HP ILM solutions
Innovative total solutions—unparalleled business value-to-cost performance
What is information lifecycle management (ILM)? It’s a strategy for profit improvement, it’s risk reduction, it’s getting the most from your information assets—improving business agility and increasing your return on investment. How you use information determines how well your business competes and wins. HP’s ILM solutions are comprehensive and cost-compelling sets of products and services that capture, manage, and deliver information according to its business relevance.

When you talk with IT vendors, you will likely hear ILM in the context of a point solution—data storage/archiving or a database system. In fact, most software vendors think of ILM in terms of database systems, while most storage vendors see ILM as a networked file archiving system.

Because of the capabilities and total solutions HP brings to the marketplace, our view of ILM is broader in scope—and therefore more valuable to you. We see ILM solutions as addressing three key areas:

• Linking and extending your value chains and improving agility, based on the business value of information
• Driving your information asset management strategy
• Bringing you revenue, productivity, cost, and risk-profile improvements

With an effective ILM strategy, your business can achieve the agility and responsiveness it needs to deal with ongoing challenges. ILM solutions are a key part of what HP calls the Adaptive Enterprise—where business and IT are synchronized to capitalize on change. This is actual practice—not theory—at HP, where we have evolved our IT operations from maintenance to innovation while lowering HP’s total IT spend by more than $1 billion annually, with more to come.

What are the key business issues?

To provide the greatest value, an ILM solution must be specific to the particular business situation. Through our experience in solving many customer problems such as those outlined below, HP is in the position to deliver to you an ILM solution that is both proven and successful.

• **How can I achieve continuity in long-term access to data?**
  Business and regulatory requirements are making it necessary for many companies to provide access to data over potentially long periods of time. You need to find ways to implement efficient, cost-effective solutions for data protection, archiving, and records management as well as business continuity. As the situation demands, you also need to be able to retrieve data that has outlived the application or the hardware on which it ran.

• **How do I deal with changing business needs?**
  Effective data management is more than just establishing a policy for how your data is used and stored today. At regular intervals, you must re-evaluate your data storage policies to help make sure that various data types are used and stored according to your changing business needs and their value to your business across its lifecycle. As your data ages, it will require different tiers of storage to reflect high-activity, transitional, and archival stages.
Put information to work—with a set of solutions that capture, manage, retain, and deliver information according to its business relevance.

• How do I control infrastructure costs?
Business demands require you to address the specific storage needs associated with different data types. At the same time, you need to have the flexibility to adapt your infrastructure environment to meet continuous change. This way, you will see that service levels are met, content is properly protected and available to the appropriate users, and storage resources are being used efficiently. Understanding the characteristics of your data and assigning the appropriate management policies allows you to control your total infrastructure costs and keep data storage and management levels in line with the value that information brings to your organization. You do not want your most important legal documents archived within an environment that does not have stringent security access levels. You also do not want reference information that must be accessed to be on a backup tape in an offsite vault.

• How do I achieve compliance with regulatory and legal requirements?
If your organization is among the heavily regulated industries such as financial services, insurance, healthcare, pharmaceuticals, and government agencies, you must increasingly adhere to specific rules and regulations regarding the preservation of all electronic documentation, including e-mail, instant messaging, and patient records. Preserving this data is equally important when faced with legal requirements and litigation.

• How do I control and manage increased data volume?
More and more existing information is digitized, and data volumes are increasing more rapidly than raw storage costs are declining. You need to maintain service-level objectives such as performance, availability, and recovery time—while maintaining or even reducing management costs.

What challenges do ILM solutions address?

ILM solutions address the key challenges in information management by automating information flow through the entire lifecycle—based on the business relevance of information, its usage, quality-of-service objectives, and cost containment.

• Cost-effective data management
  – Information growth is rapidly accelerating.
  – Costs need to be reduced while maintaining service levels.
  – Tiered storage media is required.

• Retention management
  – Organizational governance requires retention policies.
  – Companies must adhere to regulations or face serious consequences.
  – Methodology must be in place for handling data; accessing, auditing, and tracking it; determining its authenticity; and, finally, seeing to its ultimate destruction.

• Reference information
  – Information needs to be made accessible to a wider group.
  – Search and retrieval are required.
  – Document conversion is required.
  – Application independence is required.
The ILM framework: logical phases

The choice of ILM methodology and solutions is specific to any individual organization or company. Each company has a unique situation involving varying legacy environments and data mixtures, individualized business objectives, targeted competitive pressures, and dynamic financial situations.

HP Services can help you determine your optimal ILM approach based on the highest priorities of your business. Typically, there are five phases in an ILM strategy: data discovery and classification; tiered storage design; policy-driven data movement; continuous information availability; and application awareness.

Phase 1—data discovery and classification
During the data discovery and classification phase, you develop a clear understanding of what data you have (for example: office documents, legal documents), what level of importance different applications and data sets carry (for example: medical records should be properly archived, e-mails from the board of directors should be retained), and how the data ages across its lifecycle in terms of importance to the business. These pieces of information are critical to manage your data effectively. By putting this knowledge into the hands of your IT department, you are able to create effective policies to handle the data and cost-efficiently manage your organization’s storage and information needs.

Phase 2—placing data into storage tiers
The next phase is placing your data into storage tiers, where data is staged according to the data and application classifications. Examples of different storage tiers are online storage devices such as disk arrays or NAS devices containing operational data, low-cost disk systems utilizing Serial Advanced Technology Attachment (SATA) or HP’s innovative hybrid Fibre Attached Technology Adapted (FATA) drives, active archive storage, and tape backup storage. Each of these tiers will require a different policy for data handling, backup, recovery, retention periods, and retrieval.

Phase 3—policy-based data movement
Policy-based data movement is the next critical phase. By fully understanding the data you have and how it needs to be managed, you can improve your total cost of ownership (TCO) by matching the business value of the information at each point in its lifecycle to the cost of the storage platform upon which it resides. Simultaneously, you can reduce data management costs through automatic data migration—from use to archive, based on your policies—as well as replicate data based on the needs you have determined for protecting your business.

Phase 4—enhance data availability
The next phase focuses on continuous data availability. The data is indexed, and content can be searched. Your data is protected and secure within your system. In this way, your users can easily access information through fast search and retrieval. Upon completion of this phase, your data is optimized, and archives are easily restored to meet business and audit/regulatory compliance service levels.

Phase 5—using application-aware ILM solutions
The final phase is to build application-aware ILM solutions. These solutions address messaging, databases, ERP, CRM, medical images, and more. The data created by specific applications is, for example, archived and can be accessed by the right people and systems, managed within the policies that you created specific to each class of data.
About HP ILM solutions

**Compliance Workshop**—addresses data-retention policy issues related to compliance; best practices sharing of industry-specific business needs and objectives; and an interactive discussion with senior management of legal, financial, and records-management issues

**ILM Discovery Workshop**—determines potential business value of ILM solutions; includes case studies and examples

**ILM Business Requirements Analysis**—determines particular ILM-related questions from a business, functional, technical, and implementation view; aligns business needs with possible ILM technical solutions

**ILM Business Value Analysis**—analyzes TCO/return on investment (ROI) considerations with industry values and customer-specific parameters; provides future projections of financial impact and alternatives with a detailed report of findings and possible opportunities

**Compliance and Data Policy Assessment**—addresses customer-specific regulatory and policy requirements; reviews your industry-specific compliance requirements; identifies data management issues

**ILM Data and Information Discovery**—identifies data types and their value to business in a workshop setting; provides a detailed audit of existing storage and data environment; creates service levels and business requirements based on existing usage patterns

**ILM Solution Architecture Blueprint**—determines the ultimate architecture of the solution; analyzes the feasibility of the proposed solution; reduces uncertainty regarding its implementation; documents all essential design elements; plans the implementation

**ILM Policy Definition**—develops a set of data policies to meet regulatory, litigation, liability, business, and end-user needs

**ILM Solution Pilots**—implements proof-of-concept (POC) deployment and integration of technical solutions, organizational changes, and process changes specified in the design; includes pilot system and acceptance test

**ILM Legacy Data Load**—identifies legacy information to be migrated into new ILM environment; defines data load and migration strategy; implements migration environment; migrates data; validates

**Implementation and Integration Services**—deploys and integrates technical solutions, organizational changes, and process changes specified in the detailed design step; includes system and acceptance test

**Data Replication Solution**—designs and implements synchronous storage-based data replication and orientation; documents the deployed configuration in the environment; includes acceptance test

**Backup and Recovery Solution**—addresses customer-specific backup and recovery requirements through a complete technology and services solution

**Electronic Vaulting**—enables a software-based solution for asynchronous data replication into a compressed vault, with optional management and operation services

**Data Sanitization**—enables a certified permanent removal of data and associated structures from upgraded, re-tasked, or retired disk-based storage devices
Why choose HP for your ILM solution?

HP’s approach is to view an ILM solution as an enabler for linking and extending value chains and improving agility, based on the value of information to the business. ILM solutions are risk-aversion-based and financially-based drivers of a company’s overall approach to information asset management. HP understands the importance of a well-executed ILM strategy to a company’s success, through both its work with clients and its own experience, and offers a highly comprehensive suite of proven solutions.

ILM solutions in practice

• It’s not just about hardware and software. Services are essential.
• It’s not just about technology. It’s also about business processes and people.
• It’s not just about storing data. It’s also about capturing and retrieving data.
• It’s not just about relying on users to save the right records. It’s about establishing enterprise-wide archiving policies.
• It’s not about throwing inexpensive disks at the problem. It’s about intelligently managing billions of data records throughout their life.
• It’s not about a single vendor. It requires partnerships to deliver complete solutions.

The HP advantage

At HP, our goal is to help you derive the most from the knowledge that resides throughout your extended enterprise—and apply this knowledge in a way that brings the most return from your information assets.

A lifecycle approach

A key differentiator that sets HP apart from the competition is our full lifecycle approach to information management. This means that we carefully address all stages of information management, encompassing content/forms creation, storage, scanning, transfer, printing, archiving, destruction, and removal. No other vendor offers this comprehensive, end-to-end approach.

We partner with the industry’s leading consulting firms to jointly develop solutions that are tailored to fit your specific business needs. HP can help you create an ILM solution that will effectively and specifically support your needs—now and in the future.
Customer value comes first

HP prides itself on providing the best customer experience and customer value possible. We have developed a rigorous professions program to build awareness of the qualities and capabilities our consultants must have in order to deliver the highest levels of customer satisfaction—in business consulting, program management, solution architecture, and service management.

HP’s highly experienced professionals throughout the world provide you with:

- Deep experience and proven methodologies—successful ILM implementations for customers worldwide
- Unique products, proven success, and end-to-end lifecycle services
- Strong partnerships with leading independent software vendors (ISVs)—including BEA, Microsoft, SAP, Oracle, Siebel, and PeopleSoft
- Strategic relationships with leading global systems integrators (Accenture, BearingPoint)
- Support for heterogeneous environments—including Linux, J2EE, and Microsoft platforms

Collaborative approach

Collaboration differentiates HP Services solutions. A key element of our approach is to partner with client resources, selected ISVs, and system integrators (SI). This approach revolves around a promise to apply the best possible expertise and approach rather than prescribe an “our-way-or-no-way” mandate. HP’s open approach to partnership results in IT thought leadership from industry leaders such as Microsoft and BEA. Collaboration also means we partner closely with you—helping you design, build, integrate, manage, and evolve your ILM solution for increased agility.

Leadership in innovation

Each year, HP technological innovation delivers approximately $80 billion in new products and services and secures thousands of patents. HP is at heart a technology, services, and integration company, fed and fueled by progress and innovation.

Key components of HP leadership in innovation include:

- A wealth of technology, tools, and best practices poised for global delivery
- Ranking among the top 3 consulting and system integration providers worldwide (according to IDC)
- 65,000 service professionals with unmatched technical expertise in 170 countries

For more information

For more information about HP ILM solutions, please contact your local HP sales representative or visit:
www.hp.com/hps/storage
www.hp.com/go/ilm