EMC UNSTRUCTURED DATA CLASSIFICATION SERVICE

Identify the business value of data to drive infrastructure optimization

ESSENTIALS

Reduce costs and optimize infrastructure:
• Understand the relationship between core business functions, associated data, and supporting storage technology
• Classify data based on economic value to the business
• Reveal redundant, unused, or rarely used data
• Improve resource efficiency (less production storage, smaller backups, faster recovery, faster applications)

BUSINESS CHALLENGES

The amount of unstructured data in the enterprise is growing exponentially. Infrastructure costs for managing this data is taxing IT budgets and reducing available budgets for IT innovations. Since this data is often loosely tracked and poorly managed, the architecture used to manage it is oftentimes overly complex and inefficient. Data may be stored on inappropriate tiers of storage, and archival costs may be excessive and redundant. In addition, unused, or rarely used data may be needlessly consuming infrastructure resources.

Consolidating infrastructure or moving data to lower-cost cloud-based storage to address these challenges requires fully understanding the data’s business value. What are the business, legal, and regulatory requirements? Who created it, why, how often does it change, who needs access, how long should it be kept?

The EMC® Unstructured Data Classification Service can help you understand the relationship between core business functions, associated data, and supporting infrastructure technology.

SERVICE DESCRIPTION

This service creates a data model and classifies the data of one of your business areas based on economic value to the business. We then analyze the results and provide recommendations to reduce cost and improve service levels through better infrastructure utilization and archiving. We also define data management policy recommendations, establish a ROI model, and develop a roadmap for implementation across the rest of the organization. We do this by:

• Assessing business, legal, and regulatory requirements and reviewing internal compliance and information security documentation
• Interviewing data owners to understand the nature of data and its business value
• Using automated tools to scan and evaluate unstructured data repositories for performance, device mapping, aging, and optionally, duplication
• Creating the classification schema
• Developing retention schedules and policies

The output of this service is a set of recommendations tied to business cases that support the potential financial benefits for a future-state infrastructure architecture. These business cases and potential financial benefits take into account current service level requirements dictated to IT from the business, and also incorporate assumptions
regarding the future. In addition, we provide an unstructured data technical analysis that includes data aging and access, an optional deduplication analysis, an efficiency analysis, and downstream impact. We also provide data management policy recommendations that document the existing data management rules and a recommended policy framework. All of these findings are delivered in an executive presentation that includes a recommendations summary, an implementation roadmap, and a high-level financial impact analysis.

**SUMMARY OF BENEFITS**

The EMC Unstructured Data Classification Service helps organizations pinpoint infrastructure cost savings by identifying redundant, unused, or rarely used data and determining the appropriate storage architecture for unstructured data based on its business value—enabling you to:

- Reduce unnecessary capacity and improve backup efficiency
- Free up critical infrastructure resources for demanding applications
- Reclaim unused space to achieve higher utilization rates
- Implement a rules-driven data purge policy and an archive policy to reduce primary storage usage and avoid archival storage costs

The EMC Unstructured Data Classification Service provides you with a repeatable process for examining unstructured data and documenting its business needs. You will receive a ROI model for continuing this process with the remainder of your organization, along with a program roadmap for execution.

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