

Information lifecycle management: Efficiently manage information from creation through disposal.



Highlights

- *Reduce costs through storage optimization*
- *Enhance and automate information management processes*
- *Increase flexibility and utilization through virtualization*
- *Manage risk and streamline compliance through archiving and information retention*
- *Maximize and sustain efficiency with integrated information lifecycle management*

The changing role of information

Information has always been the lifeblood of every business, but in today's dynamic business environment, information is more tightly integrated with business processes and strategies than ever. Consequently, how information is gathered, disseminated, used, and archived or disposed has become a key competitive enabler.

This new, more dynamic role for information drives competitive advantage. Today, business value is being generated by innovative new processes that can sense and respond to changes in the environment, taking passive information from many different sources and making it actionable, in order to drive better business results.

Managing information in a challenging environment

This dynamic business approach requires a new strategy for managing and storing information. Traditional information management strategies can no longer support the rapidly

increasing volumes and complexity of information. The information management challenges faced by today's businesses arise from two sources: explosive growth in the sheer volume of data, and years of decentralized IT management practices. Together, these factors have produced information "ecosystems" that are expensive, complex, fragmented, inefficient and overloaded. This problem is exacerbated by new regulatory requirements around risk and compliance such as Sarbanes-Oxley which mandate more effective, efficient solutions for data retention and management.

Many clients are discovering that not all data is created equal. There are many types of data in a typical client environment and its value fluctuates during its lifecycle. For example, e-mail is highly critical initially, but its value drops rapidly. Project data files may be less critical at any given moment, but remain important longer. Yet most companies lack the ability to manage information based on its value. The result can be excessive cost, underutilized storage, redundancy, wasted space and exposure to risk. Companies can no longer treat all data the same, and IBM can help organizations examine which information must be replicated and stored on high-performance storage and infrastructure, and which lower priority information should be offloaded and stored on less expensive storage mediums.

Information lifecycle management:

What it is, what it does

Information lifecycle management (ILM) is not a product, but instead consists of the strategy, processes and technology to effectively manage information through the phases of its lifecycle on the most efficient and cost-effective IT infrastructure. IBM's approach to ILM spans a continuum that can deliver business value in a variety of ways, aligned with business objectives. ILM is not a "Big Bang" investment, but instead should be implemented in manageable stages focusing first on areas of greatest return.

In IBM's client work, six best-practice areas have emerged that can lead to more business value from storage and information management.

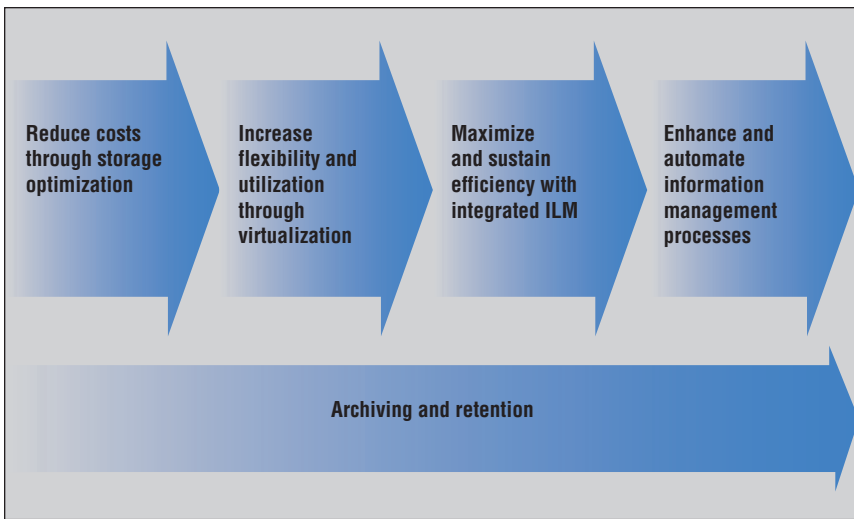
- **Data rationalization** *establishes valid groups of information in order to apply effective data management standards and policies. Invalid data groups are identified during this process for storage reclamation and consolidation.*
- **Storage virtualization** *simplifies storage infrastructure by combining the physical capacity from multiple disk and tape storage systems into a single logical storage pool which can be centrally managed.*
- **Tiered storage environment** *aligns variable cost hardware types with information classes and classes of service to create a variable cost storage environment.*

- **Information management** *leverages enterprise content management in conjunction with information integration capabilities to intelligently manage information.*
- **Storage process, organization, technology and governance** *are important components for improving and sustaining information management efficiency.*
- **Archiving and information retention** *enhances system performance while enabling organizations to better manage risk and streamline regulatory compliance.*

A road map for implementing ILM

The IBM Information Lifecycle Management solution provides a flexible approach to improve information management and storage environment efficiency, aligned with a client's specific business objectives. Some clients initially focus on strategic ILM initiatives, while others focus on more tactical IT projects to realize immediate returns while incrementally transitioning to an enterprise ILM strategy.

By working with IBM, our customers can quickly realize sustainable IT cost savings and operational efficiencies. In addition, instead of inconsistently managing bits and bytes, IT departments will understand the importance of information to the business at each phase of its lifecycle, enabling the alignment of the business value of information with risk, compliance, efficiency and cost-effectiveness.



A typical road map for implementing ILM starts with cost reduction and virtualization and proceeds through the creation of enhanced, automated information management processes. These areas are not rigidly defined offerings, but rather functional groupings of hardware, software and services that are related by a common goal.

Leveraging ILM in the real world

A large financial services company improved operational availability, while reducing operating costs, when it implemented an integrated ILM solution. The company's existing IT environment required constant management and allocation of storage resources, and storage requirements frequently exceeded the available capacity for a specific platform. As it tried to keep up with user demand in its existing storage environment, the company was facing a significant increase in personnel costs as well as sluggish response times for storage provisioning.

To more effectively manage the massive amounts of data the company needed access to, IBM implemented a multi-tiered storage solution based

on IBM TotalStorage® servers and hardware, accessed by IBM Tivoli® Storage Manager software. As a result, the company now enjoys increased operational availability and has reduced operational support costs and decreased training requirements for personnel.

Five flexible entry points

There are five flexible entry points that comprise IBM ILM infrastructure solutions. These entry points are not rigidly defined offerings, but rather functional groupings of integrated hardware, software and services solutions that enable IBM to match results with our clients' objectives. In order to help companies better align technology with the needs of the business to create sustained value, we examine the company's overall strategy to help them achieve their information management goals through a range of integrated ILM solutions.

The ILM infrastructure solution offers five flexible entry points to support your objectives while accelerating the return on the ILM investments:

- **Reduce costs through storage optimization** – *ILM storage optimization delivers initial cost savings and provides a starting point for the transformation to an integrated ILM strategy.*
- **Increase flexibility and utilization through virtualization** – *Storage virtualization further simplifies storage infrastructure by combining heterogeneous physical storage capacity from multiple disk and tape storage systems into logical storage pools, which can be centrally managed.*
- **Maximize and sustain efficiency with integrated ILM** – *Integrated ILM can maximize and sustain efficiency by focusing on the people, processes and technologies used to deliver storage services, defining and implementing an appropriate storage strategy and making better use of existing information.*
- **Enhance and automate information management processes** – *Once core ILM strategies are established, companies can often realize additional cost savings and productivity enhancements through process automation.*
- **Archiving and information retention** – *Enhances system performance and enables organizations to better manage risk and streamline regulatory compliance.*

Why IBM?

IBM has a long history in information management—we were the first in the marketplace, providing advanced storage hardware in the 1950s, and leading efforts to create advanced management tools in the 1980s and 1990s. Today, IBM continues to be a leader in ILM, offering comprehensive solutions that drive business results and encompass complementary hardware, software and services. Our more than 38,000 worldwide infrastructure services practitioners offer industry-leading expertise in IT best practices. In fact, IBM is acknowledged as the market share leader in storage services by analysts and is the highest rated storage services provider on “ability to execute.”¹

Our storage systems, with enterprise-class disk and tape storage tiers, offer best-in-class virtualization, and drive increased return on investment. Additionally, IBM has patent pending GTS ILM accelerators to provide proven, repeatable techniques for optimizing storage and information management environments. Finally, IBM software has the capacity to enable end-to-end management featuring advanced virtualization, orchestration, automation and robust information management capabilities.

For more information

For more information about how IBM can help you derive maximum business value through information lifecycle management, contact your IBM representative, or go to:

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New Orchard Road
Armonk, NY 10504
U.S.A.

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¹ Gartner Group. “Magic Quadrant for Storage Services, 2Q06,” May 2006.