

Novell® Dynamic File Services

What happens on the network stays on the network. Literally. Every scrap of information that is generated, modified, accessed, shared, saved and stored on your network stays on your network—for years. It's unstructured and largely unmanaged, and it's growing every day... terabytes of files you have to store, back up...and account for.



■ Products:

Novell Dynamic File Services

“The cost of compliance associated with the storage of unstructured information is expensive. On an annual basis, we estimate [US]\$2.1 million as the average cost for 94 benchmarked organizations. The minimum cost is nearly [US]\$400k and the maximum cost is over [US]\$7.1 million.”

PONEMON INSTITUTE

*“Compliance Cost Associated with the Storage of Unstructured Information,”
May 2011*

The humble file may be the smallest cog in the vast infrastructure that encompasses your network, but it's also the most important. The network exists to make files happen. Your most valuable intellectual property (IP) is stored in files. Contact information, account details, transaction records, financial statements—everything your people do, everything that's important to your business and your customers...sits in a file.

Doesn't it make sense to know where those files are, and how well they're being managed?

Not All Files Are Equal

Eighty percent of all the data sitting on the average network consists of “unstructured” files. The number of files being stored grows every year—by 60 percent. Many of those files are deteriorating, at least in terms of their importance to your business. Only 41 percent of these files are frequently accessed and used, while 21 percent are not used often, 18 percent are not used at all, and 19 percent are “dark data”... which means no one knows what they are or who's using them.

In other words, more than half of the files you store on your network...aren't being used. Some belong to users who don't even work there anymore. Some are duplicates, stored

in multiple directories and file systems. And some of those files shouldn't be there at all.

So why treat these files as if each one is the same? When it comes to storing file-based data, most solutions focus on capacity instead of content. They'll prompt you to add more storage when disk space is full, but they won't tell you how to optimize your resources. And while storage itself isn't that expensive, the management and back-up processes that surround it can hit your budget hard. The Ponemon Institute estimates that the average cost of compliance associated with the storage of unstructured information is US\$2.1 million annually...and can get as high as US\$7.1 million.

A File Shell Game

Like anyone else, you've got a tiered infrastructure for storing and backing up data. And like everyone else, you have no idea what's sitting on which tier. It's a free for all, with files stored wherever volume space can be found. So business-critical files could be sitting on antiquated storage servers, backed up by tape systems that take days to restore. And files that haven't been used in years could be sitting on the latest storage technology, backed up on expensive geo-site mirroring that can be restored instantly. Any

“Data management has shifted from ‘ugly stepchild’ to ‘pillar of operations,’ especially in financial organizations.”

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of these files could be moved at any time between high- and low-level resources, without regard to how important the files themselves are to your business.

It's a shell game with files, and you never know where your most valuable files are sitting at any given time. Where they're stored, and where they're back up to, could impact availability, productivity, operating costs and even compliance.

Doesn't it make more sense to ensure that your most critical files are stored and backed up by your fastest, top-grade systems? While low-level files that don't need "star treatment" sit on less-expensive equipment?

Make the Most of Your Storage Resources

The solution: Match the right files to the right storage and back-up resources. If you're already doing that by hand, you know how tedious—and expensive—it can be. We agree. Sifting through millions of files by hand is not effective. Yes, you have to know what you've got, especially for compliance reasons. But opening every file? Determining what it is and whether or not it should be there? Deciding to discard it or move it to an archived storage facility? You may have people for that, but we've got something better: Novell Dynamic File Services, which does all of this for you—automatically.

With Dynamic File Services, IT defines the file policies you want to enforce. Those policies then work automatically to determine what to

do with files, depending on factors you define, and then moves those files to the storage and back-up resources you feel is most appropriate to each file's value. You could, for instance, define a policy that moves unused files to a secondary resource...or the cloud. Users don't notice a difference—the file is still available to them in their network drive, but on the back end, you determine how to make the most of your storage resources based on how vital those files are to your business.

Dynamic File Services puts an end to the free-for-all, assigning the most business-critical files to the most efficient back-up technologies...and leaving less important files (like MP3s and other personal user media) to inexpensive backup methods. Plus, each file is tied to a user identity, so you always know who owns what. If users store inappropriate files on your network, Dynamic File Services tells you what, where and who. That helps you maintain compliance and avoid litigation risks.

Files Matter

You drive your business through intelligence that's stored in files. So why not control what happens to those files, based on your most important business drivers? Know what you've got and where it should be stored. Optimize your storage resources, ensure that your most important files are protected by continuous availability, and protect your business against the legal and cost liabilities of storing inappropriate file content. Learn more about Novell Dynamic File Services by visiting our product website at: www.novell.com/products/dynamic-file-services



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