Intelligent Data Storage Optimization with VAST and Data Dynamics

Data is the backbone of this digital economy. It's a valuable asset and extracting useful insights from it in today's digital w orld is greatly beneficial for businesses. Knowing revenue and costs is not enough anymore. Data helps enterprises understand what influences their KPIs and business goals. It accelerates their digital journey and helps them meet the ever-changing needs of their customers and markets. Deriving valuable insights from existing data gives businesses an edge over their competition, meet trending demands and remain profitable.

The biggest challenge, however, is making sense of massive sprawls of unstructured data - What and where is the data? How can it be optimized?

Businesses today produce enormous amounts of unstructured data daily, but they lack adequate data management. According to a new report, analysts predict the global datasphere will grow to 163* zettabytes by 2025, and about 80% of that will be unstructured . This unstructured data contains sensitive data, hot and cold data, and ROT data (redundant, obsolete, and trivial data) and must be retained not only for analytical needs but also for data protection and preservation in accordance with data compliance and service level agreements. Data sprawls can quickly turn into swamps, leading to poor data quality and exorbitant costs. Data swamps are unmanaged Data Lakes t hat are either unavailable or of little value to their intended users.

Enterprises should therefore optimize their data and implement efficient data storage practices to be cost-efficient and ensur e that the right data is available at the right time. The most effective approach to achieve this is to first analyze unstructured data, classif y and tag it into sensitive, hot, cold, and ROT data, catalog it, and then store it in a way that is both secure, compliant, and cost-effective. Consequently, intelligent data storage features would enhance the enrichment of data and facilitate the creation of valuable data lakes that can be easily consolidated into data libraries, which would make it easier for enterprises to analyze their data for better decision-making.
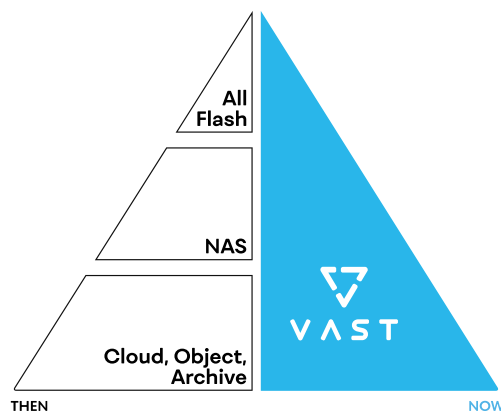
Source - * IDC

▶ VAST is Your One-Stop Shop for Your Data Storage Needs

VAST Data's Universal Storage redefines the economics of flash storage, making flash affordable for all applications, from the highest-performance databases to the largest data archives, for the first time. The Universal Storage concept blends game-changing storage innovations to lower the acquisition cost of flash with an exabyte-scale file and object storage architecture, breaking decades of storage tradeoffs. Universal Storage frees users from the tyranny of storage tiers with one, single storage solution that provides the best of the capabilities of each of the legacy tiers of storage and virtually none of the compromises:

- The performance of an all-flash storage system
- The convenience of a shared file system
- The scalability of an object store

… all at a cost that is affordable for all of an organization's applications.

By replacing this multitude of storage tiers and bringing an end to the HDD era, Universal Storage eliminates the cost and effort of constantly migrating data between tiers and the waste of managing data across multiple silos of infrastructure across each tier. Even more significantly, Universal Storage helps realize the promise of the true all-flash data center so organizations can now analyze, and extract business value from data they otherwise would have relegated to slow, archive storage that cannot support the needs of new data-intense applications.

VAST's Universal Storage challenges the fundamental premises that underlie the storage tiering paradigm.

Data Migration and Intelligent Storage Optimization to VAST Data is Seamless, Fast, and Secured with Data Dynamics

Enterprise unstructured data must be effectively analyzed, secured, ensured compliance, and then migrated - not the other way a round. The key is to break free from traditional lift-and-shifts and adopt a data-driven approach to benefit from IT cost savings, product ivity gains, business agility, and operational resilience.
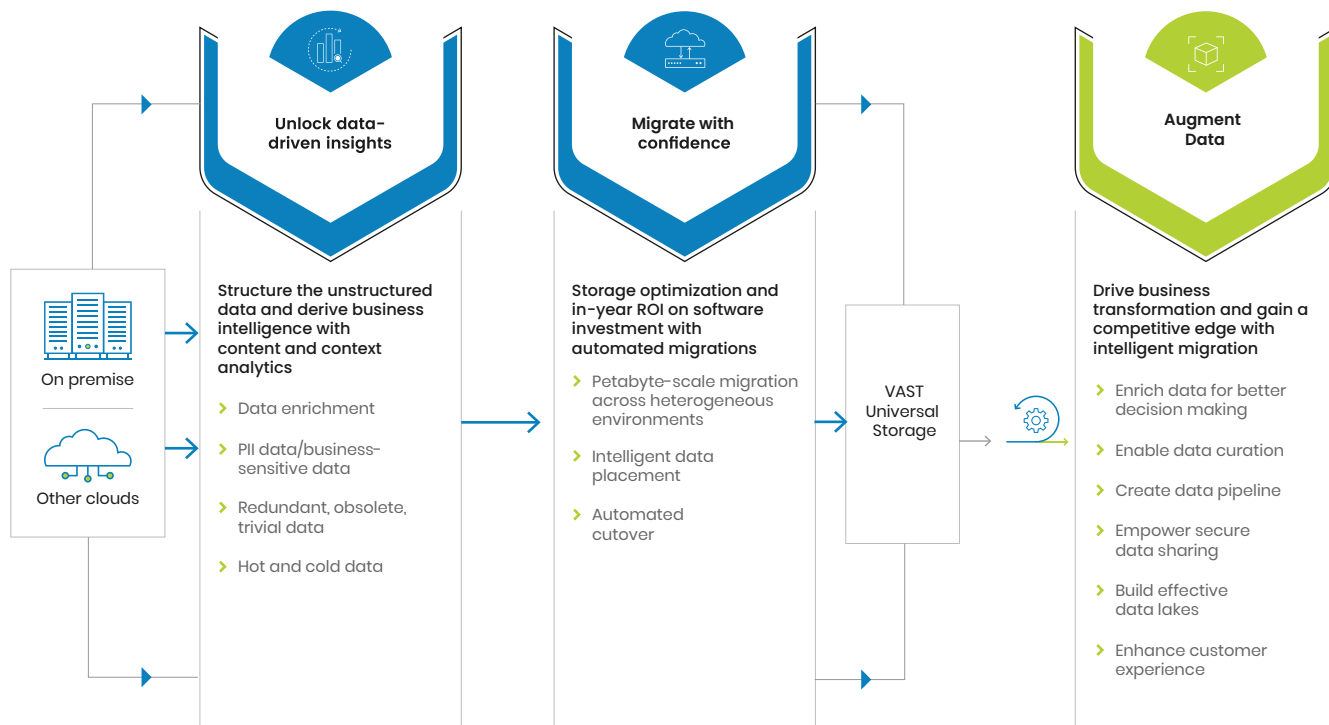
Data Dynamics is collaborating with VAST to build strong data storage foundations, facilitate efficient and effective technolog y adoption, reduce risk, ensure compliance, and enable unparalleled scale and compute power. We strive to empower enterprise customers to b ecome Data Custodians of the future by structuring unstructured data and maximizing value through intelligent data-driven migration u sing our unstructured data migration software, StorageX.
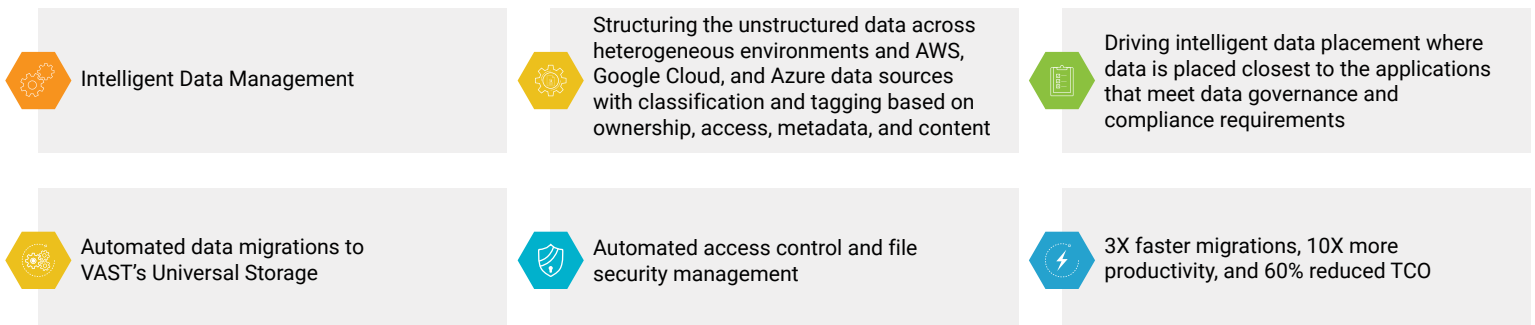
About StorageX

StorageX is Data Dynamics' award-winning unstructured data migration software. It delivers automated policy-based data migratio n with no vendor lock-in. The software enables seamless data center migration and consolidation, cloud data migration, and storage optimi zation to deliver intelligent, swift, and secure petabyte-scale unstructured data migrations. Used by 28 of the top Fortune 100 companies , StorageX has optimized more than 350 PBs of storage, saved more than 170 years in project time, and $250 million in total storage costs. B y collaborating with VAST, StorageX is simplifying and accelerating enterprise data migration to Universal Storage.

To know more about StorageX,   **Click here**

Intelligent Data-Driven Migration Framework

Unlock data-driven insights

Migrate with confidence

Augment Data

On premise

Other clouds

Structure the unstructured data and derive business intelligence with content and context analytics

- Data enrichment
- PII data/business-sensitive data
- Redundant, obsolete, trivial data
- Hot and cold data

Storage optimization and in-year ROI on software investment with automated migrations

- Petabyte-scale migration across heterogeneous environments
- Intelligent data placement
- Automated cutover

VAST Universal Storage

Drive business transformation and gain a competitive edge with intelligent migration

- Enrich data for better decision making
- Enable data curation
- Create data pipeline
- Empower secure data sharing
- Build effective data lakes
- Enhance customer experience

Business Value Delivered:

Intelligent Data Management	Structuring the unstructured data across heterogeneous environments and AWS, Google Cloud, and Azure data sources with classification and tagging based on ownership, access, metadata, and content	Driving intelligent data placement where data is placed closest to the applications that meet data governance and compliance requirements
Automated data migrations to VAST's Universal Storage	Automated access control and file security management	3X faster migrations, 10X more productivity, and 60% reduced TCO

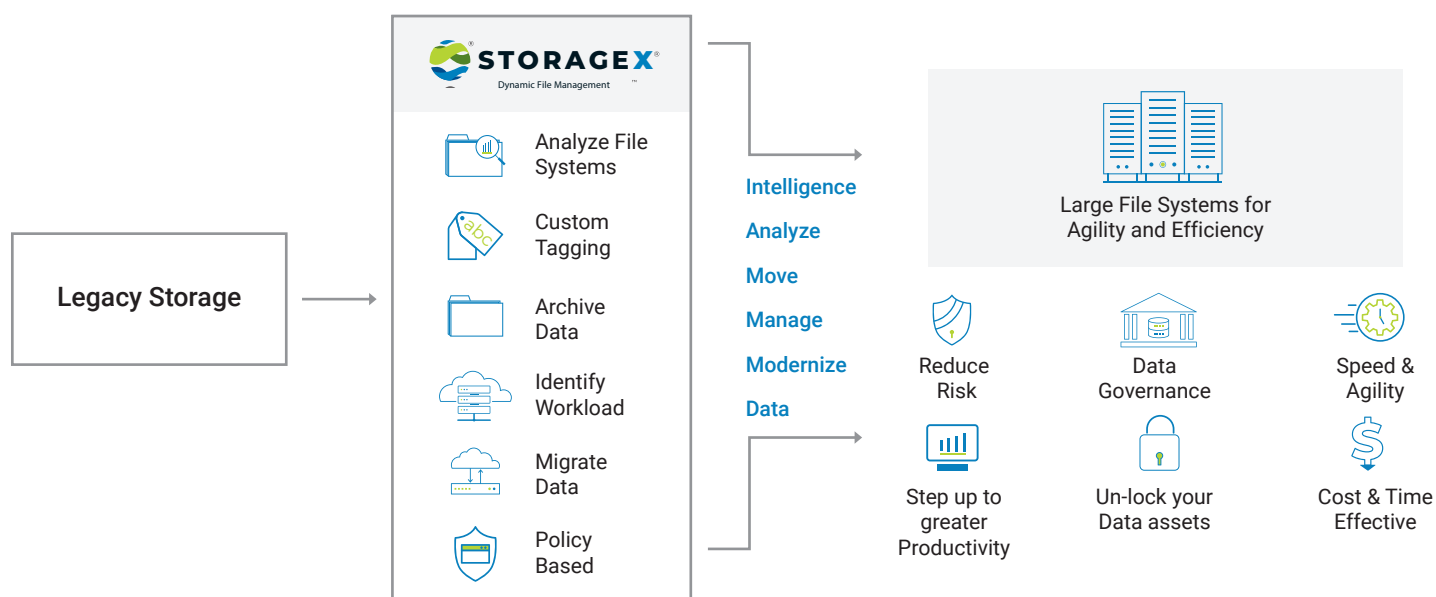| In-year ROI on software investment	High-touch customer engagement model- training and 24/7 support	On-demand scalability into unified data management with AI/ML and Blockchain-enabled data analytics, compliance, and security

▶ How Does StorageX Migrate Unstructured Data into VAST's Universal Storage?

- Analytics drives to share and export movement based on your data and query criteria. You identify a set of matching shares/exports to be moved and streamline moving them.

- Automated data movement policies facilitate the transfer or migration of SMB/NFS source files across heterogeneous storage resources. Move an entire share or export to a new share or export.

- StorageX gives you automated access control security management for Security Identifiers (SIDs). Make changes to SIDs, remove orphaned SIDs, and preserve SIDs during file movement.

- Cutover Estimation estimates the time required to move your data. Use the estimate to decide when you will "cutover," when you stop sharing the source and start redirecting users to the file data in the new location.

Legacy Storage

STORAGEX®
Dynamic File Management

- Analyze File Systems
- Custom Tagging
- Archive Data
- Identify Workload
- Migrate Data
- Policy Based

Intelligence
Analyze
Move
Manage
Modernize
Data

Large File Systems for Agility and Efficiency

Reduce Risk

Data Governance

Speed & Agility

Step up to greater Productivity

Un-lock your Data assets

Cost & Time Effective

▶ Why is StorageX an Ideal Partner for Migrations to VAST's Universal Storage?

- **Petabyte-Scalability Across Heterogeneous Environments**
  While most solutions available in the market are only suited for smaller environments of 100TB or less, StorageX can not only handle those smaller environments but is built for use in petabyte-scale projects. StorageX is purpose-built for the modern enterprise, with the ability to scale out to meet performance needs and have the flexibility to adapt to complex hybrid, multi-cloud, and legacy environments as well as for VAST's universal storage.

- **Versatile NetApp Support**
  StorageX provides the ability to create policies intelligently to move certain data into different storage tiers, including VAST's universal storage, Azure, AWS, GCP Files, and NetApp Files (Ultra, Premium, Standard).

- **Single-Software Data Management**
  StorageX is a robust and fully featured software, where each solution is architected from inception to specifically meet a challenge for data management and governance users.

- **Automated, Policy-Based Data Migration**
  The StorageX product uses automated, policy-based file data migration from heterogeneous storage into cloud storage, ensuring minimal to no risk.

- **Automated Access Control and File Security Management**
  Policy-based and robust file permissions management is built into StorageX, including preserving re-permissioning and security reassignments via SID Mapping.

- **Data Replication**
  Unlike other solutions, StorageX enables file-to-file migration in phases, preserving the original copies and performing baseli ne and incremental copies to ensure replication of new, locked, or recently modified files on the source to the destination and allows the verification of the migration completion.

- **Automated DFS Cutover**
  StorageX namespace management abstracts a physical data storage environment into a logical view, which is used in conjunction w ith migration policies to automatically update DFS namespace links that reference the old file storage source to the new file stora ge destination during the cutover phase.

- **API Integration**
  StorageX's robust API ecosystem provides unique API-based automation and orchestration for process and workflow modernization.

- **Stubless/Always Direct Native Access to Data**
  StorageX delivers a solution where there is nothing in the way of your data. There is no gateway, there is no file virtualizati on, there is no proprietary namespace, and there are no stubs.

Data Dynamics Vs. Traditional Migration Tools: A comparative study. [Click to view]

▶ Customer Success Stories

80 billion files of data sprawl – intelligent data management to protect customer privacy and reduce the risk of data exposure
Client: Fortune 50 U.S. Bank with more than 50M users worldwide

[Read the Case Study]

600 TBs of data migrated to the cloud in 20 days, and cost savings of millions of dollars in data center closure.
Client: One of the world's seven multinational oil and gas "supermajors" Fortune 50 Company

[Read the Case Study]

59% in run rate reduction & 10X increase in productivity by implementing intelligent data lifecycle management.
Client: One of the largest Fortune 50 oil and gas companies

[Read the Case Study]

40 petabytes of data migrated, managed, and consolidated with a unified unstructured data management software.
Client: Fortune 20 financial services institution

[Read the Case Study]

▶ Customer Speak

"
"Data Dynamics has helped improve our efficiency and effectiveness for data migration and management. By quickly analyzing and filtering data sets, they gave us the perfect control over our data and saved us significant time."

- CTO in the Services Industry

"
"The ability to solve unstructured data migration problems is very impressive. We used Data Dynamics for dark data assessment and workload tiering and were particularly impressed by their solution's speed and robustness."

– Software Engineer in the Manufacturing Industry

"
"NAS Migrations were seamless and error-free. Our overall experience is fantastic, and we got an engineer online on-demand. Also, the services team is very helpful in providing training and support during the migrations."

- Program Manager in the Services Industry

"
"The product performs faster analysis on the huge amount of data and provides astonishing results. This can result in better data management and reduce cost on the organization by eliminating redundant data."

– Senior Software Engineer in the Services Industry

► Awards

Data4Good for Category-Affordable and Clean Energy - Winner - 2022

Cloud Project of the Year – Winner DCS 2022

Data Centre ICT Storage Innovation of the Year – Winner DCS 2022

Migration as a Service - Gold Stevie Winner 2022

Big Data Solution - Silver Stevie Winner 2022

Milestone of the Year | Customer Growth - Gold Globee Winner - Globee 2022

Disruptor Company Award for Information Technology Software - Globee 2022

Most Innovative Tech Company of the Year - Globee 2022

► The Data Dynamics Difference

- Unified unstructured data management software
- Versatile solutions for organization-wide application
- Industry-leading training and 24*7 customer support
- Enterprise-class scalability and flexibility
- In-year ROI on software investment

► Trusted by Global Companies

300+ Customers

28 of the Fortune **100**

Over **400PB** of Data Analyzed & Migrated

Net Customer Retention Rate of **160%**

4.9 out of 5 Customer Support Rating

350+ PB Storage Optimized

170+ Years Project Time Saved

$250+ MM Total Cost of Storage Saved

► About Data Dynamics

Data Dynamics is a leading provider of enterprise data management solutions, helping organizations structure their unstructured data with their Unified Unstructured Data Management Software. The software encompasses four modules- Data Analytics, Mobility, Security, and Compliance. Proven in over 28 of the Fortune 100, the Software uses a blend of automation, AI, ML, and blockchain technologies and scales to meet the requirements of global enterprise workloads. With Data Dynamics, enterprise customers can eliminate the use of individual point solutions with siloed data views. Instead, they can utilize a single software to structure their unstructured data, unlock data-driven insights, secure data, ensure compliance and governance and drive cloud data management. Ultimately, the company's vision is to help enterprises achieve data democratization so that users, no matter their technical background, can instantly access, understand, and derive maximum insights from unstructured data sprawls.

Contact us