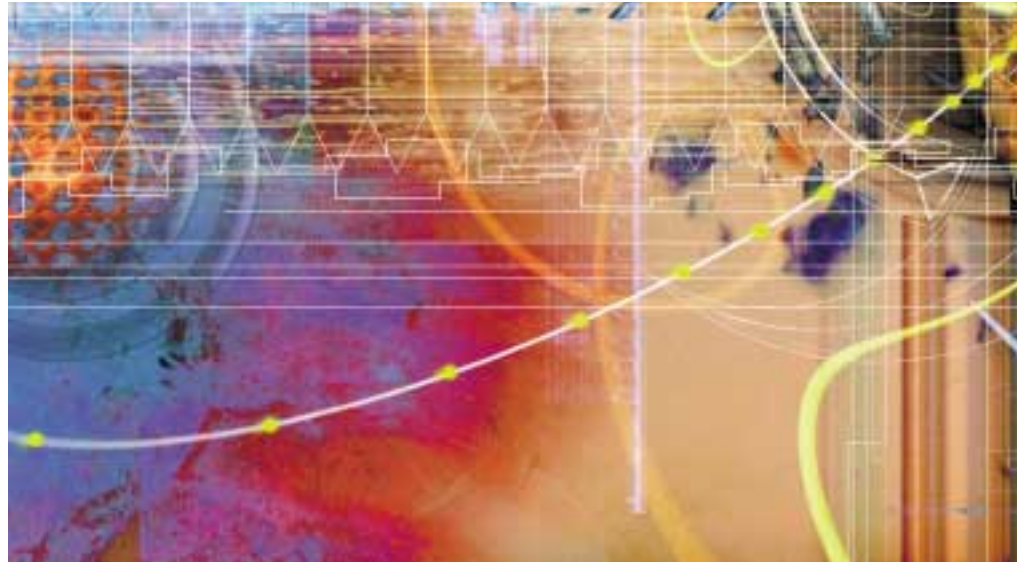


EMC Centera Partner Solutions



EMC-ARKIVIO Comprehensive ILM Solution for Regulatory Compliance

The Big Picture

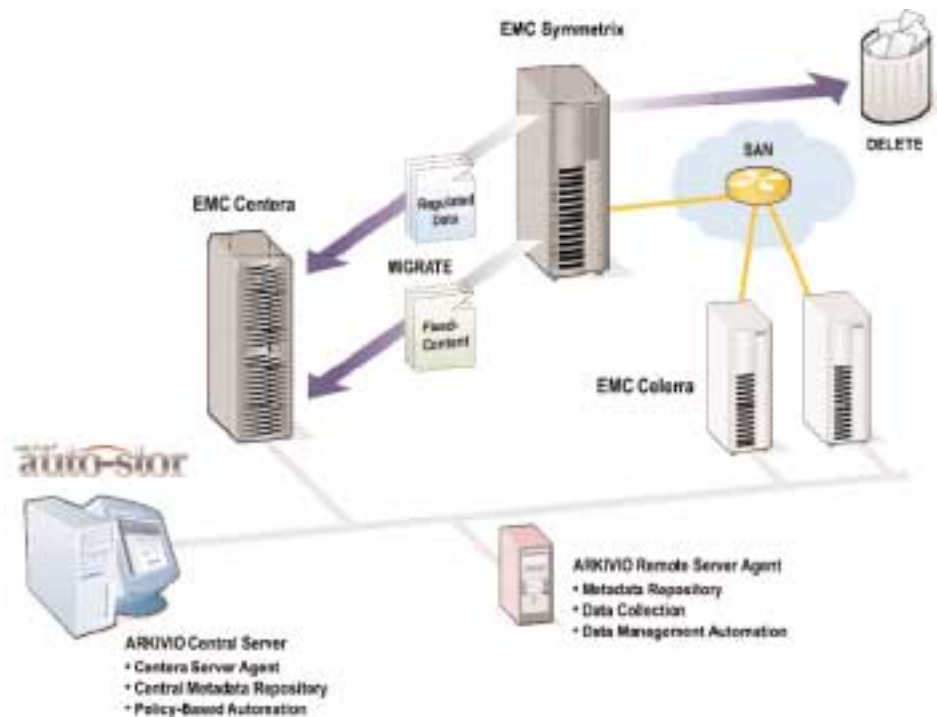
- Automates management of regulated and fixed-content data over its lifecycle on EMC Centera to ensure regulatory compliance
 - Supports compliance with Sarbanes-Oxley, HIPAA, and other SEC regulations
 - Allows IT administrators to classify and organize data and storage resources into logical groups, based on administrator-defined criteria, to align data retention management objectives with business and regulatory requirements
 - Simplifies tiered-storage management and automates data lifecycle management
 - Improves application performance, increases productivity, and maintains customer service levels, thus improving service and customer satisfaction
 - Automates key data and storage management functions allowing companies to manage more content with fewer staff
 - Utilizes non-intrusive, agent-less discovery technology to gather information about customers' existing data and storage environments in order to identify files to be archived
 - Continuously monitors and alerts on storage utilization levels, data usage patterns, and policy effectiveness to proactively resolve capacity management issues
 - Ensures that content cannot be overwritten or changed and is kept for a definable period of time, assuring its authenticity, while meeting regulatory requirements
 - Provides easy management, requires less disk space, and improves overall storage efficiency and performance
 - Enables attribute-based searches and restoration of files that have been archived on the Centera system
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Meet compliance guidelines and automate the management of valuable data throughout its lifecycle

Meeting regulatory compliance despite shrinking IT resources and phenomenal data growth is a fact of life. Across industries, businesses are concerned about information authenticity, protection, and security. And government regulations, such as SEC Rule 17a-4, HIPAA, and the Sarbanes-Oxley Act have made online archiving and data retention solutions a necessity rather than a luxury. Some IT departments rely on very manual or “home-grown” processes to manage their data and storage resources. Some archive their data to more-expensive, less-reliable storage devices. But most are looking for a solution that will automate the management of data and storage over its lifecycle to eliminate manual processes, which can often be time consuming and error prone.

The joint EMC-ARKIVIO solution is the solution businesses are looking for. The ARKIVIO® auto-stor information lifecycle management (ILM) solution provides the ideal cross-platform solution for policy-based, automated data movement into an EMC Centera™ content addressed storage solution. Integrated with the EMC Centera API (application programming interface), the ARKIVIO auto-stor software offers data and storage discovery, classification, and management—all in one comprehensive ILM solution for regulatory compliance.

The EMC-ARKIVIO solution enables IT administrators to identify and report on regulated files across EMC storage platforms, heterogeneous file systems, and DAS, NAS, and SAN volumes. The ARKIVIO auto-stor software organizes and classifies data based on its business value and then automates archival and migration to the EMC Centera, based on administrator-defined retention policies—all without requiring deployment of agents on application servers or storage devices. ARKIVIO auto-stor also supports regulatory audits by enabling attribute-based searches and restoration of files that have been archived on the Centera. The EMC Centera CAS system provides the right mix of data integrity and availability for storing regulatory and fixed content information. And when combined with ARKIVIO auto-stor, it enables businesses to better manage their data for compliance purposes, while improving management and effective use of their storage resources.



EMC Centera Content Addressed Storage

EMC Centera meets the unique storage requirements of fixed content—unchanging digital assets retained for active reference and long-term value—by providing online access with assured content authenticity for a wide range of fixed content. With Centera, an object is stored only once, ensuring its authenticity and reducing consumption of valuable disk space. And, all information objects are mirrored within a Centera cluster to support automatic recovery for business continuance. Centera also constantly self-monitors to detect and repair faults and automatically reconfigures itself and replicates objects as necessary.

Centera's content addressing also 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, Centera can ensure the integrity of records throughout their lifecycles through an automated system of continuous data integrity checking, as well as onsite and offsite protection mechanisms.

Centera Compliance Edition facilitates compliance with regulatory requirements. Whether you need to comply with SEC Rule 17a-4, NASD/NYSE supervision requirements, or Sarbanes-Oxley, the ARKIVIO auto-stor solution on Centera Compliance Edition provides the advanced retention functionality that compliance applications demand. And data, stored on Centera through ARKIVIO auto-stor software, can be accessed quickly, meeting regulatory requirements and eliminating the time-consuming and human-intensive process.

ARKIVIO auto-stor ILM Solution

ARKIVIO auto-stor software was created especially for ILM. This all-encompassing solution helps businesses comply with government regulations, and fixed-content data remains safe and immediately accessible on the EMC Centera. Businesses are able to dramatically simplify administration of their information, ensure regulatory compliance, and optimize cost, performance, and availability within their storage infrastructures by ensuring the right data resides on the right EMC storage resource at the right time.

The ARKIVIO auto-stor software integrates data and storage discovery, classification, and automated management all in one comprehensive ILM solution. IT administrators are able to identify and report on fixed-content and regulated files across all EMC platforms, heterogeneous file systems, and DAS, NAS, and SAN volumes. Additionally, the ARKIVIO software organizes and classifies data based on its business value and then automates movement into the EMC Centera based on administrator-defined retention policies—all without requiring deployment of agents on application servers or storage devices.

Using the ARKIVIO auto-stor software, businesses can:

- **Discover**—The ARKIVIO auto-stor solution utilizes an agent-less approach for data collection. It provides a set of reports on total capacity (available and used) by servers, directories, and volumes, as well as detailed file-level information.
 - **Organize**—An intuitive mechanism groups resources (in volume or file groups) based on administrator-defined criteria to meet the organization's specific management needs.
 - **Classify**—ARKIVIO auto-stor offers a very simple and straight-forward classification scheme of high, medium, or low for file groups.
 - **Create**—ARKIVIO auto-stor supports a variety of automated actions such as migrate, move, copy, and delete.
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- **Simulate**—Various what-if scenarios can be run to determine the outcome and impact of the planned policies.
 - **Execute**—Policies can be scheduled to run only once or on a recurring basis, and can be configured to run automatically based on a specified condition. An administrator can also run cascading policies (multiple policies run in priority order).
 - **Evaluate**—After data management policies are implemented, the ARKIVIO auto-stor software evaluates their effectiveness so administrators can make adjustments as appropriate.

About EMC

EMC Corporation is the world leader in information storage systems, software, networks, and services, and the provider of the most robust, secure, and trusted information infrastructure in the world. Major customers include the world's largest banks and financial services firms, manufacturers, telecommunications providers, airlines, transportation companies, Internet providers, retailers, educational institutes, and regional and national government agencies. Working with leading application providers like ARKIVIO, EMC helps you unlock the value of your fixed content with Centera content addressed storage. More information about Centera can be found at <http://www.emc.com/products/systems/centera.jsp>.

About ARKIVIO

ARKIVIO, Inc., a leading lifecycle management solutions company for electronic data and information, offers automated storage management solutions for regulatory compliance, storage consolidation, backup and recovery optimization, and capacity management across a tiered-storage infrastructure. The ARKIVIO auto-stor software redefines storage management for medium-sized businesses to large enterprises by enabling them to profile the criticality of their data within its lifecycle in order to automate its discovery, classification and placement on the most appropriate storage resource across heterogeneous DAS/NAS/SAN environments. Customers benefit from improved tracking and utilization of storage assets and improved productivity levels by automated corrective actions in response to administrator-defined policies and alerts—driving the cost per managed terabyte of storage to its lowest possible level, while providing significant ROI. For more information, visit the website at www.arkivio.com.

Take the Next Step

This seamless integration of ARKIVIO auto-stor software and EMC Centera is available now. To learn more about the EMC-ARKIVIO solution, call your EMC or ARKIVIO sales representative, or visit our websites at <http://www.emc.com/products/systems/centera.jsp> or www.arkivio.com.



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