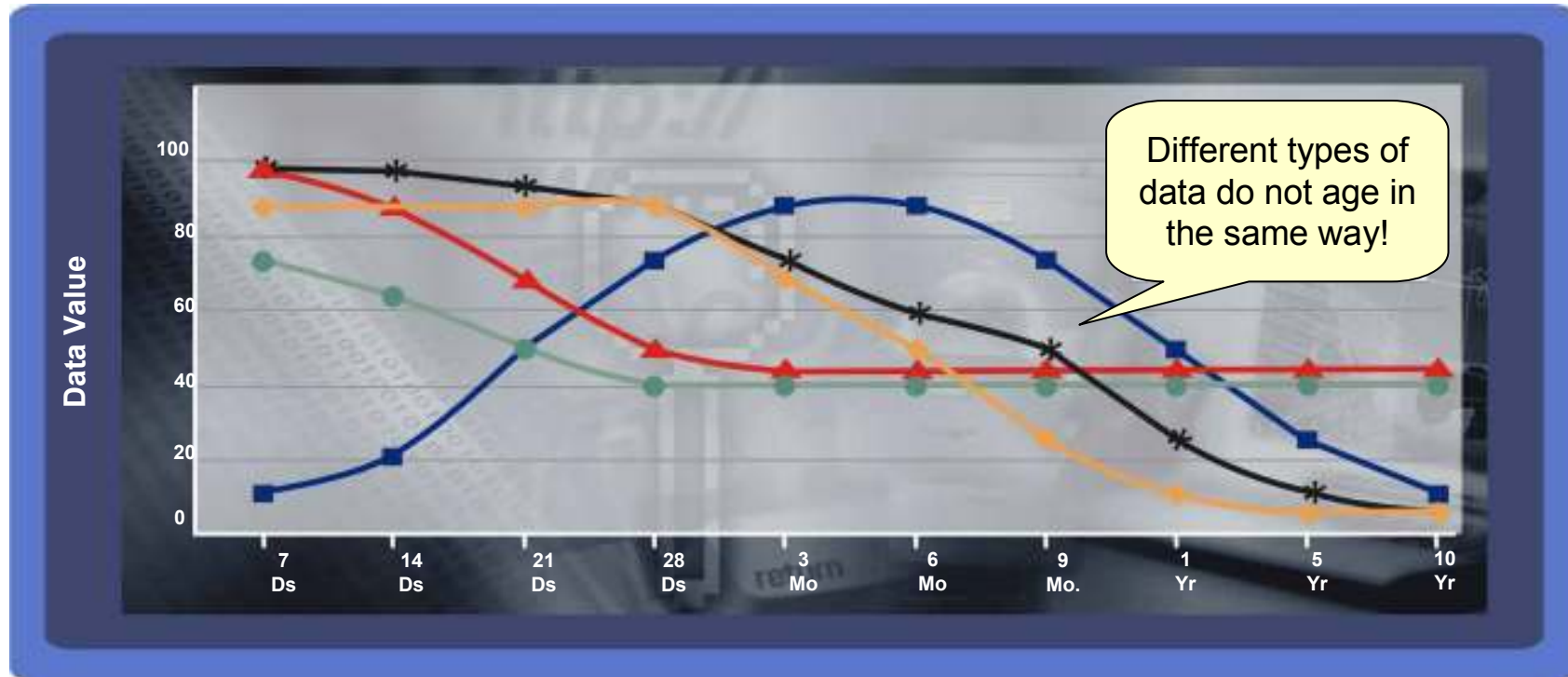
Storage now accounts for >15% of total IT budgets

Data growth is now estimated at >25-50% annually

Effective disk utilization is <50%, with 20-40% wasted space

There are over 20,000 regulations worldwide

Four Fundamental Truths About Data A Basis for ILM



- All data, when created, does not have equal value
- Data changes in business value and in service level requirements over time
- IT resources should be allocated according to the value of data
- Data must be managed and leveraged effectively throughout its entire lifespan ... **data outlives media**

Reduce Cost and Simplify

- Controlling demand for storage
- Improving asset utilization
- Reducing hardware / software / storage personnel costs
- Reducing data migration effort

Improve Efficiency

- Maximizing and sustaining efficiency by improving the current people, processes, and technologies being utilized to deliver storage services to the business
- Defining and implementing the appropriate storage strategy to address current and future business requirements
- Enhancing systems/Email performance
- Making better use of existing information and assets

Manage Risk and Streamline Compliance

- Reducing organizational risk
- Complying with governmental regulations



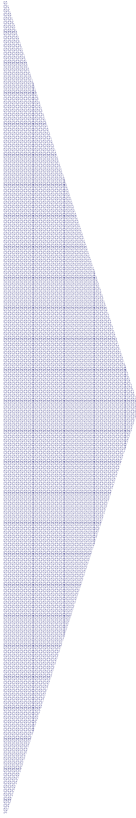
Three things you need to know about ILM:

1. Comprised of *policies, processes, practices, and tools*
2. Aligns business value of information with the *most cost effective IT infrastructure*
3. Information and business processes are aligned through the management of *service levels*

ILM is comprised of the policies, processes, practices, and tools used to align the business value of information with the most cost effective IT infrastructure from the time information is conceived through its final disposition. Information is aligned with business processes through management of service levels associated with applications, metadata, information, and data.

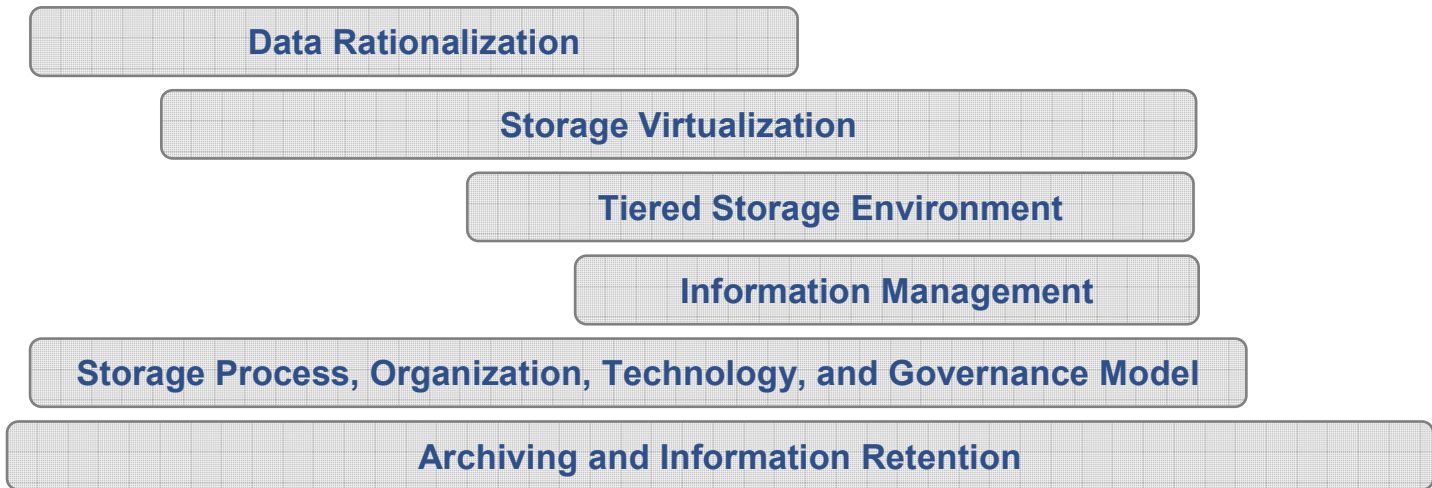
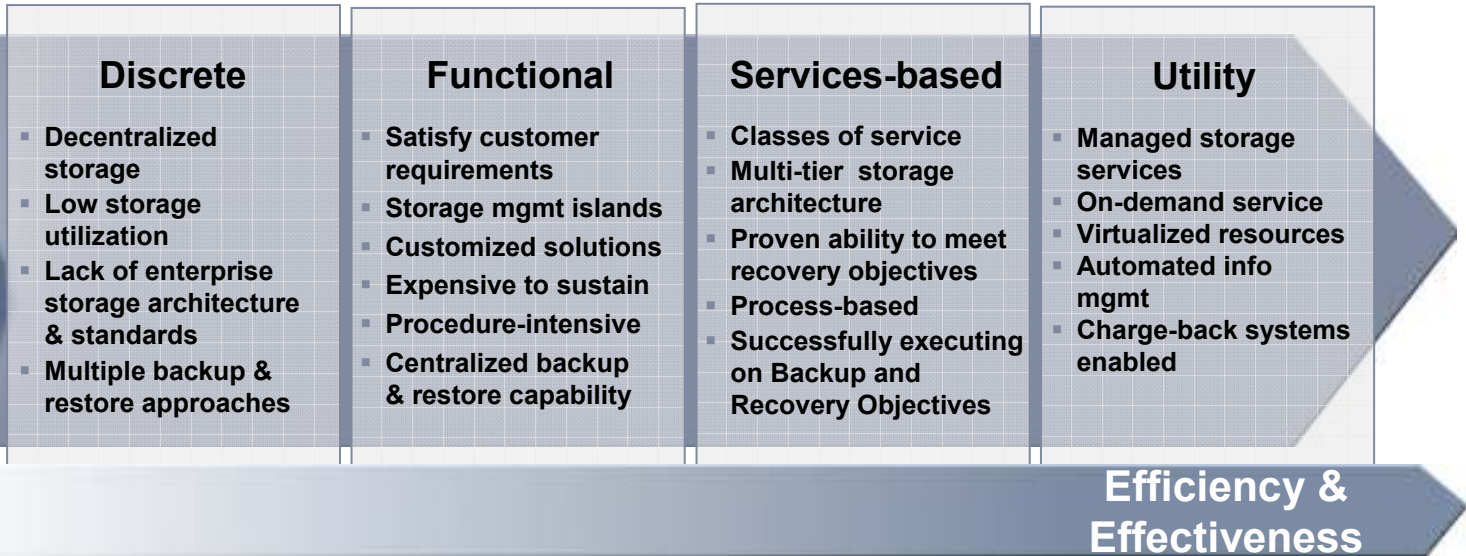
Storage Networking Industry Association
- SNIA

Based on IBM's experience, clients that drive the best results from ILM initiatives focus on six best practices

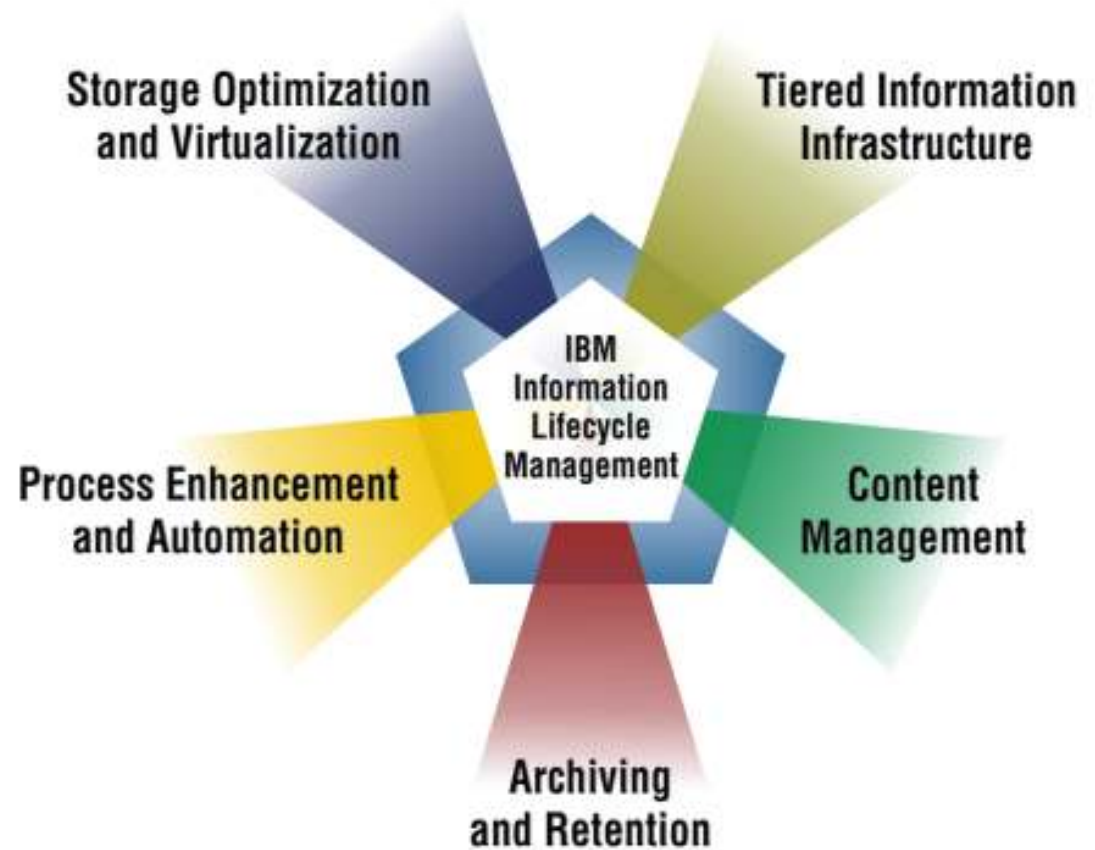
Data Rationalization	<ul style="list-style-type: none"> Establish groups of valid and invalid data Determines opportunities to reclaim and consolidate storage 		<p>Information Management Objectives</p> <p>Reduce Cost and Simplify</p> <p>Improve Efficiency</p> <p>Manage Risk and Streamline Compliance</p>
Storage Virtualization	<ul style="list-style-type: none"> Combines physical capacity from multiple disk and tape storage systems into a single logical storage pool which can be centrally managed 		
Tiered Storage Environment	<ul style="list-style-type: none"> Align variable cost hardware types with information classes and classes of services 		
Information Management	<ul style="list-style-type: none"> Leverage information assets to improve business decisions – offering better data access to data integrated across the organization 		
Storage Process, Organization, Technology, and Governance Model	<ul style="list-style-type: none"> Establish a governance model comprised of process, organization, technology and service management 		
Archiving and Information Retention	<ul style="list-style-type: none"> Enhance systems performance while enabling organizations to better manage risk and streamline regulatory compliance 		



ILM Maturity



- Integrates policies, processes, practices and tools
- Aligns business value of information with IT infrastructure
- Manages information from creation to final disposal
- Offers five flexible entry points



Customer Objective

- Reduce Cost and Simplify

Tactics

- Reclaim/consolidate storage space
- Identify initial storage management inefficiencies
- Combine heterogeneous physical storage capacity from multiple disk and tape devices into logical pools for centralized management
 - Accelerate data migration
 - Increase storage infrastructure utilization
 - Enable changes to the physical storage with minimal or no application disruption
 - Simplify management



Sample Offerings

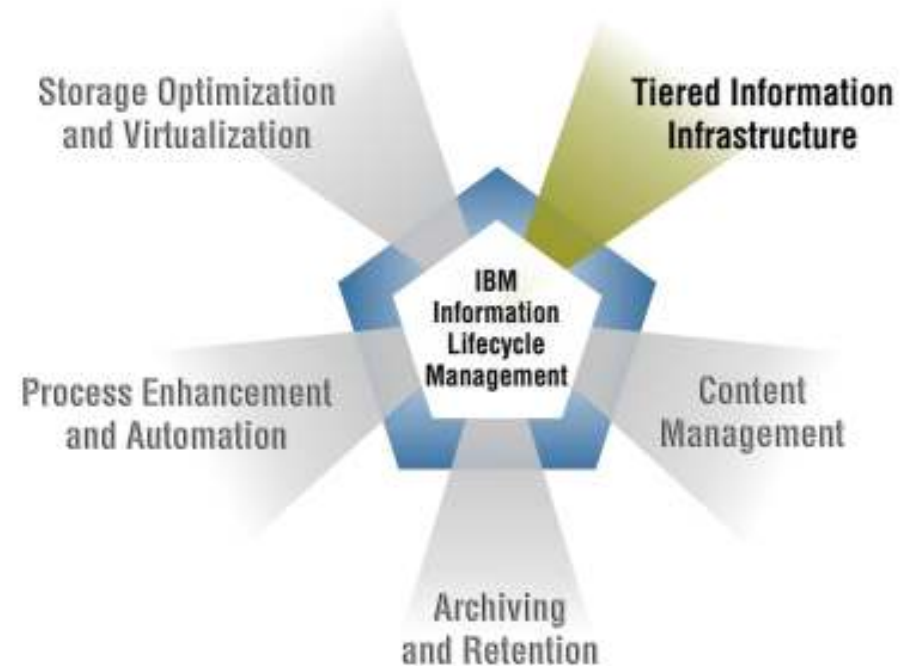
- Storage Virtualization for Storage Management Planning & Design
- SAN Volume Controller (SVC)
- TotalStorage Productivity Center

Customer Objectives

- Reduce Costs and Simplify
- Improve Efficiency

Tactics

- Create a robust storage governance model which defines target service levels, policies, organization, processes and architectures
 - Classify and manage information
- Leverage tiered storage environments
 - Align variable cost hardware with information classes and service levels



Sample Offerings

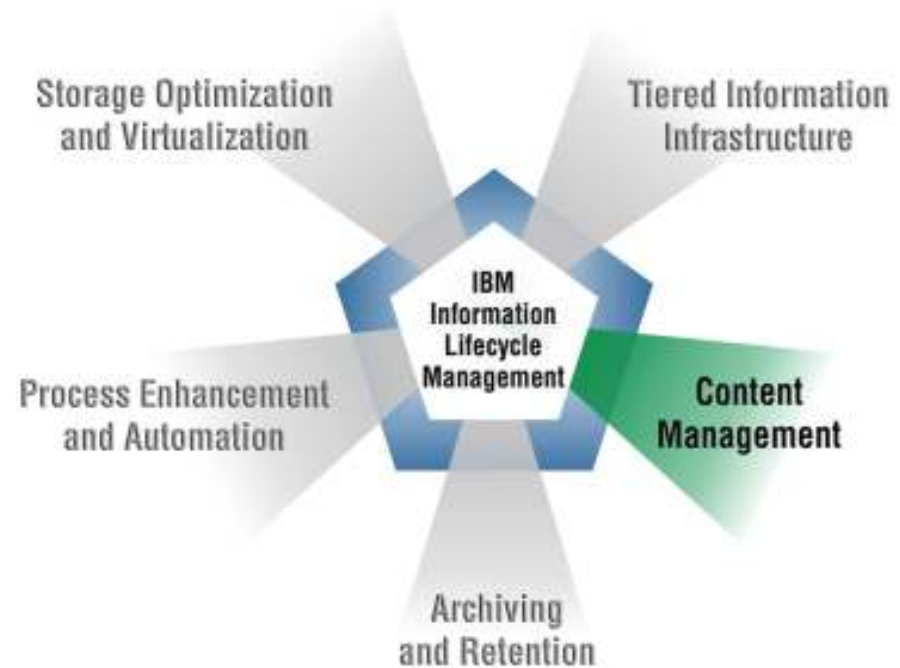
- IBM Systems Mgmt Consulting & Design Services for ILM
- Tivoli Storage Manager
- IBM disk & tape families

Customer Objectives

- Improve Efficiency
- Manage Risk and Streamline Compliance

Tactics

- Reduce or eliminate paper handling to improve efficiency of business tasks
- Improve ability to access and gain insight from information once stored
- Link knowledge of business information to policies to drive data movement within storage tiers
- Implement and enforce retention periods for compliance



Sample Offerings

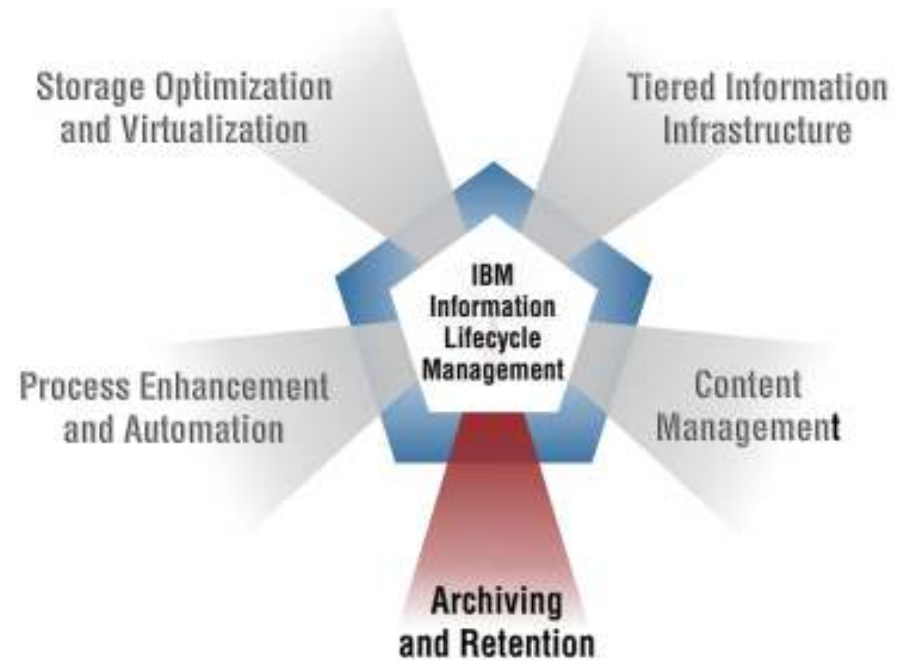
- Content Management Assessments
- IBM Content Manager, IBM CommonStore, Filenet P8
- IBM disk & tape families

Customer Objectives

- Reduce Costs and Simplify
- Reduce Risk and Streamline Compliance

Tactics

- Implement and enforce retention policies
- Leverage lower cost tiered storage environments
 - Dynamically place and move information according to its changing value and service level
- Address compliance requirements by protecting information held in non-erasable, non-writable storage
- Improve infrastructure performance by reducing production pool size



Sample Offerings

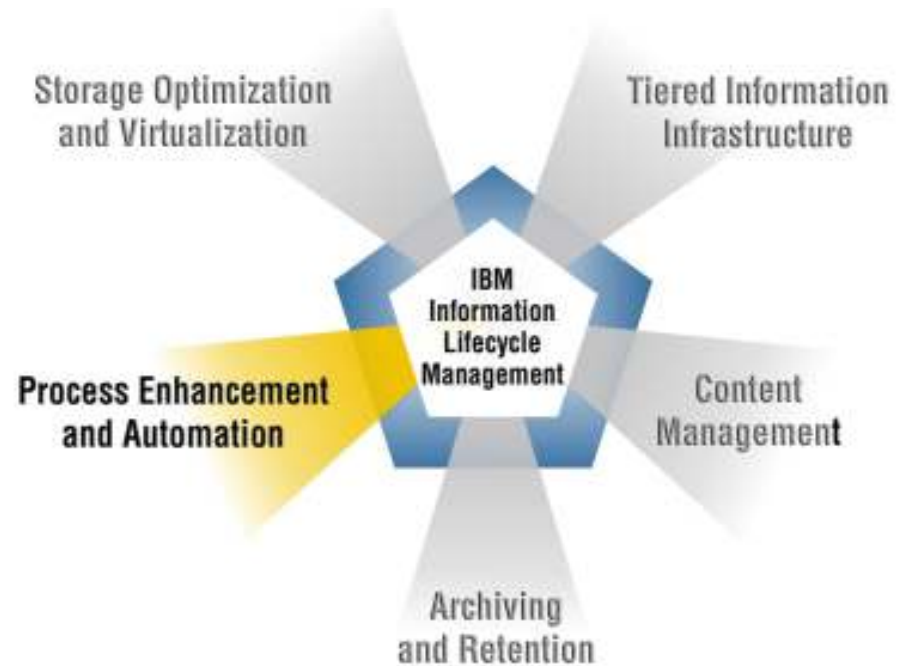
- Archival and Retention Assessment Planning, Design, and Implementation
- IBM Content Manager, CommonStore, Filenet P8 email Manager
- IBM System Storage DR550, N series

Customer Objective

– Improve Efficiency

Tactics

- Improve efficiency by implementing out-of-the box automated storage processes for change, configuration and Incident management.
- Improve effectiveness by managing storage as an IT service with customizable ITIL aligned storage processes.
- Leverage existing investment in existing storage management tools
- Support of compliance and governance by providing storage processes related audit reports



Sample Offerings

- IBM Tivoli Storage Process Manager
- IBM Tivoli Change and Configuration Management DB
- IBM Systems Mgmt Consulting and Design Services for ILM

The estimated cost benefits at our clients have varied based on differences in their cost structure, growth rate and estimated performance improvements

Up to 31% reduction in storage investment costs
(HW, SW, transition costs)

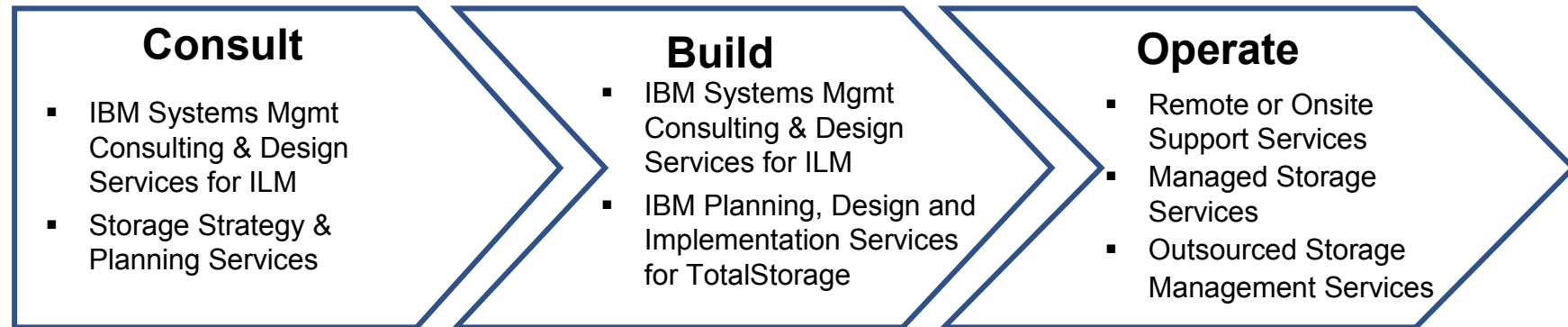
Up to 30% reduction in storage operating costs
(support, HW/SW annual maintenance,
facilities, and incremental operating cost
associated with outages)

Return on Investment (ROI) ranging from 37% to
69%

Anticipated payback or break-even on the
investment ranging from 5 to 8 quarters



The ILM Solution is built on an award winning technical platform supported by industry leading Services



- What we'd like to know about your current storage environment
 - What type of storage technologies do you have? (DAS, NAS, SAN, iSCSI, Tape)
 - How many TBs of storage do you have and what are the growth rates?
 - What is causing the growth (new applications, new services, copies of copies)?
 - How many people are involved in managing your storage environment?
 - What storage services are delivered today?
 - What tools are used to manage the storage environment?
 - What is your current utilization of storage technologies?
- What is driving your focus on improving your information management and storage environment?
- What objectives have you defined (and what results are you expecting)?
- What questions do you want answered?



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Grazie !