

From cost to asset:

The Logicalis Data Transformation Journey



Today, businesses see an unprecedented influx of data, and it's only getting larger. According to IDC, data production will be 44 times greater in 2020 than it was in 2009. Storage administrators are being challenged to keep up with this rapid growth.

The **Data Transformation Journey** is a process designed to help your organization do just that. This strategic framework will help ensure that IT enhances your business, adds agility and enables your organization to succeed and stand out in the modern competitive environment.

Data Transformation Journey

You can meet these challenges with a vision for data management that brings your organization along the required steps to realize it. Each level of the Data Transformation Journey helps you evolve to lower costs and higher-value services.

For storage administrators, you'll gain the tools, technologies and best practices you need to best manage your organization's data. For business decision makers, you'll gain the ability to treat data as an asset, not an expense—and enable better strategic decision making for all areas of your organization.



What does the journey mean for you?

Each step in our journey is meant to serve as a signpost to start discussion and begin planning your strategy. By identifying your step in the journey via our online quiz or by sitting down with a representative, you can uncover your potential pain points and solutions, as well as gain insights into the next steps you should take to best enhance your business with IT.

No matter where you are in your journey, Logicalis can help you identify challenges and areas of opportunity, as well as implement solutions and strategies based on your needs.



DATA TRANSFORMATION JOURNEY

Step by step

Each of these six steps serves as a signpost for the likely makeup of your data infrastructure and how Logicalis can help enhance your business at each point.

STEP 1: Components

Storage is in islands. You're purchasing equipment in a reactive mode, without being able to align to a business plan. Cost is a critical driver in your strategy, but your current operational costs are largely unknown. Performance, availability and efficiency are unpredictable or unknown.

Likely pain points:

New storage needs appear out of nowhere. You don't know how much free storage you have. You can't get the free storage you have to where you need it—and even if you could, you might compromise the performance of the applications already using it.

How Logicalis can help:

We can help you build a roadmap, introduce virtualization for effective storage sharing, and use tools to identify the utilization, performance and remaining capacity of existing storage.

STEP 2: Storage Services

Here, some elements of common storage management strategies are in place. There are pockets of virtualization. Performance and availability are generally adequate.

Likely pain points:

A comprehensive view and plan for storage is unobtainable. Future needs are unknown. Storage is perceived as under-utilized and overly expensive. Disaster recovery relies on backups and is too slow for business needs. It requires excessive effort to manage multiple storage platforms.

How Logicalis can help:

Enhance and extend your virtualization efforts to provide a common services platform. We can assist you in introducing advanced techniques to improve efficiency, automation and availability. We'll help you move disaster recovery of critical applications from restore to replication.

STEP 5: Knowledge Services

Enterprise data is in silos: structured data in databases, semi-structured data in email systems and unstructured data in file servers or content management systems.

Likely pain points:

Data in different systems has different meanings—there isn't a standard format for customer addresses, for example, which causes confusion and extra work. The validity of data from some systems is questionable, and there is no process for updating systems periodically. Reporting and visualization across systems are impossible.

How Logicalis can help:

We can help you identify solutions that will validate, integrate and rationalize the different systems and introduce tools that allow data to be accessed uniformly and reported easily.

STEP 3: File Services

File servers and network-attached servers are bulging. Most of the files are old, but users have no incentive to clean them out.

Likely pain points:

Backups don't complete. In the event of a disaster, a full restore of your company's data would be impossible. Resources (tape, tape drives, VTL) are added constantly but don't make a significant difference.

How Logicalis can help:

Since most of those old files will never be accessed again, we can establish retention rules, introduce tools to enforce them and archive files that do not need to be kept to less expensive storage. Charge/showback can be implemented to encourage users and departments to be aware of their file storage.

STEP 6: Emergent Services

Storage is predictable and efficient. Both structured and unstructured data are usable and managed throughout their lifecycle.

Likely pain points:

Most of your data comes from inside the organization. Analysis is slow, and unless the analysts ask exactly the right questions, they don't get the insights they need. There may be unpleasant surprises due to mismatches between the organization's perception and reality.

How Logicalis can help:

Logicalis can help break through the hype around Big Data to identify practical use cases for analytics that will yield immediate value for your organization's unique needs.

STEP 4: Information Services

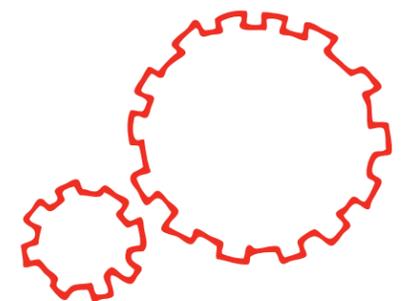
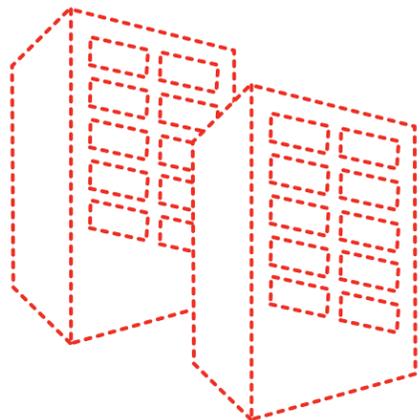
Storage serves applications as well as it can, but much of the data is in unstructured files and can't be found when needed.

Likely pain points:

Unexamined, unindexed, unstructured data is both a liability and a lost opportunity. You don't know whether all those files could be useful (or damaging) to the organization, but you are positive there is an overwhelming, unwieldy amount of them.

How Logicalis can help:

We can help you create solutions that start to examine all your unstructured data. This will enable you to find data when wanted. We'll also help implement indexing for search and discovery, enabling quick access.



Data Transformation Journey

Logicalis Optimal Services Platform

Logicalis is aligning its services to give customers a single point of engagement across critical transformation journeys—bringing Systems Integration, Managed Services and Cloud Services under a single portfolio brand named “Optimal Services.”

The Optimal Services portfolio provides a common set of defined business productivity resources—plus technology, infrastructure and IT operational services. This enables CIOs to create a balanced approach to owning, operating and funding the infrastructure and IT services their businesses need.



See how you can benefit from Logicalis' experience and methodology.

Contact Logicalis to learn how we can help.

Visit www.us.logicalis.com

Call 866.456.4422

5 BENEFITS OF A DATA TRANSFORMATION ROADMAP

1. **No more isolated, reactively purchased components**, meaning your storage environment is integrated, predictable and easily understood.
2. **Improved performance and efficiency**, allowing your users to access what they need quickly.
3. **Higher availability**, so critical data is accessible when and where you need it.
4. **Enhanced visibility**, so you have a holistic view of your entire storage environment.
5. **Better business value**, with your data being best positioned for use as a strategic business decision-making asset.

COMPLEMENTARY OFFERINGS

- Business Continuity Roadmap
- Business Continuity Plan Audit
- Business Continuity Impact Analysis
- Storage Strategy Assessment
- Data Protection Assessment
- Backup Health Checks

Two ways to start your journey

1.

Interested in determining your location along the journey?

Take our online assessment at www.logicalisdatastorage.com and determine where your organization is along our six signposts.

2.

Want to begin your Data Transformation Journey today?

Contact your Logicalis representative to discuss your IT challenges and begin your journey to leaner, business-enhancing IT.



*Others sell.
We solve.*



*Others talk.
We listen.*



*Others replicate.
We tailor.*