



## Transforming the *Data* in the Data Center – a Matter of Volume & Value

September 17, 2009

Stan Victoria

Will Shook

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# Two Simple Theorems

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- 1 All things being equal, more data =**
  - More complexity
  - Slower performance
  - Longer backup window
  - Longer/less predictable recoveries
  - More risk
- 2 Traditional solutions to data growth =**
  - More storage + more compute
  - More complexity + more cost

# Traditional Solutions aren't Transformational

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## Transformational Objectives

- Reduce cost, complexity and risk of IT while maintaining or increasing its value to the business
- Increase the value of information to the business

## Transformational Strategy

- Reduce your data without reducing it's value
- Transform data into actionable information

## Transformational Tactic

- Implement archiving technologies, via the cloud, that reduce data & not value. Thus relieving IT of a major source of resource drain.

# Introducing Consonus SAFE™

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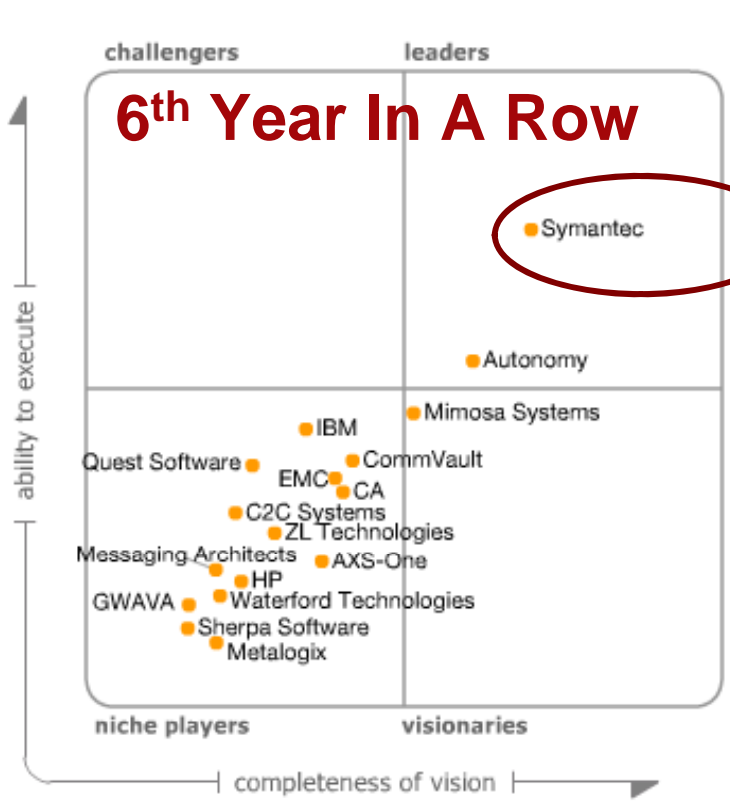
**Consonus SAFE™ (Secure Archiving For the Enterprise) is a remotely hosted and managed intelligent email and file archiving solution designed to store, manage, and discover corporate data. The Consonus SAFE solution can greatly reduce storage costs, improve end user service levels and simplify administration of your corporate messaging systems.**



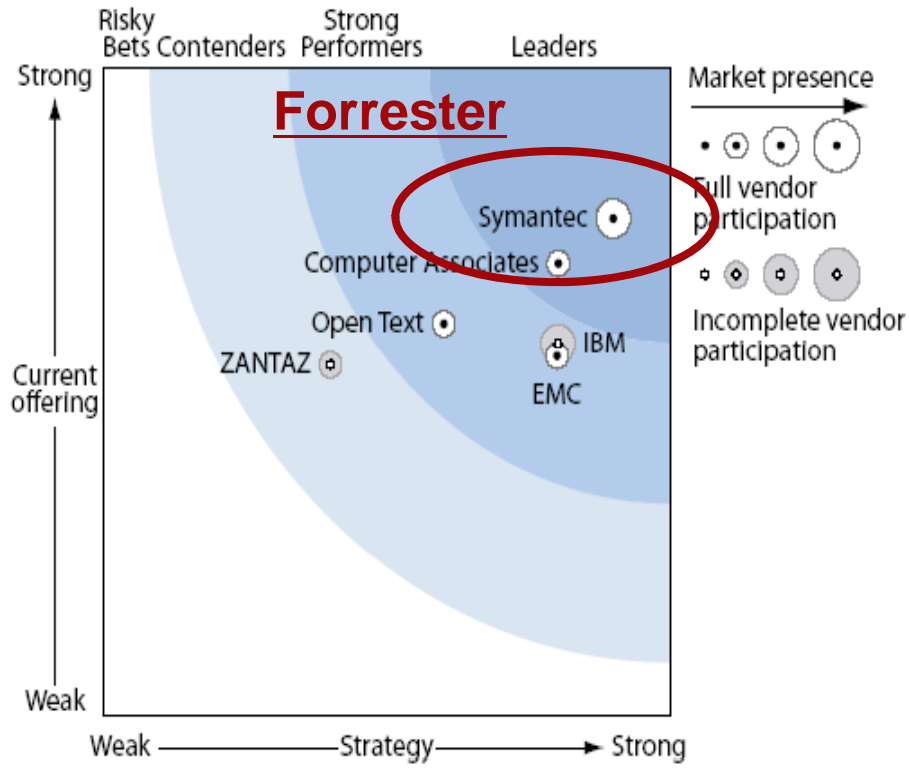
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# Market Proven Commitment: Third-Party

Proven recognition in the market



As of May 2009



# So...Why Archive

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You might want to automate e-mail archiving if:

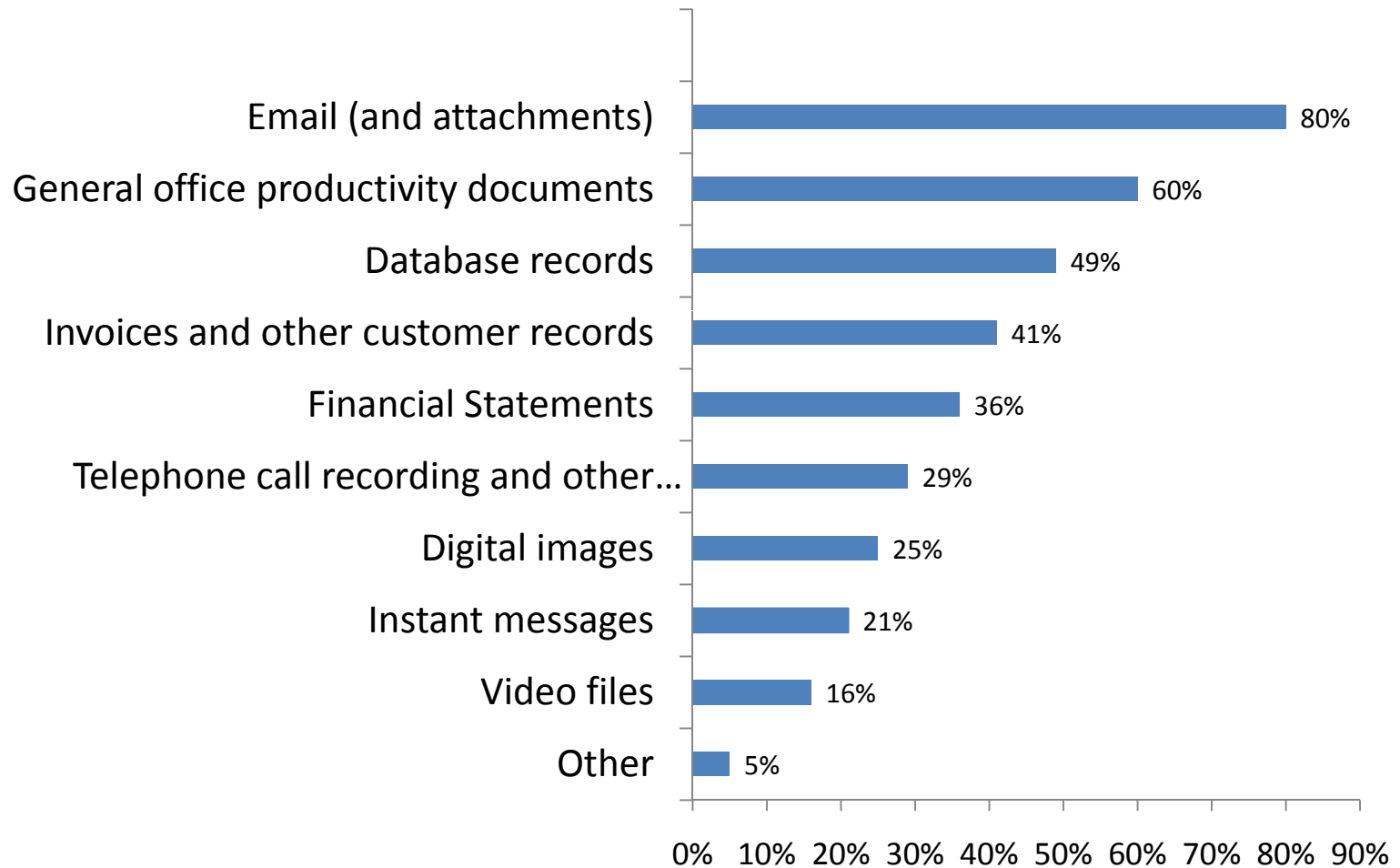
1. You want/need to reduce your cost of storage
2. You want to simplify and reduce the cost to administer your messaging environment
3. You want to improve the performance of your messaging system
4. The realities of disaster recovery for your growing messaging environment seem daunting
5. There is a difference in the reality of your electronic message compliance and your compliance on paper
6. The cost & interruptions of legal discovery are painful

# Archiving – End User Tool w/IT Benefits

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- 1. To be consumed it must be easy**
- 2. To be valued it must offer extended functionality**

# Major Record Types Requested in E-Discovery Procedures

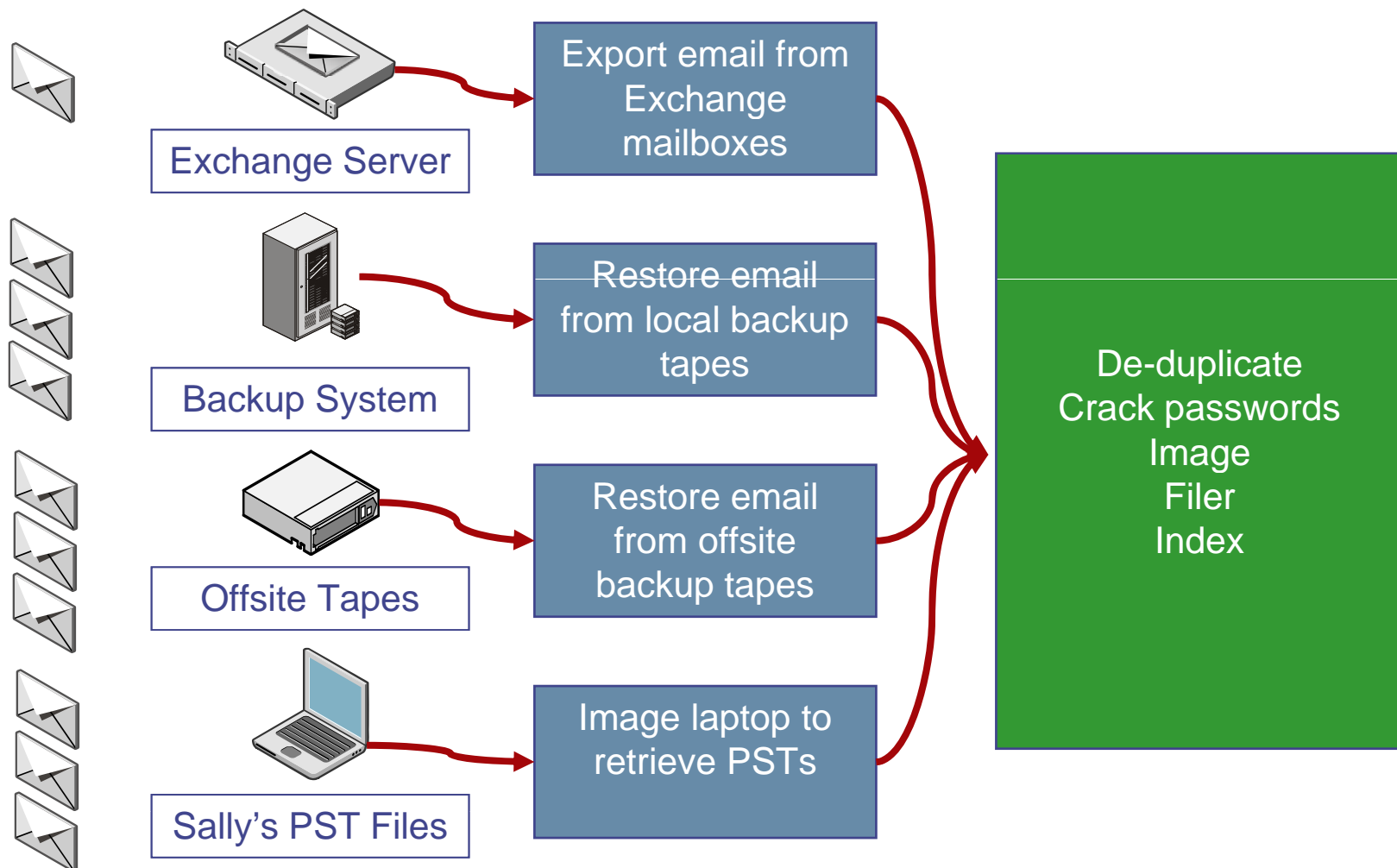


Source: *ESG Research Report, Electronic Discovery Requirements Escalate, November 2007*

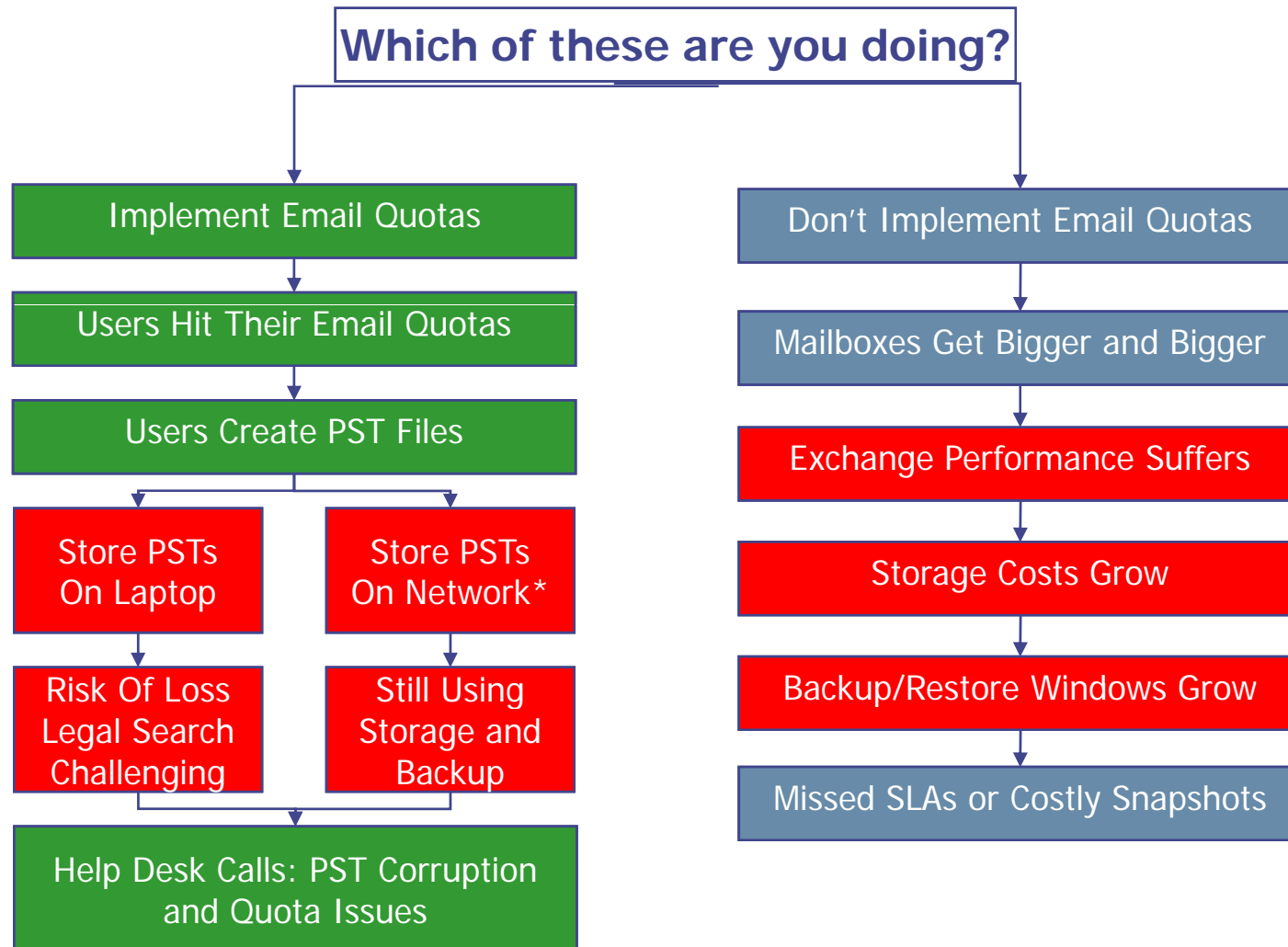


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# Searching for Information Is A Fire Drill



# Scaling Is A Dilemma



# Archiving Deployment Choices

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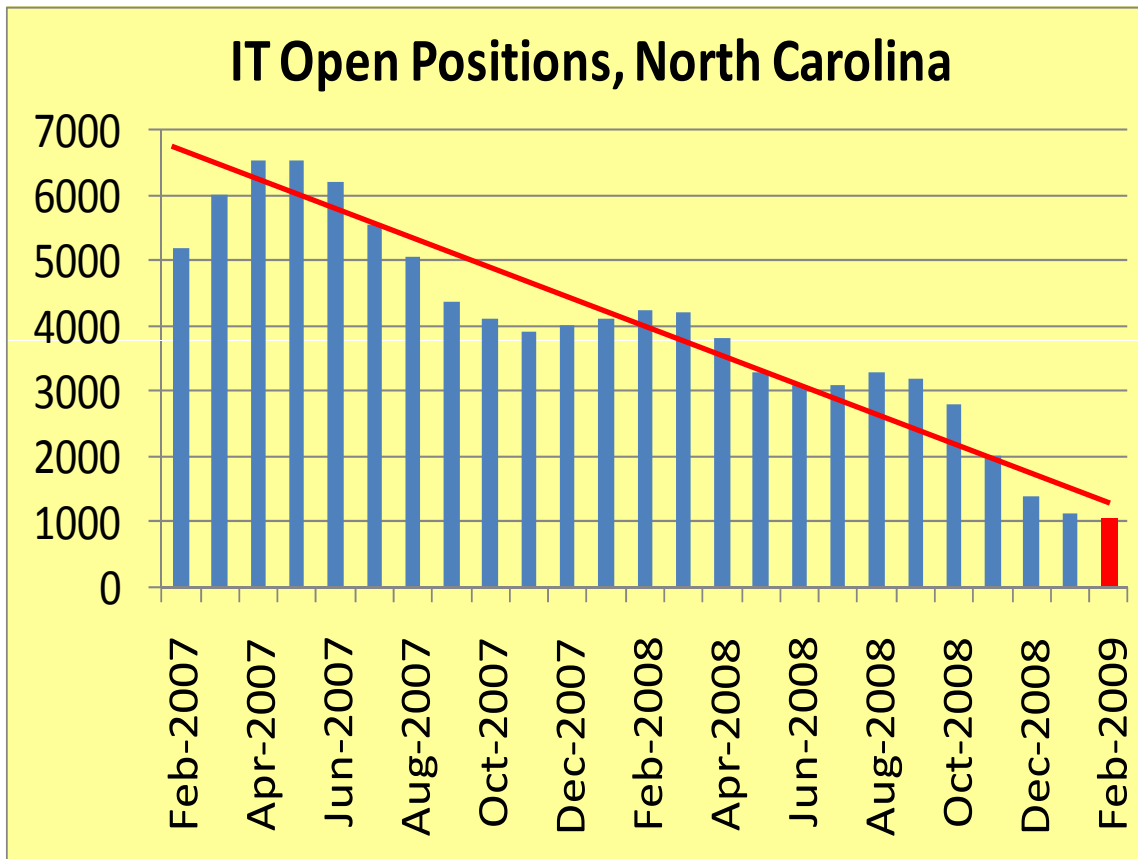
## On-Premise

1. Implement it
2. Secure it
3. Capacity plan for it
4. Run it
5. Monitor it
6. Patch it
7. Upgrade it
8. Tune it
9. Fix it
10. Back it up
11. Recover it

## Cloud Based

1. Check service assurance portal weekly
2. Submit policy change requests via portal

# Who has the Headcount for New Services?



North Carolina  
IT Job Trends  
March 2009

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systems

**SHORT TERM IT JOB TRENDS**

North Carolina (blue diamond), Raleigh (orange circle), Charlotte (yellow triangle), National (red square)

The IT job market in North Carolina is still searching for a bottom. Demand from employers declined 6.2% in February compared to January. Currently, there are an estimated 1060 job vacancies for IT professionals, a far cry from the 5000+ opportunities at the same time two years ago. Even though the decline is slowing down, there are not bright spots yet on the horizon.

**Table 1: IT Job Openings, North Carolina\***

Feb 07	Jan 09	Dec 08	Feb 08	Feb 07
1,060	1,130	1,390	4,230	5,030

Job markets in key metro areas continued to deteriorate. Vacancies for IT professionals are down 20.8% in Raleigh and 17.6% in Charlotte. The national IT job market declined 7.1%.

**Table 2: IT Job Opening Estimates by Category\***

Category	Feb 08	Feb 09
Total IT Job Market	1050	620
Systems Eng./Support	350	120
Software Development	165	70
Systems Administration	145	120
IT Management	100	60
Architect/Consultants	100	60
IT Sales and Marketing	80	30
Business/Process Design	60	20
Training/Tech Writing	20	10
Hardware Engineering	10	10
Misc. IT Job Categories	30	10

**Table 3: Top 15 Needed Skills (Job Openings\*)**

Skill	Feb 09	Feb 08
Windows OS	200	640
SQL	170	600
Oracle DBMS	130	340
Linux	110	340
Windows NT/2000/2003 Server	110	350
C++/C#	100	470
Business Analysis	100	200
Java	90	270
Microsoft SQL Server	80	250
Linux	80	610
HTML	60	170
SAP	50	80
XML	50	130
WebSphere (JRM)	50	130
Perl	40	190

**Fig. 1: IT Open Positions, North Carolina**

Demand for occupations was mixed. Job vacancies for specialist in System Administration regained ground in February, increasing 27.3% after a 15.4% decline in January. Demand for Systems Engineering and Support professionals remained unchanged while Software Development lost 27.3%. The latter category used to be one of the most requested in the state with more than 1000 vacancies just a year ago.

\* Estimated monthly averages are based on actual count of job openings.

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800 Reserve Ave., Suite 402, Englewood, CO 80110  
Phone: (877) 403-3944 Fax: (303) 682-0889  
www.tek.com/skinproof

**NCTA** **TEK**

North Carolina Technology Association | 1001 North Tryon St., Suite 1000, Charlotte, NC 28202  
Phone: (704) 375-1000 Fax: (704) 375-1001  
www.nctatrends.com | www.tek.com

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# Enterprise Vault Benefits Summary

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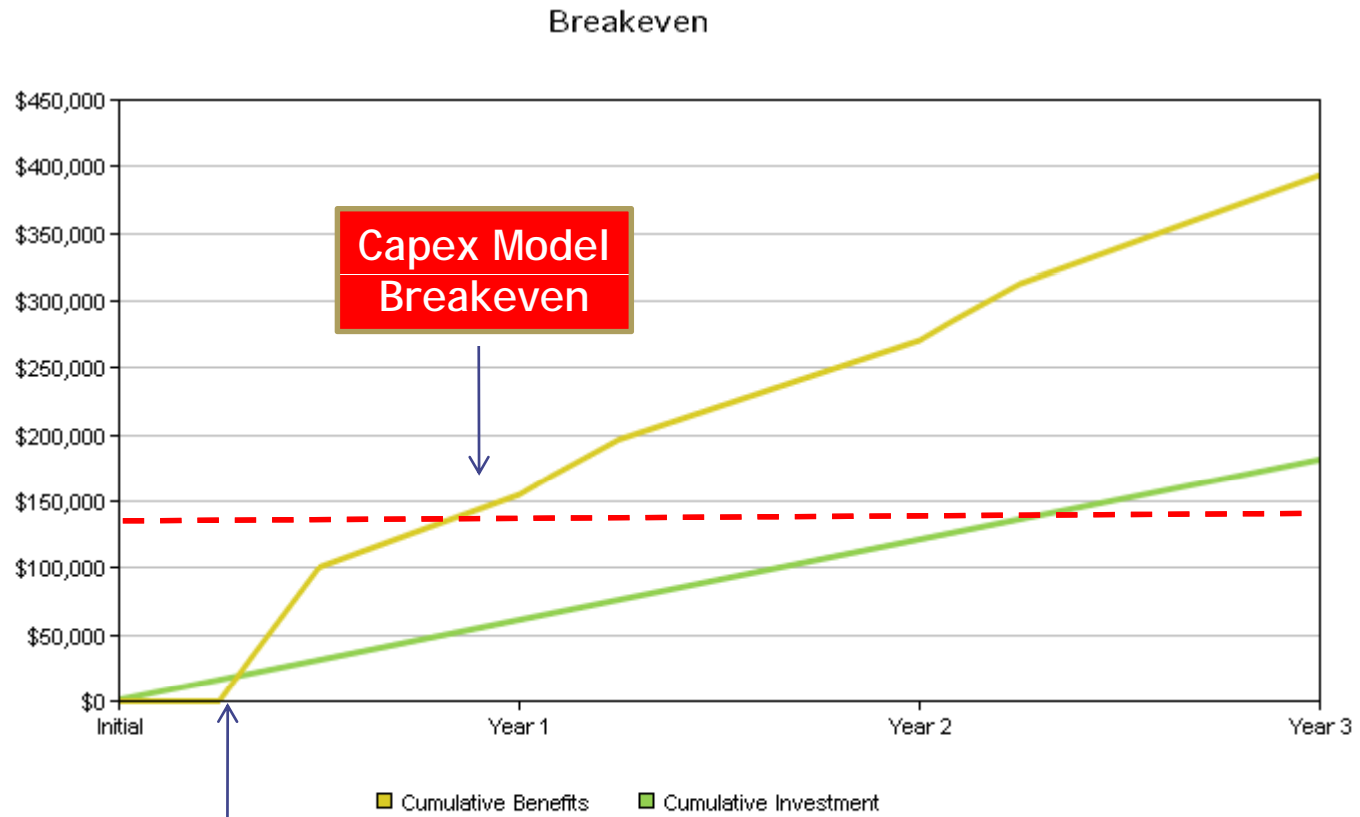
1. Lower capital and expense costs via optimized storage consumption: better compression of data, offloading of data to lower cost storage tiers, and reduced backup volumes and windows
2. Faster recovery in the event of a disaster: smaller data stores and no extraneous e-mail stores on individual desktops
3. Simplified, lower cost management of mailboxes, which also frees users from quota constraints
4. Strong support for legal and compliance requirements

# The Value of EV delivered as a Service

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1. Fastest time to value due to high-speed provisioning
2. Simplicity - *You set the policies around your e-mail system, and we do the rest—freeing your staff to work on other strategic business initiatives*
3. Improved economic model, including little to no up-front capital investment, and pay as you go for software, storage and services
4. Rapid scalability in terms of number of mailboxes, volume of data, and additional services required
5. Service Assurance that e-mail archives are housed and protected in Tier III and IV, SAS 70-compliant data centers

# ROI & Breakeven Points on SAFE Investment



Opex Model  
Breakeven

ROI: 75-150%  
Breakeven: 2-5 mo.

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***Thank You!***

***SAFESales@consonus.com***  
**(888) 260-0990**



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