

# Phoenix DA™

## Data Lifecycle Management



### The Business Challenge

Like any asset, digital information has a lifespan. It is created for a purpose, and for a relatively short time, it is referenced and utilized often. Over time, however, the information is utilized less frequently, and eventually it becomes irrelevant.

With computer data, the cycle from its creation and usefulness to its eventual irrelevance is far shorter than with most business assets. Statistics show that, on average, access rates fall off dramatically within fifteen days of the creation of most data. After 90 days from its creation, most digital information is never accessed again.

Computer data tends to remain on primary storage systems long after it has outlived its usefulness.

Data creation rates are increasing year-over-year making data management difficult to keep up with. Regulatory requirements and litigation readiness concerns make it dangerous to delete data without examination. Dropping costs make it tempting to simply add more storage. These combined issues make it easy to understand why organizations are struggling with logjams of data.

Data and information lifecycle management has been promised to be the answer to every organization's data management needs. However, most organizations have been unsuccessful in implementing DLM or ILM, and they are still searching for a solution.

### Phoenix Data Lifecycle Management

Phoenix manages digital information throughout its lifecycle using a comprehensive suite of flexible storage and data manipulation components.

The solution is built around the Phoenix Information Repository, an active, tiered, storage environment where data is stored and managed based on its value and vitality.

The Information Repository can comprise a heterogeneous collection of storage resources that are best suited to accommodate the long-term needs of the data being preserved.

### Data Service Policies Manage Data within the Information Repository

Data enters the Information Repository through Ingest tools that target eligible data in primary storage and process it into the Information Repository. As data is ingested, metadata is extracted and cataloged, and is used as definition parameters within data service policies and within search queries.

Data service policies are a pivotal component of the Phoenix DLM solution. They manage and manipulate data within the Information Repository and ensure that data is stored on resources that meet the data's service level requirements and recovery time objectives as they change over time. They consolidate data and ensure its preservation as required. They also see to its eventual disposition when it is eligible.

### Safe Secure Storage

Data entering the Information Repository is assigned a digital fingerprint. It is virtually impossible for a file to be changed without Phoenix capturing and journaling the event.

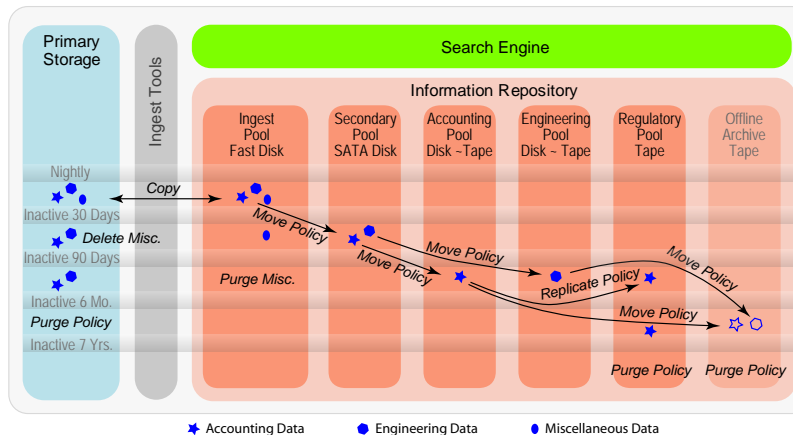
### Separating the Important from the Non-essential

Data service policies process files based on context metadata parameters (such as location, type, owner, origin, size, age, etc.) and also based on file content information. Data service policies can process individual files as well as collective sets of data.

Data service policies can be deployed to collate data with common parameters into unified storage pools and manage data according to regulatory and

### ▶ BENEFITS

- Data is automatically protected as it is created and when it is modified
- Primary storage growth requirements are reduced as it is continually groomed of aged and nonessential data
- Primary storage resources operate at maximum efficiency because they only store new and active data
- Management overhead is reduced as personal user data is automatically moved to temporary holding storage where users have a limited time to retrieve it before it is automatically eliminated
- Common data stays together as it is automatically collated by group into purposed storage pools
- Regulatory requirements are met using data service policies that ensure the data's storage longevity and recovery time objectives are achieved
- Storage security is assured through the use of an SHA256-based hash that is verified every time a file is accessed or manipulated
- IT overhead is reduced as users are empowered to perform their own searches for archived data
- Archived data is secure from unauthorized view or access through the preservation and utilization of the data's security parameters
- eDiscovery activity is accommodated with a comprehensive search and eDiscovery application



This illustration shows how a single instance of data can be managed from creation to elimination using data service policies within the Information Repository

value-based guidelines. They can also be designed to migrate or replicate data from one location within the Information Repository to another based on triggers such as last time accessed.

Non-essential and unwanted data can be eliminated from all network storage resources using purge policies with linkages between primary and secondary storage environments. This eliminates data overhead and frees up valuable primary storage space.

**Locate Required Information with Comprehensive Search and eDiscovery Tools.**

Stored data is easily located and retrieved using the Phoenix Search and eDiscovery application. Simple search queries can locate individual files based on ownership, origin, date and subject information. Complex search queries using a variety of context and content parameters can discover collective sets of files relating to a common subject.

Search results are presented in either a file tree

format, which represents the data's original location, or a Search Engine Results Page (SERP) format. The SERP format presents search results and information in a common internet browser-like format.

Files of interest can be selected from the search results page and opened in a reader for additional examination. Required files can be restored to either their original location or any other network location.

**The Right Solution**

ILM and DLM technologies have promised to be the right solution for out of control growth in computer data storage. However, they have been found lacking due to cost, complexity, and capability limitations.

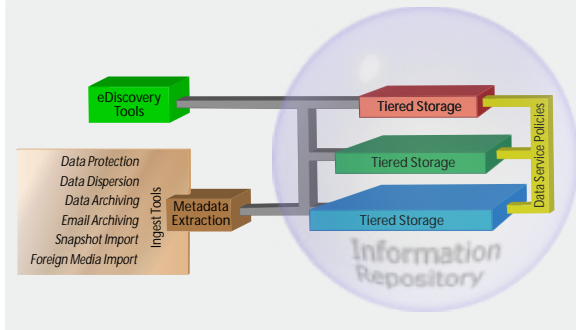
Phoenix provides a simple tool set with everything necessary to manage data from its creation in primary storage, through its archive, and to its eventual disposition when eligible.

Phoenix is the right Data Lifecycle Solution for managing any organization's growing data management needs.

▶ **COMPATIBILITY**

- **Operating Systems**
  - Microsoft Windows XP, Server 2003, Vista, and Server 2008
  - Apple Mac OS X
  - Linux
  - Please inquire for others
- **Hard-Disk Storage**
  - JBOD, RAID, NAS, SAN
- **Tape Storage**
  - LTO, SAIT, DLT, AIT, UXA, Exabyte, DDS, Libraries, Changers, Single Drives
- **Optical Storage**
  - Blu-ray, CD, DVD, MO

**The Phoenix Information Repository**



*A Better Approach to Secondary Storage*

The Information Repository is the heart of Phoenix and the answer to secondary storage requirements. Instead of managing separate storage solutions for backup data, reference data, regulatory data, archive data, and others, Phoenix presents a suite of mixed storage resources as a federated information repository deployed as a single tier of secondary storage. Data service policies manage all the archiving needs of data within the active, tiered storage environment.

**Designed for OEMs and Integrators**

Phoenix is designed to be rebranded, integrated with other product offerings, and sold as an OEM solution.

**For Hardware Manufacturers** - Phoenix can be offered as a bundled archiving solution with an upgrade path to the full solution including specialized modules. It operates with any standards adhering storage hardware. The executable modules have a light footprint that can be configured as a loadable module, which self-installs on command and requires a low amount of CPU and memory overhead.

**For Software Development Firms** - Phoenix can be operated as a stand-alone software offering, or it can be tightly integrated with other software through an API, which is provided. Phoenix can be licensed in its entirety or as individual components.

**For Solution Integrators** - Phoenix is a robust data management and archiving solution that provides cost and resource saving benefits for your customers. It scales easily and works well with off-the-shelf computing hardware of average performance. It is easily configured and provides a great deal of operational flexibility. Phoenix is designed to be offered as a pre-configured solution, a custom configured offering, or to be sold as a service.



**About SoleraTec**

SoleraTec is a leading developer of archive, storage, and digital asset management software for corporate customers. SoleraTec leverages a heritage of nearly a decade and a half to deliver a level of quality, sophistication, and technological advancement that has established it as one of the premier data protection solution providers in the industry. SoleraTec works through OEM relationships with hardware, software, and technology integrators to deliver complete data protection solutions. The company was established in 1997 by a team of industry veterans with experience deploying data protection, HSM, and storage management solutions to some of the largest companies around the world.

**www.SoleraTec.com • Tel: (760) 743-7200 • Email: Info@SoleraTec.com**

SoleraTec Headquarters: 2430 Auto Park Way, Suite 205, Escondido, CA 92029