Align your data continuity strategy with key business goals to build competitive advantage.

Highlights

- Protect, access and recover business-critical information under virtually any condition

- Respond quickly and effectively to compliance audits and legal discoveries by enabling proper retention of e-mail and other information with indisputable data integrity

- Choose the right combination of hardware, software and services for better compliance with regulations

- Help reduce the costs and risks of managing data and storage devices

Financial transaction records. E-mail messages and attachments. Text documents, product designs, travel itineraries, even video surveillance tapes and audio files from customer call centers.

No matter where you turn, business information abounds. In fact, business data is multiplying at an unprecedented rate. Conservative estimates from International Data Corporation (IDC) show data expanding at approximately 50 to 80 percent each year. Other industry analysts place the growth rate closer to 100 percent.[1]
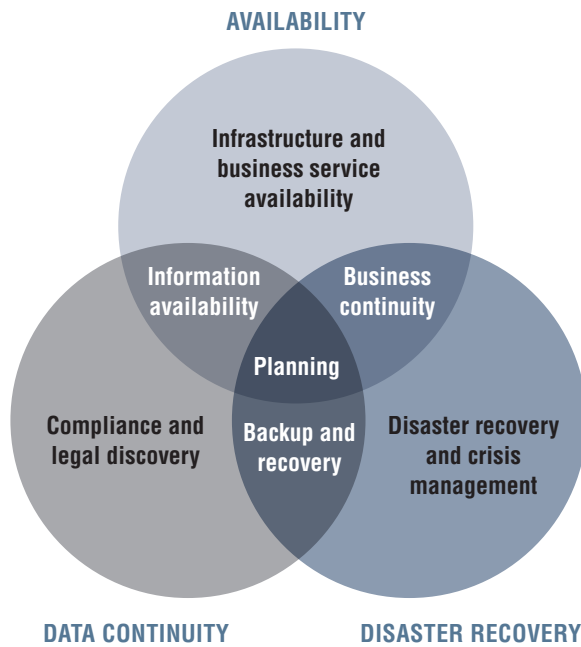
For IT managers in many organizations, the ability to effectively manage data lags far behind the rate of data

growth — opening the door to risk. Do you spend too much time and money managing data distributed across devices and locations? Is your data backup, retrieval and recovery strategy comprehensive enough to protect against loss? Can authorized business users quickly and easily access the information they need? Can you comply with all relevant regulations, and can you produce immutable data quickly enough for legal discovery?

Unless you have tools and techniques to capture, classify, manage, protect, back up, restore and discover information, some of your answers may be "no." In addition to having a reliable backup and recovery solution in place to protect critical business data, IT

IT organization's challenges to achieving business resilience

AVAILABILITY

Infrastructure and business service availability

Information availability

Business continuity

Planning

Backup and recovery

Compliance and legal discovery

Disaster recovery and crisis management

DATA CONTINUITY

DISASTER RECOVERY

Data continuity, availability and disaster recovery are all critical components of a comprehensive approach to achieving business resilience.

organizations should be prepared to quickly provide access to data to meet compliance requirements and litigation requests.

To help optimize data continuity, IT managers should be able to:

- Identify, prioritize and protect critical business information.
- Demonstrate information integrity and give customers, regulatory bodies and legal entities quick access to the right information.
- Choose from a mix of technologies and services to implement necessary regulatory policies.
- Give authorized stakeholders anytime, anywhere access to reliable business information.
- Use integrated data management strategies to lower risk and drive cost-effectiveness of storage and retrieval functions.

Data continuity: a key challenge to achieving business resilience

IBM offers a broad portfolio of data continuity solutions — hardware, software and services — to help ensure that data is always available to authorized internal and external users, properly backed up and easily

recovered, and quickly accessible for compliance or legal discovery requirements. Each of the solutions can work separately or in combination with other IBM solutions to help organizations become more resilient.

Data continuity offerings represent one of several modular entry points into IBM Business Resilience — an integrated approach to helping businesses ensure the availability, performance and integrity of their critical business services, processes and infrastructure.

Following are some key products and services you can use to incorporate leading-edge data backup and recovery techniques across your enterprise, and to enable robust, scalable data access to accommodate compliance and legal discovery demands.

Align protection with the value of your data

To help maximize the value of your storage environment, IBM technologies and services help manage information effectively from creation to disposal. To help control costs by matching storage investments to the value of the data protected, you can use a tiered storage approach to classify and segment data according to business importance.

To help reduce manual intervention, policy-based automation from the IBM Tivoli® Storage Manager portfolio can control how information needs to be retained, when to delete and when to move from active to inactive storage. Different services and service level policies support each tier.

You can use IBM TotalStorage® Productivity Center to help simplify infrastructure management, improve storage capacity utilization and sharpen administrative efficiency. An open solution available for file and database resources, disk, replication and a broad range of fabrics, IBM TotalStorage Productivity Center automates day-to-day storage tasks and includes operation-reporting capabilities to help comply with data retention and backup policies.

Timely access to information

To help address compliance activities, organizations should be able to quickly locate and retrieve data upon request.

To deliver timely access to the information requested, IT organizations need a compliance solution that enables them to:

- Capture content and declare it a corporate record.
- Manage and enforce record retention policies.
- Keep each record in its original, unaltered form to ensure authenticity.
- Provide effective search-and-retrieve access.
- Establish an appropriate security level for each business record.
- Demonstrate audit control to prove proper handling of information throughout its lifecycle.
- Suspend normal disposition schedules until an audit or litigation is complete.
- Dispose of records consistently.

Support compliance requirements with less hassle and more confidence with storage and server solutions from IBM that help you ensure that data is stored appropriately and is accessible when required. You can use the IBM Enterprise Content Management portfolio — including IBM Federated Records Management, IBM FileNet Records Manager, IBM FileNet P8, IBM CommonStore® for Lotus® Domino® and IBM CommonStore for Exchange Server — as a powerful technology foundation to help address compliance activities. Other IBM technologies can reinforce your compliance efforts.

For example, to maximize the value of corporate information, IBM OmniFind™ Enterprise Edition delivers search capabilities to millions of documents. Or to store, retrieve, manage, share and retain data, you can use IBM System Storage™ DR500, preconfigured for archiving e-mail, digital images, database applications, instant messages, account records, contracts, insurance claims documents — and more.

Different business strategies require different IT strategies

IBM understands that different business strategies require different IT approaches, and we offer a range of technologies and services to support your choices.

You may start with built-in backup and recovery functions provided by software such as IBM DB2® data server, IBM Informix® Dynamic Server and IBM IMS™. You may want to employ Tivoli Storage Manager alone to automate data backup and restore functions and centralize storage management operations. Or, use it with TotalStorage Productivity Center to monitor backups and archives, provide reports on capacity and identify at-risk files. To help ensure uninterrupted information availability, use IBM TotalStorage Metro Mirror or IBM TotalStorage Global Mirror software to synchronize information

from data centers separated by cities — or continents.

Give the right people access to the right data, when they need it

According to an IDC study, a company with 1,000 knowledge workers wastes US$48,000 weekly — or US$2.5 million annually — because employees are unable to locate and retrieve needed information.[2]

To help bolster productivity and business performance, start with an open, comprehensive content management system that handles all media types and provides a centralized repository for securely and reliably managing electronic information. With the IBM Enterprise Content Management portfolio, you can automate information-gathering processes and manage each piece of stored information as a record.

IBM Content Manager and IBM FileNet P8 software captures, preserves, manages, holds, protects and properly disposes of all forms of business information. You can use it as an archival repository that makes e-mail messages and attachments accessible and reusable by other applications. This highly scalable solution is proven with more than 13,000 customers, including many government agencies and Fortune 500 companies.

Retain, protect and retrieve data using cost-effective, intelligent solutions

For today's enterprises, storing, managing and accessing massive amounts of data across heterogeneous environments quickly, securely — and cost-effectively — is paramount to success. To preserve your brand and drive competitive advantage, you should unfailingly protect data integrity and prevent loss of strategic information assets. Only then can you support daily business operations and comply with diverse customer, regulatory and legal requirements.

To help improve data continuity, IBM solutions can counter threats ranging from disk errors and failures to data corruption, human mistakes and outages. A breadth of storage and information management capabilities help streamline storage architecture and consolidate resources, while accommodating individual corporate governance policies, business processes and compliance guidelines. Solutions like Tivoli Storage Manager and IBM TotalStorage Productivity Center can create, organize and manage complex storage environments to accommodate the rapid explosion of data, while helping simplify administration and contain costs.

With a platform built on device-agnostic, fault-tolerant technology like IBM Enterprise Storage Server®, your infrastructure can scale to match exponential data growth and provide always available and highly functional storage capacity. Solutions from the Tivoli Storage Manager family deliver Web-based management and intelligent data move-and-store techniques to help increase data and application protection, decrease disaster recovery time and lower administrative costs.

When you combine tiered storage and data compression, policy-based automation and intelligent information management with the high availability and data-protection technologies of IBM servers, you get an exceptional, cost-effective, single-vendor solution that is unsurpassed.

Leverage IBM's global expertise and services for a robust data continuity strategy
Developing a strategy for data continuity and managing information-based risk can be difficult. Your strategy needs to address the data, IT systems, processes and human capital involved, and you should ensure compatibility with your overarching business strategy, corporate governance framework and crisis-management

procedures. With so many factors contributing to the flow of information, it's important to take a comprehensive and systematic approach to your data continuity strategy.

IBM Data Continuity Services can help you assess and prioritize your critical data in light of regulatory requirements and business strategy. Use them to design, develop and implement a plan based on your priorities for retention and retrieval so that you have virtually anywhere, anytime access to information. E-mail and archiving services are also available.

IBM Implementation Services for Geographically Dispersed Parallel Sysplex™ (GDPS®) and Geographically Dispersed Open Clusters (GDOC) combine hardware, software and services to help automate tasks and give administrators a single control point to perform failure or recovery operations.

IBM Global Financing helps keep uninterrupted availability and integrity of data affordable. Flexible leases and loans, competitive terms, powerful management and tracking tools, and an individualized approach help you finance solutions in a way that makes sense for your business.

Tenneco improves data recovery with an IBM backup and recovery solution

The challenge
Tenneco, a leading automotive systems manufacturer, relied on manual, tape-based data backup and recovery processes that were time-consuming and risky, and entailed an unacceptable 72-hour recovery window.

The solution
Tenneco selected IBM Global Technology Services to design and implement a new electronic data management solution at an IBM-managed offsite facility. The solution includes a storage grid of five IBM System x™ 346 servers running Red Hat Enterprise Linux® operating systems.

The benefits
With the new solution, recovery time was cut from 72 to 24 hours and long-term disaster recovery costs were decreased.

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Conclusion

IBM provides some of the best solutions in the industry to help your organization become more resilient. Solutions that can help identify and protect your most critical business data and keep this information available to business users, all the time. Retain and retrieve information. Manage data — and access — according to regulatory requirements and daily business needs. Whatever your data continuity needs, IBM can assist as you develop and implement a plan based on your business objectives.

For more information

For more information about how your organization can use IBM data continuity solutions for improved resilience, or to find the business resilience entry point that is right for your organization, contact your IBM representative or IBM Business Partner, or visit **ibm.com**/itsolutions/businesscontinuity

About IBM solutions for enabling IT governance and risk management

IBM enables IT organizations to support governance and risk management by aligning IT policies, processes and projects with business goals. Organizations can leverage IBM services, software and hardware to plan, execute and manage initiatives for IT service management, business resilience and security across the enterprise. Organizations of every size can benefit from flexible, modular IBM offerings that span business management, IT development and IT operations and draw on extensive customer experience, best practices and open standards–based technology. IBM helps clients implement the right IT solutions to achieve rapid business results and become a strategic partner in business growth. For more information about IBM Governance and Risk Management, visit **ibm.com**/itsolutions/governance

[1]Market View, META Group, April 1, 2004.

[2]The High Cost of Not Finding Information: An IDC White Paper, IDC, 2001