

EMC Documentum Content Storage Services

Reaping the benefits of policy-based information lifecycle management

The Big Picture

- Lowers the total cost of ownership for the enterprise storage infrastructure by balancing storage across devices according to real business usage
- Automates content archival according to corporate compliance policies
- Enables business processes that have a direct, real-time impact on where content is stored
- Increases utilization across multiple types of storage
- Works with all EMC storage platforms as well as platforms from other vendors such as IBM, Hewlett Packard, Hitachi, and Network Appliance
- Provides enhanced capabilities for IT organizations to effectively charge storage costs back to business units via audit trails and migration logs

IT organizations across the globe are constantly faced with requirements to lower costs while improving business efficiency and employee satisfaction. One less-than-obvious, but highly effective way to accomplish these goals is through effective management of stored content. On the one hand, storing all information on high-access storage media is good for employee satisfaction, but it's also extremely expensive. On the other hand, moving important content to slower, less expensive devices can dramatically slow business efficiency. An ideal approach goes beyond simply balancing efficiency with cost. Instead, the right solution leverages a policy-based strategy to automatically assign, move, and archive information to devices appropriate to its value and accessibility requirements.

Meeting the dual requirements of IT and LOB

The value of this approach, which is a key part of an information lifecycle management (ILM) strategy, is only now beginning to be understood and implemented by most organizations. In reviewing their storage environment, many organizations find a wide variety of storage technologies, ranging from high-end disk arrays to tape drives, many of which are either under-utilized or over-utilized. In some cases a hierarchical storage management (HSM) system may be in place, but these solutions are limited in that they focus solely on file-level information, not the business value of the content. The challenge for the IT organization is to correctly assign and move content across the storage infrastructure to lower costs and achieve the full value of its storage investment.

For the line of business (LOB) manager, the expense of high-end storage is also a very important issue, but LOB managers are perhaps even more concerned about the loss in productivity and decrease in overall performance that could result from business-critical content being moved to slower, less expensive devices. As with the IT organization, the LOB manager would like to dictate the storage tier appropriate for each type of content stored and the criteria that will be used to move it across different tiers as its value changes over time.

An ideal solution addresses both IT and business policies, allowing for the automatic allocation and migration of content across various storage devices according to how often and how quickly it needs to be accessed.

Content Storage Services: A key part of your ILM strategy

EMC® Documentum® Content Storage Services solves the requirements of both IT and LOB by providing capabilities to automatically assign, move, and archive content across a heterogeneous storage infrastructure.

IT administrators can use Content Storage Services to assess the storage infrastructure and establish service levels and prices appropriate for the cost and availability of each tier. They can then establish storage and archival policies relating to file information such as size, format, date last accessed, and even custom attributes. This allows IT divisions to lower the costs charged back to the business by better utilizing available storage and more effectively planning for upcoming storage needs.

Business owners can use Content Storage Services to segment the types of content they work with (contracts, applications, ERP reports, and so on) and determine to which storage tier each content type should be initially assigned. Further, they can specify factors (business events, age, amount of time since last accessed) that lead to content being moved from one tier to another. They can also define the progress of storage tiers that content moves through during its lifecycle. These new capabilities allow LOBs to reduce their overall storage cost by matching the storage expense to the availability and access requirements of the data—while adhering to corporate compliance standards.

Key capabilities

Content Storage Services provides the following capabilities:

- Administrators can create policies to control storage allocation of content based on any default or custom attribute.
- Users can apply storage policies when designing workflows and lifecycles through a graphical, drag-and-drop user interface.
- Corporate compliance policies can be automated to eliminate the expensive, manual, error-prone processes that organizations of all sizes are struggling with.
- Users can view retention dates to determine how long items will be kept in the system.
- Policies can be executed as a result of system events, as a part of batch processing, or on demand.
- Migration logs and audit trails are provided so that content movement can be tracked and reported against.

Overall, EMC Documentum Content Storage Services provides increased flexibility as IT and LOB managers work together to reduce costs and optimize the storage infrastructure.

Take the Next Step

To learn more about EMC Documentum Content Storage Services, visit us online at <http://software.EMC.com> or call **800.607.9546** (outside the U.S.: +1.925.600.5802).



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Data Sheet
S12780407V2