

F R O S T & S U L L I V A N

Next-generation Enterprise Information Archiving

– The Core of Digital Architecture



A Frost & Sullivan White Paper

In Partnership with Solix Technologies, Inc.

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50 Years of Growth Innovation and Leadership

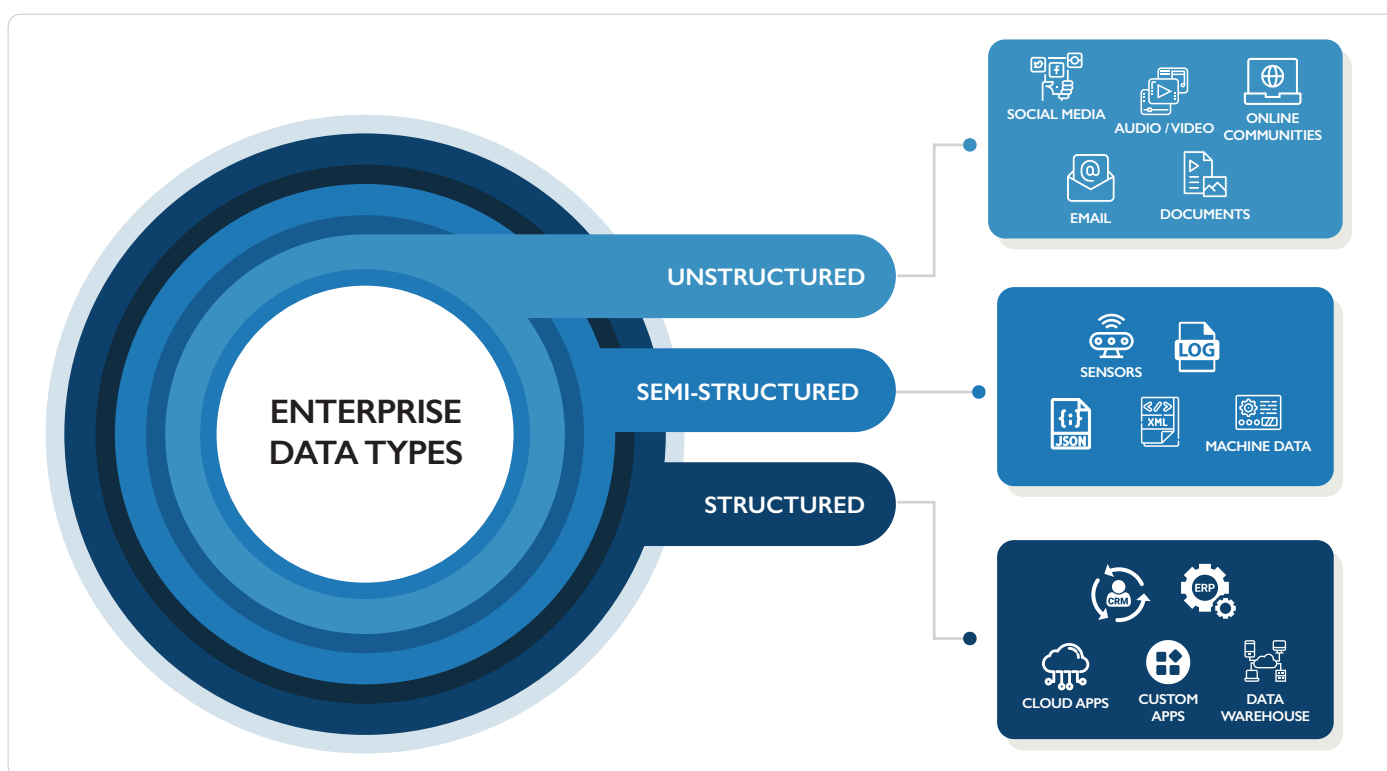
NEXT-GENERATION ENTERPRISE INFORMATION ARCHIVING

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NEXT-GENERATION ENTERPRISE INFORMATION ARCHIVING – THE CORE OF DIGITAL ARCHITECTURE

There are still end-users, decision-makers and analysts who believe enterprise information archiving (EIA) and e-mail archiving are essentially identical concepts, and that is a serious misconception which fails to appreciate the role and nature of information in the modern organization and distorts the expectations of the value that EIA should provide. Although, the concept of EIA has broadened further to take in adjacent areas such as social media, chat, text messaging, file sharing, call recordings and collaborative platforms, the general perception of EIA continues to be that it is limited to communication.

In Frost & Sullivan's opinion, true next-generation enterprise information archiving must cover all data – unstructured as well as structured – an organization holds, regardless of whether the data resides on end-user devices or in corporate systems and whether the data has been created and handled by individuals or generated and elaborated by automated processes.



EIA emerged as a concept because organizations were forced to find ways to deal with their dramatically increasing volumes of unstructured data. Earlier, organizations used to only hold structured data, which was mostly archived for regulatory purposes but hardly ever needed to be accessed afterwards. It was very much a “set-and-forget” situation which began to change with the adoption of digital technologies across the board. Today unstructured data such as email, documents, images and videos sum up to 80% of data held by an enterprise. Data both structured and unstructured is now actively accessed for longer periods not just for regulatory purposes but for all kinds of real-time advanced analytics. Enterprises are also witnessing an increase in demand for universal data access from employees across the board so they can take data driven decisions. The next-generation of EIA is foundational to the success of this new data access paradigm.

Covering All Systems Holding Corporate Data

CRM and ERP are the two most obvious examples of systems holding corporate data that should be covered by next-gen EIA, and they are also the most straightforward to deal with because they were conceived as scalable enterprise-wide applications with interfaces and pre-written integrations. The many home grown custom applications and niche systems that were considered best of breed when they were introduced represent a far bigger archiving challenge that must be solved because it would defy the purpose of enterprise archiving to only focus on systems and data types that are easy to incorporate. Next-gen EIA must cover everything – structured and unstructured data from packaged and custom applications.

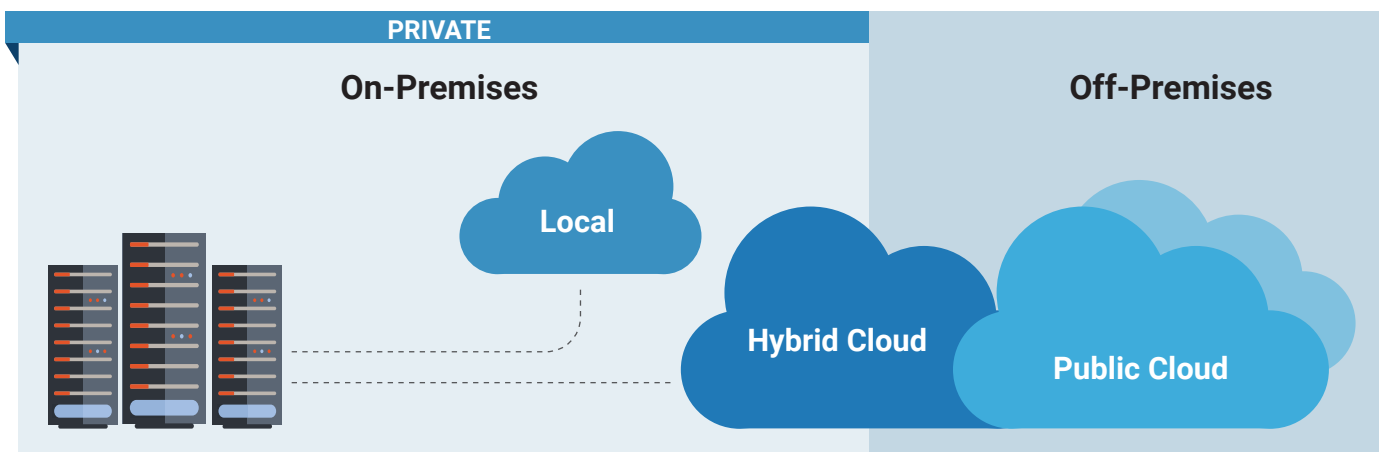
Offering a Single Unified Repository

With growing data types and complex regulations, many vendors have started offering specialized archiving solutions. They primarily are segmented into solutions offering structured data archiving and others that offer archiving of specific types of unstructured data. With email being the number one source of unstructured data for compliance reasons, the traditional EIA vendors continue to focus only on email archiving and are mostly not capable of handling archiving of all other types of data. This means organizations have to deal with multiple archiving vendors and use mutually incompatible solutions. The result is an expensive hodgepodge of siloed archived data that is difficult to access and manage. With the advent of GDPR and other such regulations across the world, siloed archiving strategies are proving to be disastrously inefficient.

The only adequate solution is a single unified archive solution that is capable of holding all of the enterprise data in a scalable, easy to access and compliant repository. Ideally, such an application should integrate with the existing data security implementations of an enterprise to offer role-based access to archived data, using the same rules and classifications of the production environment and avoid reproducing the whole security framework of the production systems. Naturally, the platform should have variety and flexibility built into it to cater to data collection, data retention, data access, governance and storage needs, which are unique based on the type, source and lifecycle of data. All data with potential privacy implications must be identified and protected, and data officers should benefit from a single pane of glass view to provide greater control and decrease exposure.

Cloud Native Solution

The next-gen EIA applications leverage the public and private cloud platforms to offer organizations the much needed agility, scalability and lower costs. This is very important considering the tremendous volumes and variety of data today's organizations are dealing with. Some advanced platforms are even capable of implementing a tiered archiving logic to help organizations retain critical sensitive data in an on-prem environment while moving the rest to the cloud across low cost storage tiers. While doing so, they continue to provide seamless access to the archived data on-prem and cloud. Additionally, they help retain the data sovereignty by retaining the archived data in their region of origin.



Lower Cost of Compliance



Compliance is essential to any organization – there's no two ways about it – and most organizations prefer to err on the side of caution. Whereas an organization can conceivably remain mostly compliant without embracing next-gen EIA, siloed archiving creates maintenance challenges and GDPR compliance difficulties, the processes involved are disruptive, and the cost is much higher than necessary.

With regulations such as GDPR, organizations that have been holding data in proprietary formats on tapes and using multiple archiving vendors for long-term retention are finding that they essentially do not know how much personal data they hold and where it is. The scope of personal data defined by GDPR is much wider than the scope of personally

identifiable information (PII) traditionally used in North America, so even if an organization had been cataloging PII, the tapes could be holding swathes of additional information that would qualify as personal data under GDPR. Accessing the data in order to modify, obfuscate, redact or delete specific records is a huge and time-consuming challenge across these siloes. This however is a non-existent problem for organizations that have implemented the next-gen EIA platforms as they would be able to classify the data at the time of archiving itself, be able to quickly search the presence of a particular user data across all data sets with a single Google-like search, and then obfuscate, or delete the specific records across all archived data sets with a single query. This provides organizations with greater visibility and control of archived data.

Efficient Support of Legal Proceedings

Every organization will eventually become involved in litigation either directly as plaintiff or defendant or as an interested third party holding pertinent information. Making relevant archived data across all types and sources available to legal teams is an important next-gen EIA function. E-discovery – being able to provide data as part of legal trials or regulatory reporting – relies on quick, end user-friendly access capabilities (e.g. text search and pre-defined custom reports). Speed matters because every regulation, warrant or subpoena comes with its own timeline and might demand particularly short response times to confirm that data is available before it is actually provided. Once found, organizations should be able to place a legal hold on all the records of interest to the legal proceedings to protect them from accidental deletion. Future access to this data should be organized and fast to meet legal deadlines and to give the legal team adequate time to study the ramifications of the information.

Without context, the true value of data is limited. Good management of the information lifecycle and tracking of individual data points provides an understanding of how the data was generated, what it was used for before it was archived, and how it was handled while it was active. In many countries, the burden of proof is reversed in cases relating to tax, financial conduct, anti-competitive behaviour, trademark infringement and even libel, making the organization guilty until proven innocent. In these cases, it can be impossible for an enterprise to prove its innocence if it cannot give comprehensive answers, in context, to its auditors or a judge.

Ad hoc Analytics leading to Revenue Generation

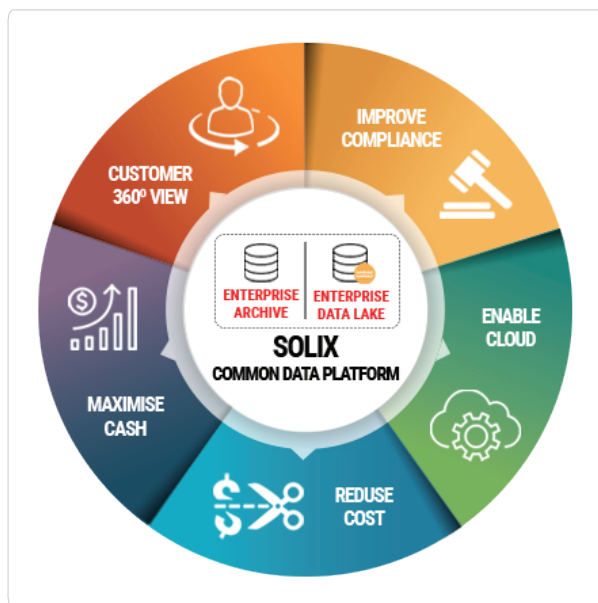
Business in the digital era runs on advanced analytics. But analytics are only as good as the data they analyze. Next gen EIA platforms are an excellent and vital source of all enterprise data for advanced analytics and trend analysis. The next gen EIA platforms provide easy access to all data and quick integration with external analytics platforms such as data lakes, data warehouses and virtualization platforms, so analysts can work on all data necessary without delays. Data analysts and business executives can self-serve and experiment with historical data in real time for ad-hoc projects without running into the data warehouse limitations on running only predefined queries.

When all enterprise data is available to be analyzed, enterprises are far better placed to identify patterns and uncover new insights that may lead to additional revenue streams and strengthen existing revenue streams.

Lower infrastructure costs

Data lifecycle management is a core capability of the next-generation EIA platform. It automatically moves data from tier 1 storage to lower cost media and out of the production database entirely as demand for access to this aging data drops. Today typical production systems retain a great deal of inactive data in their databases in Tier 1 storage. This both drives up the cost of storage unnecessarily and negatively affects production systems that must constantly reprocess that data. Frost & Sullivan estimates that as much of 80% of data can often be moved to cheaper, lower-tier storage media, decreasing infrastructure and maintenance costs. With smaller active databases, applications will run faster, upgrades will happen faster and with fewer complications, and backup times will be greatly reduced because the backup will only copy the latest, active data.

The Significant Benefits of Next-gen EIA



Next-gen EIA should be top-of-mind for every decision-maker in organizations of all sizes in all industries and in the public sector, because regulatory and governance frameworks affect all datasets. Organizations can never realize the full revenue generation, customer experience, efficiency, and cost-reduction benefits they need to compete in the digital era without a sophisticated EIA platform.

The Last Word

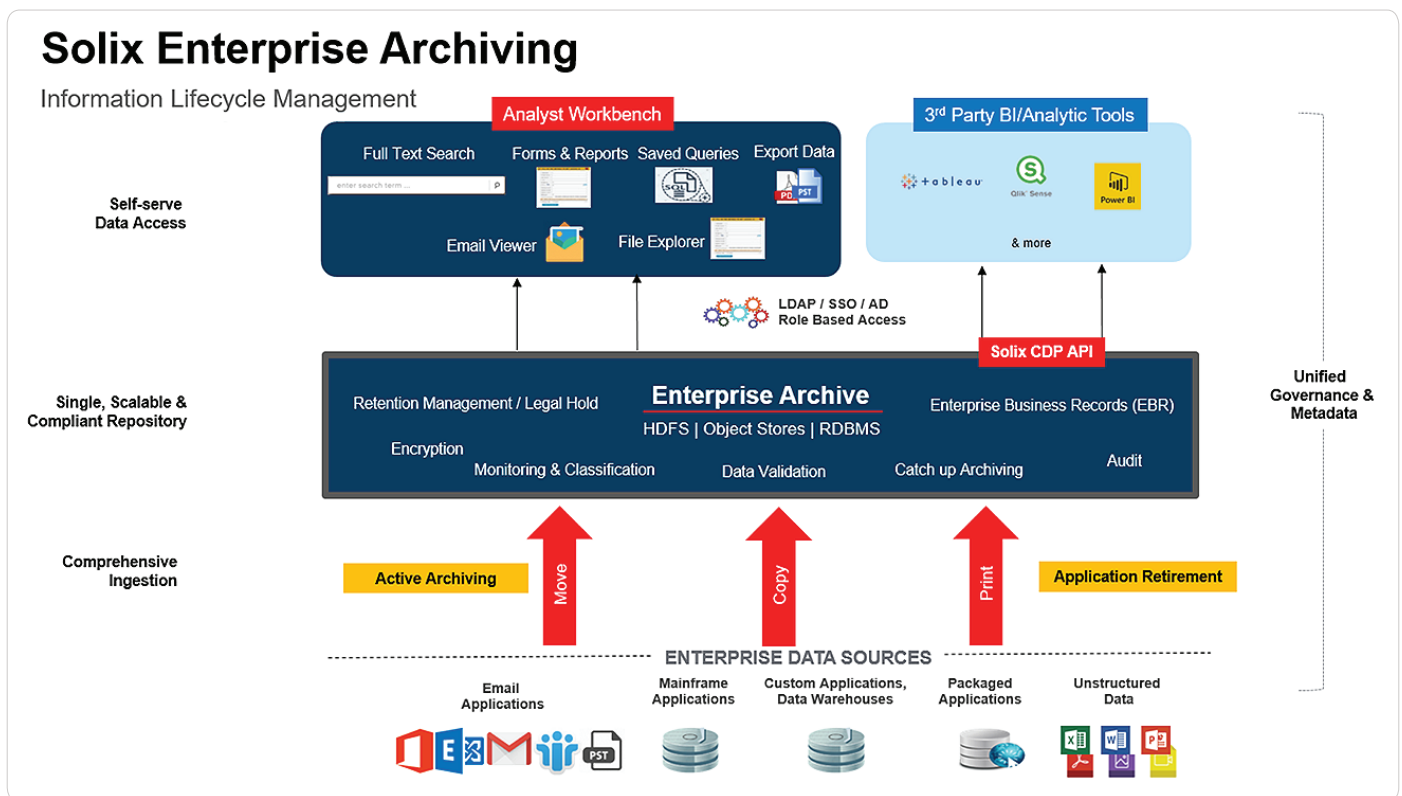
Organizations should see data as a business asset and treat archiving with the same care they treat production data. Appreciating the value of data, even after it has been archived, is a mindset change that would bring business benefits. Archived data can be mined for a wealth of insight that is not currently exploited by most enterprises.

Frost & Sullivan recommends that organizations take a holistic view of archiving. It would be a lost opportunity to implement next-gen EIA to cover current production data and future archiving only. Organizations should begin migrating all their historical data as well, possibly into a solution powered by the Solix Common Data Platform (Solix CDP) which received the Frost & Sullivan 2018 Product Leadership Award.

Moreover, organizations should choose a technology partner with a solid implementation methodology that will help organizations build new processes and optimize the underlying business rules that interrogate the data and extract data that satisfies the rules for archiving. Unstructured data, in particular, is an area where most organizations would benefit from the experience of a strong partner who can identify patterns and determine what data can be rolled off production systems.

Frost & Sullivan recommends technology partners who have accumulated best practice and share it with customers through precoded industry-specific use cases which would accelerate the realization of ROI in most cases. Although it may seem like a cost at first, any next-gen EIA solution worth its salt will deliver significant ROI. Organizations should challenge their technology partners to demonstrate that savings and other operational benefits before committing to an EIA product.

Finally, Frost & Sullivan recommends that an organization's vendor selection criteria take the long-term commitment of the vendor to archiving business into account as we have in the recent past seen some vendors bowing out of the race. Vendors should be focused and propose a clear roadmap. In the absence of a clear roadmap, organizations have no guarantee that their technology partner will be able to meet the future evolving EIA needs.





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Solix Technologies, Inc., is a leading big data application provider that empowers data-driven enterprises with optimized infrastructure, data security and advanced analytics by achieving Information Lifecycle Management (ILM) goals. Solix Common Data Platform offers an Information Lifecycle Management framework for Enterprise Archiving and Data Lake applications with Apache Hadoop as an enterprise data repository. The Solix Enterprise Data Management Suite (Solix EDMS) enables organizations to implement Database Archiving, Test Data Management (Data Subsetting), Data Masking and Application Retirement across all enterprise data. Solix Technologies, Inc. is headquartered in Santa Clara, California and operates worldwide through an established network of value added resellers (VARs) and systems integrators.





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