

Predicting, Managing and Controlling the Cost of Storage Growth in Large-Scale Environments:

Reducing Storage Costs and Increasing Search Levels with CommVault's Singular Approach



In today's on-demand information and regulatory environment, and with email being such a critical communications medium, our IT team relies on rapid access to data when and where they need it. Using CommVault®, what used to take us two months, now takes us two days. The ability to enable end-users to search and retrieve relevant business information across all our data saves our administrators a huge amount of time. By reducing the effort required, this also translates into bottom line cost savings which delivers top line business value.

VP of IT
Design Within Reach

The exponential growth of data continues to push the growth of storage, currently consuming IT budgets at an annual rate of growth nearing 60%*. Strategic initiatives which include improving data protection reliability, managing unstructured data and increasing regulatory and legal discovery compliance capabilities are driving new storage purchases in the immediate term. As storage devices offer new capabilities for more-efficient energy consumption and data reduction, a turn-over in storage technology will continue to fuel spending growth for the mid- and long-term.

Staying ahead of the growth curve is tough. Staying ahead in a dynamic, large-scale environment in which a constant stream of user requirements for data availability must be met can be nearly impossible. For instance, out-of-control email data growth continues to exceed practical storage limits: enforcing quotas has the unintentional effect of generating thousands of unmanaged PST files – files which can be hard to find, expensive to protect, and impossible to

produce during legal discovery and compliance audits. Email archive systems put in place to avoid these problems often introduce tough administrative challenges of their own and create dead-end archives which consume massive amounts of additional storage, and which are hard to retire. Typical data retention periods have lengthened from 12 months to 7 years, with most environments keeping at least some portion of their data for literally infinite periods. Multiply this challenge across database systems, file systems and essential applications, and the picture of data chaos is complete.

In fact, the overall situation is so out of control that many CIO-level executives are going back to the basics. They are taking the time to think through the premise behind data retention, and asking fundamental questions about data retention, organizational responsibility around legal discovery, and methods for anticipating and reducing storage demand using new types of technologies and innovations.

Typical Results of the CommVault Singular Approach: Reduced Cost of Storage and Increased Search Levels

- Reduce software \$\$
- Reduce training requirements
- Reduce administrative burden
- Reduce server, network and storage \$\$
- Reduce storage use
- Delay new device purchases
- Increase performance and reliability
- Simplify DR
- Scale horizontally
- Share disk and tape devices among systems



CV FACTS & FIGURES

A decade of success

5000 + loyal customers

750+ employees

Global operations

Successful IPO in 2006

ACCOLADES

Highest possible rating, "Strong Positive," in Gartner's MarketScope for Enterprise Backup/Recovery Software

Computerworld "Best Practices in Storage" (won by CommVault customer)

WindowsITPro Editors' Choice Award for Backup & Recovery

Storage Magazine Quality Award for Enterprise Backup software

Voted most innovative software by Senior IT Executive attendees of the Midsize Enterprise Summit



The business impacts of being behind the growth curve are enormous, both in terms of explicit costs to the business and in terms of the effectiveness of IT in supporting business priorities. When storage growth cannot be predicted and planned, it drives unplanned budget expenditures and undermines an organization's ability to negotiate for better pricing from vendors and suppliers. When growth is unmeasured and unmonitored, it cannot be reasonably allocated back to lines of business; systems and users generating higher-than-average data growth cannot be easily found, assisted, nor held accountable. Moreover, this type of crisis-driven environment causes IT budgets and administration time to be taken from strategic initiatives and redirected to short-term, ad hoc storage projects.

To get on top of the storage growth curve, organizations have considered – and for the most part rejected – tools for Storage Resource Management (SRM). These tools are typically reporting-heavy, with little or no integration to other capabilities for data management – which means that while storage growth might be monitored, taking action to reduce storage growth and cost is still a challenge.

What's required, instead, is a comprehensive approach designed to manage and reduce the growth and cost of storage while increasing the reliability of data management by making best use of storage devices and systems. Many organizations are effecting this change with strategic initiatives that replace tape devices with disk, except when long-term data retention is required for which tape is still the most cost-efficient storage media. These projects are justified and accelerated using objective business metrics which include:

- Reductions in the cost of consumable media, such as tape, by 50% or more**
- Reductions in the cost of offsite storage and transport of removable media, such as tape

*According to Dave Reinsel, program director, storage research at IDC, who cites a 60% CAGR for storage during 2006-2011 in the IDC "Worldwide Disk Storage Systems 2007-2011 Forecast" study published in May 2007.

**As reported by Mike Karp, EMA senior Analyst, in an ROI study commissioned by CommVault of typical customer experiences following replacement of Symantec NetBackup software with CommVault Data Protection software.

- Reducing and delaying the purchase of new storage systems and equipment, and reallocating existing capacity and budget to strategic projects
- Reductions in data protection failure rates – from 30% failures to 5% or less, on average**
- Reductions in the administrative overhead of managing data by as much as 50% due to reduced troubleshooting, "babysitting" to ensure backups completed, and reporting time**
- Reductions in time to restore data from, for example, 2 hours to 10 minutes**

Taking an objective business-metrics approach to data management requires the capability to see an enterprise-wide data view, which provides constant monitoring and trending to prove the value of the data management initiative.

CommVault specializes in working with large-scale organizations, to enable strategic initiatives for data management such as planning, scoping, architecting and providing tools to deploy disk-based data management projects. CommVault enables these initiatives by providing access to CommVault experts with experience helping Fortune 500 and Global 1000 customers with data management and providing access to objective business statistics, best practices and time-to-value averages experienced by other CommVault customers. CommVault also provides a single, unified platform of software to enable backup, archive and enterprise-wide data monitoring from a single solution. The CommVault Singular approach delivers unprecedented control in lowering the growth and cost of storage systems in large-scale environments, while simultaneously increasing the availability of data to business for increased productivity, reliability, and legal discovery or audit compliance. This is a process and set of capabilities that we call Solving Forward, to help our customers plan for data management to support the future of their businesses.

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