

Analysis and Migration of 200 TB of Data to the Cloud Resulted in Reduced Storage Costs as a Result of an Exit from the Data Center

for Fortune 100 Multinational Beverage Cooperation



Business Need

- Getting **data insight (metadata)** into file share environment
- Drive data storage **cost improvements**
- **Consolidate data centers** to the cloud
- **Data storage optimization**
- **Mitigating risk resulting from Data Sprawl**



Challenges Faced

- **Unstructured Data Growth and Sprawl**
 - **A dark data sprawl** residing across multiple datacenters located across different locations in Europe
 - **Dark Data (Older than 8 years, not used)**
- Increasing storage costs due to lack of unstructured **data storage optimization**
- **High maintenance cost** of the old data systems
- **Risks** in moving from legacy infrastructure to the new platform
- Inability to leverage the data due to the **lack of centralized data management, interoperability, and efficient data sharing & access**



Solution Offered

Data Dynamics collaborated with one of its leading partners Kyndryl and implemented its award-winning product StorageX to deliver the following capabilities –

- **Meta-data analysis** –
 - Use AI/ML to classify data
 - Intelligent identification of cold and hot data
 - Metadata analysis for storage optimization
 - Scan 10s of billions of files
- **Mobility** –
 - Use of automated policy-driven capabilities of StorageX to migrate data across different storage vendors and tiers
 - Migration of data from EMC VNX Storage to IBM cloud thereby exiting 3 on-premise data centers



Business Impact

1.



Identified dark data for **storage optimization**

- Meta-data analysis of 200 TB of data led to the **discovery of 40 TB of dark data** that was not relevant anymore
- Deletion of this 40TB of data led to direct **data storage cost saving up to 20%**

2.



On-premise data center exits located at multiple locations in Europe resulted in **reduced storage costs**

3.



With a **big bang migration**, 160TB of data were transferred to the IBM cloud at a lower cost, with less complexity, and in less time.

Data Dynamics is a leader in intelligent file management solutions that empower enterprises to analyze seamlessly, move, manage and modernize critical data across hybrid, cloud, and object-based storage infrastructures for true business transformation. For more information, please visit www.datadynamicsinc.com.