



Storage Cost Reduction Services



Reduce Your Incremental Storage Costs:

Benefit from 8 proven cost-out strategies that also improve utilization.

DO YOU HAVE THESE CHALLENGES?

- » Do you need to reduce incremental storage costs over a short period of time?
- » Are you looking to improve asset utilization?
- » Are you consistently falling behind IT budget targets?
- » Is it becoming difficult to support archiving requirements?
- » Do you need the flexibility and manageability to improve customer service levels?

OVERVIEW

Cost reductions continue to be a strategic imperative across the enterprise and nowhere is this felt more deeply than in the data center. IT departments everywhere are seeing flat or falling budgets while still being expected to deliver and maintain critical data center services to the business. Despite the down turn in the economy, data continues to grow at uncontrollable rates, and the need to reduce incremental storage costs over a very short period of time is at the top of the list in most data centers.

As IT managers carefully examine current and future projects, storage infrastructure continues to be an area where they can provide immediate and substantial cost reductions to the business. Yet, with the explosive growth of data and applications coupled with regulatory and legal requirements around data retention, many are faced with the need to buy more storage. Many times these purchases are done without a thorough review of three simple yet often overlook critical issues around:

- » How storage is used in the data center
- » What data and information is being stored
- » Where storage is being purchased

Corporate Technologies Storage Cost Reduction (SCR) services are designed around solutions to these and many other storage issues. As storage reduction is addressed, strategies can be developed around cost out, risk reduction and future-proofing of storage needs and requirements that help IT managers:

- » Reduce incremental storage cost in the near-term

CUSTOMER BENEFITS

Cost reductions continue to be a strategic imperative across the enterprise and nowhere is this felt more deeply than in the data center.

CUSTOMER BENEFITS

We recommend ways to leverage existing and emerging storage technologies and methodologies that provide organizations with the potential for substantial cost reduction benefits.

- » Improve overall asset utilization
- » Support archiving requirements
- » Meet storage budget targets
- » Provide and manage SLA
- » Improve disaster recovery capabilities
- » Maintain QOS requirements
- » Quickly adapt to business and technology changes
- » Minimize storage-related business risks

BENEFITS

We offer solutions throughout the storage lifecycle. This includes important assessments services, virtualization and consolidation solutions and technology refresh offerings. We recommend ways to leverage existing and emerging storage technologies and methodologies that provide organizations with the potential for substantial cost reduction benefits including:

- » Capture and validation of current storage designs
- » Architecture and design plans for consolidated storage solutions
- » Recommendations for implementing new and emerging storage technologies and solutions
- » Simplified plan for data lifecycle management
- » Reduction of capital run rate and operating costs
- » Identification of methods to improve storage utilization and data center resources

OUR APPROACH

Corporate Technologies takes a holistic, results-oriented approach to storage consolidation. We begin with a thorough evaluation of the potential business and financial advantages that a storage reduction strategy offers an organization. Our focus is not only on technology but on the people and processes that are crucial to the overall storage infrastructure. Addressing the whole storage environment and other related issues spanning networks, servers and software allow us to quickly address critical issues around data management as well as inefficiencies in storage deployment.

Our consultants deliver well defined recommendations for lower cost and emerging technology solutions that address all of the storage issues within the enterprise. This often includes recommendations for storage reclamation, technology refresh and environmental issues and concerns. We focus on quick and tangible benefits that reduce operating and capital cost while improving storage architecture, maintenance and management.

OFFERINGS

Storage reduction can be complex by its very nature. For that reason many organizations look to Corporate Technologies for our technical expertise and experience in addressing these issues. By looking at the total storage environment in a non-biased way, we are able to provide our customers with sound recommendations that substantially improve utilization and reduce cost. Through a blend of products, technologies and services, we are able to meet the goals and objectives of data center managers while minimizing the challenges inherent in storage initiatives. We provide solutions for:

CUSTOMER BENEFITS

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- » Technology Refresh
- » Tiered Storage
- » Storage Consolidation
- » Storage Assessments
- » Architecture and Design
- » Data Deduplication
- » Data Consolidation
- » Workshops

TECHNOLOGY REFRESH

Technology is constantly changing. Businesses that stay ahead of these changes are more competitive and less likely to fall behind during difficult economic times. At Corporate Technologies, we believe that technology refresh, the replacement of older data center assets with newer hardware and software, is a necessary component to the continued success and viability of any business.

We offer a technology refresh program with conditional trade-ins on certain lines of hardware and software. This ensures that customers are up-to-date with the most efficient hardware and software and we guarantee a smooth transition from older equipment to new. The right IT assets are crucial to business success and our technology refresh solutions are positioned to provide:

- » State-of-the-art IT infrastructure
- » Improved scalability
- » Lower cost alternatives
- » Improved IT capacity
- » Flexible refresh programs

TIERED STORAGE

Businesses collect and retain a lot of data and effective storage management can be a constant balancing act. Organizations that are able to keep data storage costs down while maintaining high availability of important applications are better able to quickly respond to changing market conditions. Transferring less-important data to less-costly storage systems frees up space on premium storage systems to house more valuable data while effectively controlling storage costs.

Corporate Technologies helps IT departments simplify the complexities of data management through the design and implementation of tiered storage solutions. This architecture more efficiently manages disparate data based on type, amount and location. By optimizing the way data is stored, managed and protected, we give IT managers the flexibility to place infrequent and non-critical data on lower cost storage devices. A tiered storage for Corporate Technologies provides:

- » Cost-efficient data protection
- » Reduced storage resources
- » Simplified storage management
- » Increased speed of access
- » Greater flexibility and scalability
- » High availability
- » Resource optimization
- » Enhanced disaster recovery options

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STORAGE CONSOLIDATION

While the overall price of storage solutions continue to decrease, the costs for managing and maintaining stored data are rapidly increasing. Storage consolidation is driven by the cost and complexity of managing growing amounts of critical storage, coupled with the recognition that data is a valuable corporate asset that must be readily available and accessible. Storage consolidation techniques are proven ways to meet the growing requirements for data sharing, high performance and high availability with less overhead and resources.

Whether faced with consolidation issues because of new applications, internal reorganization, mergers and acquisitions or because of business growth, Corporate Technologies has the in-depth expertise to help streamline performance and centralize systems management. This reduces the total cost of ownership of the storage environment. We do this by employing a coordinated and skilled techniques and methodologies that deliver:

- » Reduction in TCO of storage hardware
- » Lower maintenance and management costs
- » Greater operational efficiency
- » Improved manageability
- » Decreased carbon footprint

STORAGE ASSESSMENTS

Storage Assessments are designed to help IT professionals make informed decisions that maximize storage resources within the data center. During each assessment, our consultants identify and recommend options for maximizing value in a consolidated, scalable, and easy-to-maintain storage environment.

Utilizing state-of-the-art tools and interview-based discovery processes, we gather tactical and strategic data on a customer's current IT environment, as well as plans for future growth. This data is analyzed utilizing industry best practices and result in the delivery of an inventory of the current storage environment with recommendations and a strategy for storage consolidation that can significantly reduce the total cost of ownership of the data center while making better use of existing storage assets. Assessments are available for:

- » Email and File Archiving
- » Storage Consolidation
- » Storage Reduction
- » Data Reassignment
- » Server Virtualization

ARCHITECTURE AND DESIGN

Storage capacity continues to grow at uncontrollable rates which add increased cost and complexity to the overall storage infrastructure. Even though regulatory, compliance, security and disaster recovery issues have become more critical to storage procedures, organizations are finding their storage infrastructure to be highly underutilized, inefficient and resource intensive.

Corporate Technologies storage architecture and design service helps IT departments develop an infrastructure that improves the overall storage environment through a variety of techniques including optimization, consolidation, virtualization and more

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efficient storage management. This provides:

- » Lower storage costs
- » Reduced management complexity
- » More efficient utilization
- » Improve data organization
- » Leverage the benefits of new trends
- » Increase hardware lifecycle

DATA DEDUPLICATION

The efficient storage of data has a direct impact on reducing the cost of the storage environment. As primary, backup and archival data continues to grow, IT organizations will continue to seek out new ways to improve storage efficiency. Data deduplication is quickly becoming one of the most significant techniques to effectively reduce an organization's overall storage footprint.

Deduplication is a proven process for eliminating redundant data by analyzing sub-file levels for repeating patterns of data that can be factored out or compressed. Data deduplication frees up much needed storage capacity and drives down the total cost of ownership for the storage infrastructure by retaining only a single instance of the data for storage.

Corporate Technologies data deduplication service helps customers understand how to reduce the amount of data to be archived or backed. Data deduplication is an integrated technique many if not all storage hardware devices utilize. The various techniques are part of our best practices for minimizing the overall cost of the storage environment. Data deduplication is essential for:

- » Eliminating redundant data
- » Less disk expenditures
- » More efficient use of disk space
- » Longer retention periods
- » Quicker restore times
- » Reduced need for tape backups

DATA CONSOLIDATION

Data consolidation is a proven way to drive down IT costs and boost efficiencies. However, it can be time consuming and resource intensive. Often the sheer volumes of data that need to be processed are large.

They usually reside on complex legacy systems with any number of poor qualities and discrepancies. IT organizations that take on data consolidation find it extremely helpful as a means to reducing the total cost of ownership of data center assets. It is vitally important for any data integration practice because it ensures quality, improves consistency while reducing the time and the overhead for meeting critical business needs and requirements.

Corporate Technologies has been assisting customers in overcoming the complexity associated with data consolidation for over a decade. Our approach is a blend of best practices, technical expertise and the best of breed technologies from leading vendors. We have the experience to develop highly scalable solutions for consolidating data from any source to any target system. Our solutions help customers realize significant benefits in storage management and data availability while better utilizing storage capacity including:

CUSTOMER BENEFITS

Data deduplication frees up much needed storage capacity and drives down the total cost of ownership for the storage infrastructure by retaining only a single instance of the data for storage.

- » Improved data availability
- » Removal of redundant data
- » Elimination of data transfers bottlenecks
- » Increased IT efficiency and reduced costs

WORKSHOPS

Corporate Technologies offers workshops that provide practical technical advice for accelerating learning, overcoming obstacles and knowledge transfer to help customers get the most out of their storage technologies.

Our workshops provide comprehensive overviews of the storage landscape, emerging technologies and best practices. Attendees learn about important drivers, key benefits, potential challenges, best practices and significant market trends across a full range of storage platforms, tools and technologies. We walk our customers through our solution recommendations, identify areas for further investigation, and highlight the most effective steps for a lower cost storage infrastructure.

TOOLS AND TECHNOLOGIES

We are a trusted consultant and systems integrator to our customers. We maintain strong and mutually beneficial partnerships with many of the leading technology vendors. We are known and respected for our vetting of vendor technology for reliability, scalability and applicability of vendor hardware and software claims. As a best practice, before we implement any technology, we bring all products into our unique Interoperability Lab. There we methodically benchmark all potential solutions against our standards:

- » Ability to flawlessly function in an IT production environment
- » Evidence the technology solves important business problems
- » Vendor has delivered best-of-breed performance and features

Corporate Technologies Storage Cost Reduction Services offers solutions that have been vetted and approved through our Interoperability Lab and includes storage technology from:

- » Sun / Oracle
- » NetApp
- » Symantec

ABOUT CORPORATE TECHNOLOGIES, INC.

Corporate Technologies provides consulting services, project staffing, and systems integration to clients seeking continual transformation and optimization of their IT and Data infrastructures. Through the effective use of Virtualization, Cloud Computing, and High Impact Business Intelligence, we help our clients reduce operational costs, protect critical IT assets, and position themselves for growth.

We leverage the power of Information Technology to meet our clients' strategic and critical business goals—reducing cost, increasing revenue, and mitigating business risk. We focus on giving IT professionals the resources they need to successfully solve complex business challenges through the use of innovative, high quality and cost effective IT solutions, services, products, staff and strategic recommendations resulting in long term and mutually beneficial relationships.