



DATA PROTECTION AND PRESERVATION

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- 2 ONGOING DATA VERIFICATION AT THE FILE AND SYSTEM LEVEL
- 3 MULTI-COPY, ONSITE AND OFFSITE DATA PROTECTION
- 4 HIGH AVAILABILITY AND DATA INTEGRITY
- 5 NO NEED FOR TRADITIONAL BACKUP OR DATA REHYDRATION

COMPLIANCE AND DATA GOVERNANCE REQUIREMENTS FOR IT TODAY

Depending on your industry segment and whether your firm is publicly traded, new data governance requirements – obliging you to take measures to protect your data from unauthorized disclosure or from corruption and loss or to preserve your data for a specified period of time – may be front and center in your IT strategy planning sessions.

How will you comply with the increasing flourish of legal and regulatory mandates? How will you apply the right data protection and preservation services to the right data without engaging in a costly re-engineering of your storage infrastructure? How can you comply with regulatory mandates for data protection and preservation with so much of your data stored in proprietary technology silos and in the countless file and object systems kept in-house and in the cloud?

The role of IT has always been about the good stewardship of irreplaceable data assets, but it has never been easy to identify or characterize the data assets you need to protect and preserve or to allocate the right protection or preservation services to the right data based on its business criticality or recovery priority. In other words, most data protection and preservation strategies lack any sort of granularity or refinement because unstructured data – files and objects – often provide too little information about their contents to enable proper classification.

SOLVING THE COMPLEXITY OF DATA PROTECTION WITH METADATA INTELLIGENCE

With StrongLink®, the challenges of data protection and preservation have been cut down to size. StrongLink gathers information – location and metadata about your files and objects – from all storage platforms, both in-house and in the cloud, and creates a global namespace. At the same time, StrongLink collects information about your infrastructure, including the capabilities and status of all storage devices and all links and networks,

and about what storage services are required for your environment. You can then define policies that associate specific groups of files or objects with services and infrastructure so that your data is migrated over its useful life from storage kit to storage kit in a way that optimizes its hosting environment and costs, while providing it with the storage services needed to comply with business or regulatory requirements.

GRANULAR AUTOMATION IS THE SOLUTION

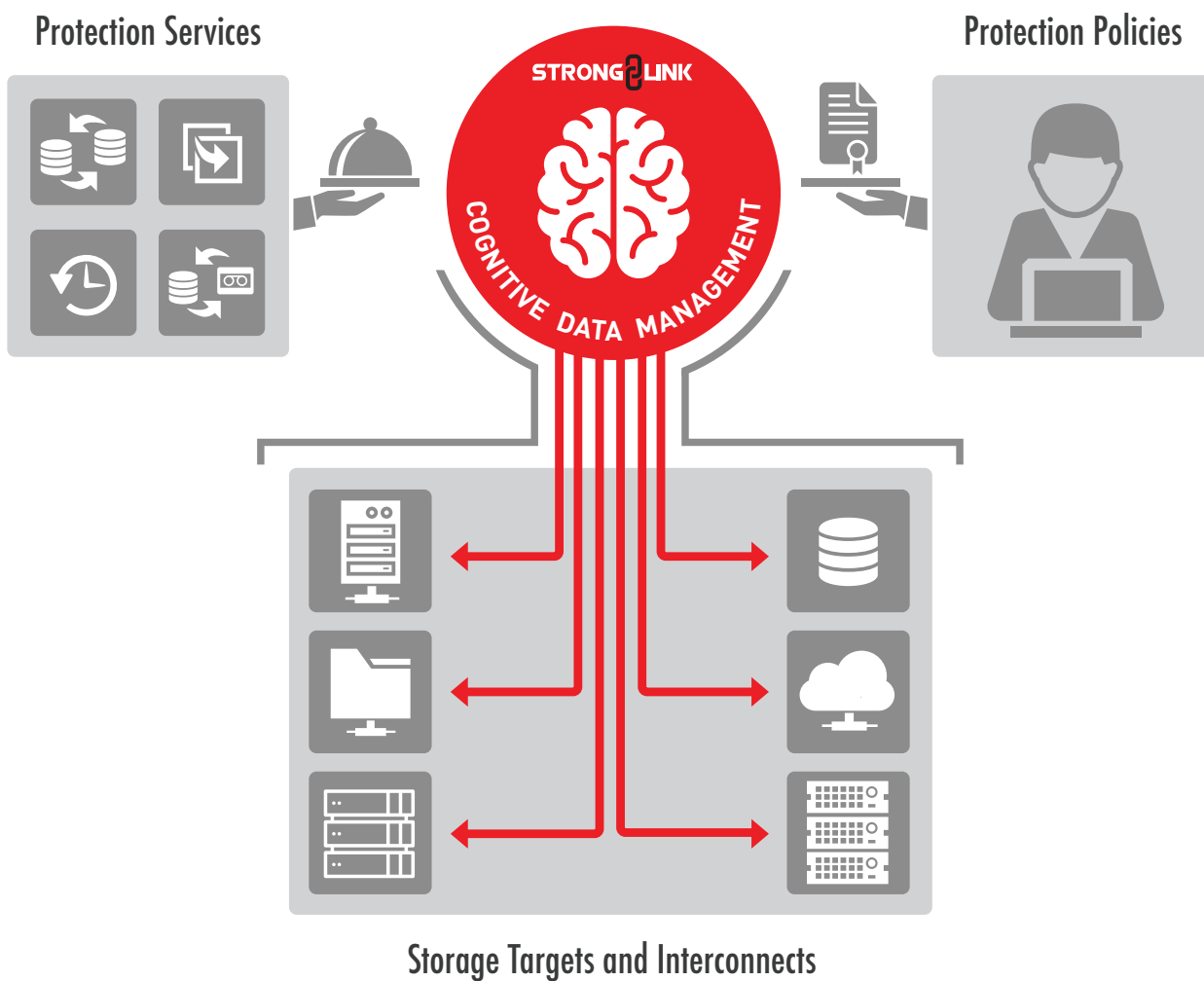
The secret to regulatory compliance and data protection and preservation is the granular application of services and resources to data. With StrongLink’s cognitive data management platform, policy-driven data protection and preservation are automatic. StrongLink optimizes data accessibility, infrastructure costs, security and encryption, backups and archiving through cognitive data management.

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