

## Atempo Releases Archive Server

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On June 12th, Atempo released the first North American version of Atempo Archive Server (AAS). AAS is a new product entry by an established company delivering data protection solutions worldwide since 1992. With AAS, Atempo adds a special purpose data archiving and retention product to an existing solution portfolio that encompasses scheduled data protection with their Time Navigator product as well as a feature rich desktop and laptop CDP solution, LiveBackup. To date, there have been few focused products for data archiving in the SME space. This has left the SME facing critical challenges with little recourse but to throw hardware upgrades at the problem. But out of control data growth is creating more than capacity problems, including compliance and litigation risks, as well as general inefficiencies as users become buried under too much data.

Archive Server is one solution built on top of Atempo's core data protection capabilities of capturing and moving data. Atempo has leveraged long-standing expertise and their tiered storage data movement engine that has always been present in Time Navigator. By doing so, Atempo has avoided jumping off into unnecessary complexity or value-add features that other tools often force onto organizations. The result is a flexible product that goes further than just reducing active data for backup but also delivers an easy to use *and* feature rich data classification and retention tool for SMEs seeking better long term data management. Atempo promises to optimize storage TCO *and* protect against compliance and litigation risks while letting the SME resolve what is likely a broad spectrum of data-overload induced business inefficiencies to boot.

### Why Archive?

The small and medium enterprise (SME) market has been slow on the uptake when it comes to archiving file data. In part this is attributable to the continuously shrinking cost of raw disk capacity that has allowed the SME to charge forward with a "never throw anything out" attitude. For many SME's, this seems like an unavoidable conclusion when faced with stretched-thin IT staff and the potential of undertaking cumbersome processes in order to better manage data. But yesterday's game of keeping everything

in the same place creates an organization with a game-losing skill set in today's business environment. That's because beyond just staying lean and cost efficient by gaining control of ever escalating data management costs, today's business also has to play in a new game that includes ever-changing compliance and litigation threats. Let's explore each of these issues.

### Data Growth is Costly

On one front, SMEs have lagged larger enterprises in realizing how broadly data

growth can affect other areas of the business and create significant cost. SMEs continue to throw capacity at the problem instead of the time and tools required for better management.

Unfortunately, data growth has far reaching implications for data protection. Recovery time objectives and recovery point objectives become increasingly difficult to meet as raw disk capacity is added. Unfortunately, there are few ways to address underperforming backup infrastructure outside of total complex tape system migration. As a result, backup infrastructure turns into a uncontrolled cost center that is directly attributable to shortsighted capacity upgrades. Moreover, the impact of poor data management trickles through the rest of the infrastructure as well, causing issues in system performance, application responsiveness. Ultimately, a tremendous amount of man hours are spent tuning, optimizing, and upgrading the infrastructure to meet the required SLAs .

Today, forward thinking SMEs not only realize that there are significant recurring capital costs associated with the cope-by-upgrade approach to data growth, but also recognize that they are creating infrastructure pressures and operational expenses that are spiraling out of control.

### **Unmanaged Data is a Liability**

On another front, data archiving and retention is no longer an option. Issues surrounding compliance and litigation make data retention a requirement for SME survival.

As one example, in late 2006 the U.S. Federal Courts issued amendments to the Federal Rules for Civil Procedure (FRCP) that significantly altered the landscape when it comes to risk around poor information practices. At the heart of these revisions are new expectations for businesses to maintain the integrity of data and be able to rapidly produce that data, with the consequences of failure resulting in significant fines and additional legal ramifications.

But that is just one example on the litigation front, and a long litany of agencies and regulations can easily make the hardiest of souls fearful - SEC, SOX, HIPAA, FISMA, NAIC, FDA, the Patriot Act, the Federal Reserve Board, Basel II, the Payment Card Industry, and the list goes on. For the SME that is less able to absorb compliance fines or litigation loss than large enterprises, the message is clear, there is new need for managing data better.

### **Archiving for the SME**

Fortunately, the rampant regulatory and legal environments are drawing a response from storage tool vendors. Until recently, that response was non-existent except for the largest of enterprises who could invest in both the up-front outlay and the enormous implementation efforts around complex data capture and metadata management tools.

In the past year, a number of vendors have emerged with more appealing tools for the SME that focus with surgical precision on two tasks – moving data onto long term storage for retention and utilizing powerful search capabilities to retrieve the

information after long periods of time. The innovators in various different storage tool market segments have found ways to incorporate these functionalities into their tools.

One such vendor is Atempo, who saw the pain associated with outgrown backup infrastructure, looked further and realized they could address the business issues surrounding data retention and retrieval, and is now adding a capable archiving product into their data protection portfolio.

### **Atempo's Archive Server**

Based in Palo Alto, California, Atempo is a long established solution provider in the data protection market. Atempo's Time Navigator dominates some European markets and continues to grow market share in the North American SME space as one of the easiest to use, D2D2T, broadly interoperable backup products available. Atempo's portfolio also includes LiveBackup that delivers feature rich CDP covering desktops and file servers in Windows-centric shops. On top of data protection and CDP, Atempo now adds archiving by turning their core competencies around data capture for protection to the issue of data capture for long term retention.

One key ingredient in AAS is Atempo's focused expertise in data capture and their break-with-tradition approach to making data protection more accessible for the SME. One of the innovative capabilities in Atempo's data protection product is the ability to capture unstructured file data onto a variety of disk or tape media, and move it simultaneously or after the fact across

multiple tiers of storage with little management overhead. This optimizes storage performance and cost, delivering both high-speed restoration of recovery data and the longest possible retention at the least cost. In general, these capabilities tend to be complex, cumbersome, and expensive additions in competing products.

Atempo has also carried forward their expertise in interface design and ease of use by delivering a simple but capable capture GUI, supported by a policy framework that preserves data quality and integrity. This simple, easy to use GUI allows technology staff to delegate archiving activity to end-users who are most familiar with the value and structure of data, while the policy framework ensures that data is consistent in capture and protected while stored. With this managed GUI, businesses can put the archiving interface in the hands of key end users and make it more likely that the right data will get archived, without making their already overburdened technology staff experts in archiving.

Using their established data movement approach coupled with an easy to use GUI, AAS is an archiving platform that captures file data and seamlessly manages it across multiple tiers of storage, enhancing capture with highly customizable self-documenting metadata, and managing data preservation and destruction with flexible retention policies – all within a product optimized for easy deployment and ease of use that makes it useful everywhere in the enterprise.

## Taneja Group Opinion

Data retention has plagued large enterprises for a long time. Moreover, it has grown to become an unavoidable issue even for many of the smallest companies that make up the “S” in SME. Atempo’s release of AAS underscores the importance of data retention and management for SME businesses. Atempo has recognized how and why SMEs are struggling with data retention, and are delivering easy to implement, easy to use, products tailored to the needs of the SME.

Atempo’s archiving capabilities are particularly appealing. From a trusted vendor who has established their reputation in solving sticky backup issues in heterogeneous markets (think everything from Windows to Linux to Mac to System i5), AAS cuts through the complexity and simplifies the management of SME data retention. Further, a simplified GUI can place data archiving in the hands of appropriate users rather than turning key IT staff into data specialists. AAS provides a compelling avenue for the SME to implement broadly accessible, metadata rich, easily searchable, long-term archives that solve major data storage total cost of ownership and risk issues for the SME, while not burying technology staff under additional new responsibilities.

Furthermore, AAS has been developed with a clean-sheet focus on unstructured file data capture. This is in contrast to products that have evolved from e-mail capture. Such products often demonstrate excessive complexity and too little flexibility to meet the SME’s need to easily capture metadata rich file data. Atempo cuts the complexity and rigidity out of the archiving process in delivering an easy to use product that handles the full spectrum of unstructured data with ease.

Atempo’s products are not just a lightweight, low scalability solution targeted at the SME. In fact, the Atempo product portfolio brings enterprise-class feature sets and scalability to the SME. Atempo has targeted the SME market segment in North America and customized their solution sets accordingly. But in reality, Atempo products have an established presence in some of the largest enterprises in parts of the EMEA market. Consequently, large enterprises may find appeal in Atempo products as well, while SMEs can be assured that Atempo products scale and meet the most demanding data protection and retention requirements.

AAS’ appeal is its simplicity. From that perspective, we believe any SME today will find AAS to be an attractive and unusually straightforward solution to their fundamental data management and retention needs.

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