

# EMC Centera + Informatica Data Archive

## Proven Solution for Cost-Effective and Secure Database Archiving

### THE BIG PICTURE

- Achieve seamless discovery of content held within complex application environments, while decreasing storage costs and simplifying management with a flexible, intelligent archiving framework
- Simplify administration and auditing: monitor and report on storage pools at each tier, such as migrated items per Exchange store or as a percentage of files migrated to each tier; maintain a complete audit log of when and how policies were applied
- Reduce business and IT risks surrounding application storage management, compliance, retention, and discovery
- Improve operational efficiency and upgrade, backup, and recovery times by minimizing the size of the production application and database
- Enable quick and efficient search/retrieval for eDiscovery requests, using an application-independent interface, and allow for litigation holds to be placed on archived files
- Ensure that content cannot be overwritten or changed and is kept for a definable period of time, maintaining its authenticity, meeting regulatory requirements, providing easy management, using less disk space, and improving overall storage efficiency
- Reduce TCO through EMC Centera self-management, self-configuration, and self-healing capabilities, and reduce software license cost and data management effort by moving inactive data out of production systems using Informatica Data Archive

Organizations that use prepackaged ERP/CRM, custom, and third-party applications are seeing their production databases grow exponentially. At the same time, business policies and regulations require them to retain structured and unstructured data indefinitely. Storing increasing amounts of data on production systems is a recipe for poor performance no matter how much hardware is added or how much an application is tuned. Organizations need a way to manage this growth effectively.

Together, EMC—the undisputed global leader in information storage solutions—and Informatica—the leading provider of application Information Lifecycle Management (ILM) solutions—offer an effective and secure archive solution for packaged and custom applications across multiple database platforms. The partnership of EMC Centera® and Informatica® Data Archive simplifies information management with unprecedented scalability for both users and IT administrators.

Informatica Data Archive increases business productivity by automating the movement of information onto EMC Centera storage, eliminating storage and data management responsibilities from application and database administrators. The results are reduced administration and storage costs and protection against records being altered or deleted. With Informatica Data Archive integration to EMC Centera content-addressed storage, businesses can reduce the complexity of managing applications and structured content via flexible and intelligent archiving policies. This enables the discovery of information, while helping to reduce storage costs and simplify management.

### A Powerful Joint Solution

Based on business policies, Informatica Data Archive identifies candidate data that can be archived from production applications, then moves and stores entire encapsulated business objects on EMC Centera. Contents are stored as individual objects, which are uniquely identified by content addresses (CAs) derived from the actual content of the files themselves. Archived content is then accessed by Informatica Data Archive using these CAs rather than by name or path as with traditional stores. If an attempt is made to store the same file twice—regardless of which application it comes from—EMC Centera will generate exactly the same CA and will detect that there is no need to store this redundant copy. By leveraging the single-instancing capabilities of Informatica Data Archive and EMC Centera, the TCO, storage media, and overhead costs are significantly reduced. Typically, where information is kept for both regulatory compliance and for internal knowledge management purposes, the result will be a reduction in the overall storage capacity required by more than 50 percent.

Once the archived application data is stored on EMC Centera, Informatica Data Archive provides an application-independent interface to seamlessly access the data for viewing, search, discovery, and reporting, enabling quick response to audit requests and compliance to regulatory requirements.

### Data Growth/File System Analysis Tools

Informatica and EMC also provide data growth and file system analysis tools for sales engineers and implementation consultants to examine the current data growth patterns, forecast future data growth in a customer's application, simulate the impact of the Informatica/Centera solution on a customer's application, and calculate the expected ROI from using the Informatica/Centera solution.

## EMC Centera Content-Addressed Storage

EMC Centera meets the unique storage requirements of fixed-content assets—unchanging digital assets retained for active reference and long-term value—by providing on-line access with guaranteed content authenticity. EMC Centera constantly self-monitors to detect and repair faults and automatically reconfigures itself and replicates objects as necessary. Designed using the most stringent storage media standards that exist today, EMC Centera's content addressing ensures that each record cannot be overwritten, while retention protection ensures that a record cannot be prematurely erased before the expiration of its retention period. Unlike any other media, EMC Centera can ensure the integrity of records throughout their life cycles through an automated system of continuous data integrity checking as well as on-site and off-site protection mechanisms. The first magnetic disk-based WORM device, EMC Centera helps facilitate compliance with externally driven regulations and internal governance requirements while delivering on-line access at a TCO superior to tape. Records, stored on EMC Centera can be accessed quickly, providing ready access to every electronic record and eliminating the time-consuming and human-intensive process. With EMC Centera, you can ensure secure, cost-effective storage and management of your fixed content across its life cycle.

## Informatica Data Archive

Informatica's Data Archive takes the complexity out of data growth management by providing a scalable enterprise solution for archiving heterogeneous business applications. By identifying and moving inactive data to an on-line or off-line format for longer-term retention, Informatica Data Archive can be deployed for improving application performance, supporting data governance, and minimizing management and infrastructure upgrade costs. Entire business objects with complete contextual data and metadata can be archived with this Informatica solution to enable legacy system retirement and data retention for compliance.

Seamless access to archived data is provided through existing application interfaces or standard application-independent interfaces, enabling regulatory compliance and quick response to audit requests. Broad connectivity and prepackaged accelerators for a wide variety of sources, as well as metadata extensibility, allow flexible customization of business rules and rapid deployment of archiving strategies.



## ABOUT INFORMATICA

Informatica enables organizations to operate more efficiently in today's global information economy by empowering them to access, integrate, and trust all their information assets. As the independent data integration leader, Informatica has a proven track record of success helping the world's leading companies leverage all their information assets to grow revenues, improve profitability, and increase customer loyalty.

## ABOUT EMC

EMC Corporation is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information must be intelligently and efficiently stored, protected, and managed—so that it can be made accessible, searchable, shareable, and ultimately actionable. EMC creates complete information environments that are reliable, efficient, and secure. More information about EMC Centera can be found at [www.EMC.com/products/systems/centera.jsp](http://www.EMC.com/products/systems/centera.jsp).



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