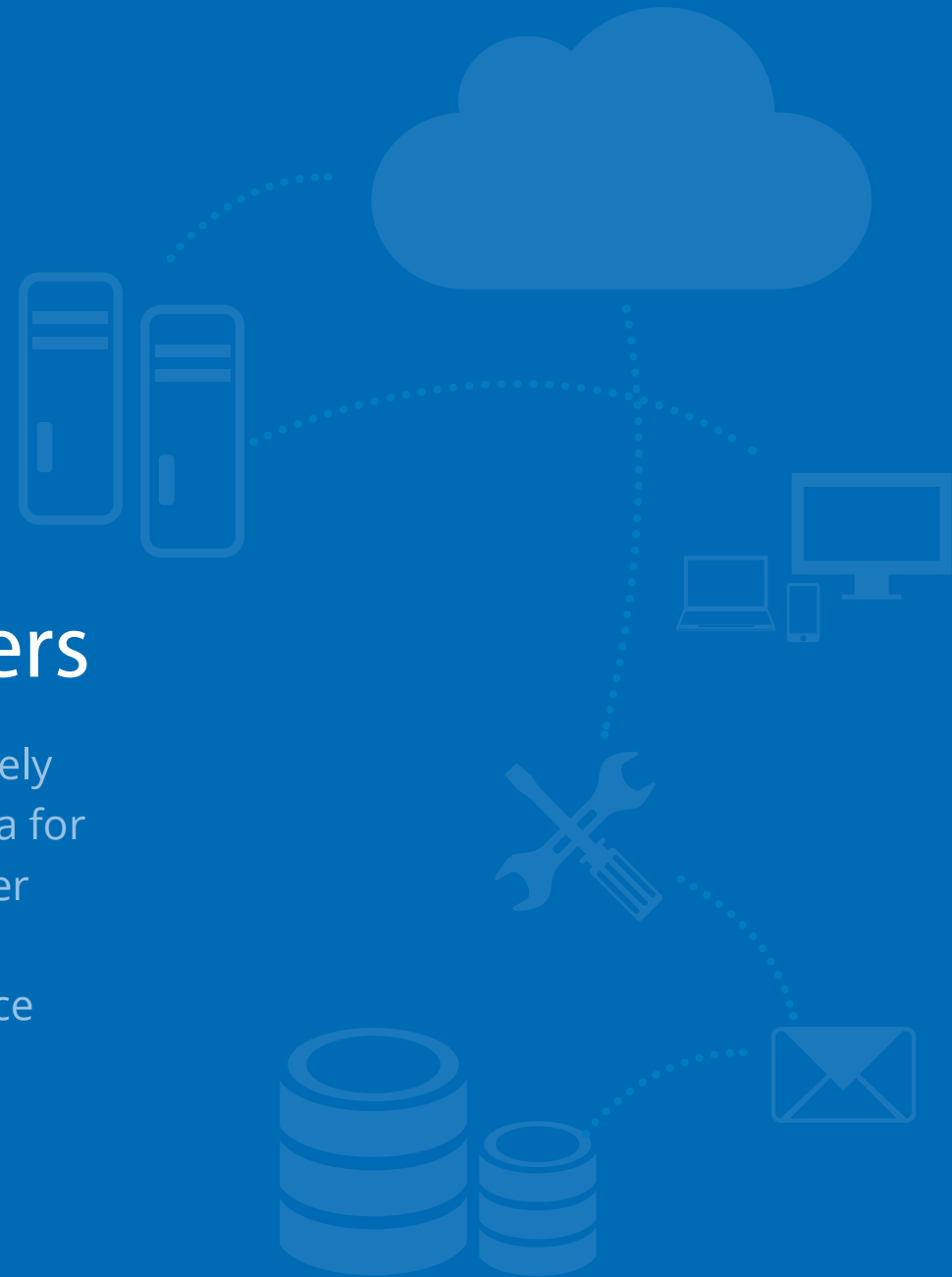# Metalogix

## Why Archiving Still Matters

Archiving has been helping organizations effectively retain, manage, and secure their information data for many years. It also compliments backup and other data protection scenarios. This eBook covers key goals for archiving that secure cost savings, reduce risk and assist IT.

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# Introduction

*Archiving is a sophisticated process that offers the ability to secure, search, and retrieve content based on a pre-determined retention period.*

It is important to define what and when to archive data but it is just as important to decide when to delete the information. A bad information disposal strategy can create a huge volume of stored data and make management and search of the archive a real chore.

On top of understanding information management, it is also necessary to create a long-term architecture strategy for the archive environment. Most organizations` retention requirements extend way beyond the existing deployed technology. It is necessary to build an architecture that is flexible and agile enough for the ever changing enterprise needs.

In order to take advantage of the efficiencies of an archive, it is necessary to look at the enterprise level. Here, the process of Information Lifecycle Management (ILM) is key. In its most basic form, ILM manages the movement of data from its creation to its archiving on primary storage to its movement to long-term storage media and eventually to its final deletion.

Administrators can access archived data such as email, files, and SharePoint documents. Customer service can be augmented by providing immediate access to historical customer records and email. Healthcare records can be used to reference material. Archiving such information with dedicated data retention times keeps it secure, accessible and ready to review.

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# eDiscovery and Regulatory Requirements

Regulations force organizations to archive specific types of content and make them audit accessible. eDiscovery is the requirement that organizations secure, preserve, review and present information for legal requests. Enhanced capabilities for efficient retention and searching of the archive can significantly reduce risk and save substantial amounts of money.

Archiving enables organizations to effectively secure, manage, protect, and utilize their data. It should still be considered as an essential part of any data protection and storage management strategy.

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# Action 1: Backup and Archiving – Take Advantage of the Synergy

One of the most time-consuming jobs of the new Office 365 administrator is user management. Making sure that users have access to the proper services, have been granted enough quota, have relevant permissions, and have the right information in their profiles. As users onboard, transfer departments, and off-board, admins have to scramble to gather data and perform countless manual operations in multiple admin control panels to provision user accounts and services properly.

Many organizations rely on backup tapes for long-term retention strategies. Backups are quite simply duplicates of the current active production data. Backups are there to manage the ever changing business data, they are usually short-term based and often overwritten. They are not ideal for data compliance reasons. Furthermore, retrieval of specific information such as a single email or SharePoint documents from large backups can take a large amount of time; especially if the tapes and content need to be brought back from offline.

In contrast, archiving focuses on data retrieval, normally at the file level, email or other individual piece of content. When a piece of information is no longer edited or accessed, then long-term retention can be applied, it is best to archive it to an easily searchable archive store, from where it can be accessed and retrieved in less time and cost compared to a classic backup.

RTO´s and RPO´s are definitely a still a key part of storage consolidation strategies as far as accessible backup information in concerned. But the massive increase of data volume means that storage array capacity is quickly reached.

The best way is to forget the idea of "backup as an archive" for long-term content retention. Backing up, is certainly not a good choice when it comes to managing data for eDiscovery.

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# Action 2: Classify and Mine Information

Organizations must understand more about their own data than they did in the past. It is extremely important to understand how much content is in place and where that currently is.

Obviously, data has a specific value. Otherwise, it would not be managed and retained.

Determining the validity of information should start with taking stock of what is currently in place and classifying it. As the volume of data increases, so does the metadata associated with it. This can provide organizations with a clear overview of content in the archive stores. Metadata can include file size, date of last access, current archive position and many other intelligent storage settings that enable; especially which resources are being used and where.

Core applications like Microsoft SharePoint, structured databases and social platforms (like Twitter and Facebook) create metadata associated with keywords, subject, versions, and links to other solutions. This metadata provides business intelligence at the data item level.

By mixing storage and application data organizations can quickly find out the value of information. Classification of big data can be a time-consuming and laborious task. Here are some tips to help streamline the process.

· Identify the content that poses the highest legal risk to the organization. The usual suspects include email, SharePoint, and file shares. Focus on these platforms first.

· Utilize dedicated solutions for indexing, classification, search and review to drill down into large amounts of unchartered data.

*Simple fact: Content classification is a key part of a proper archiving strategy.*

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# Action 3: Manage Retention Policies

A large proportion of information retention decisions are made by IT administrators. It goes without saying that managing and storing content based on file server metadata allows organizations to capture and move data to cheaper storage media. However this does not take into consideration what is classed as important or sensitive information.

*A better way is to create dedicated retention policies based on business requirements. Here are a couple of examples.*

- Compliance regulations or internal sensitive content policies that define what type of content to archive and for how long.

- Individual department requirements to store varying information types for specific lengths of time.

- The need to store and access specific content for business continuity purposes.

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# Action 4: Utilize Intelligent Storage Media

On top of governance and compliance requirements, organizations must retain sensitive business data for intelligence and competitive purposes. The current content may have an unknown value that may be highly relevant in the future. Big data and predictive analytics is just one example of this. Both un-archived and archived data can assist data specialists to improve current business processes.

In addition to this, a sophisticated archiving system can prevent employees from creating "unknown" archives, where content is saved onto private repositories, laptops or USB drives, all of which are outside of the control of the organization.

*A better approach is to deploy a solution that addresses the needs of high volume archiving processes. Some of the features of such a solution should include, but are not limited to:*

• Deduplication to improve storage efficiency

• Ensures protection, security and data integrity

• Enables administrators to deploy multiple retention periods for multiple archives

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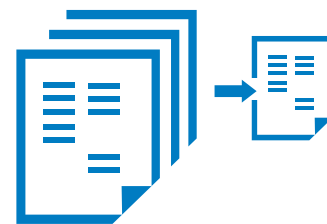
# Action 5: Archive and Backup Part 2

Backup focusses on recoverability and disaster protection whereas archiving focusses on better efficiency, re-use of data and the need to address compliance and eDiscovery requirements. Absolute cost savings can be made by adopting a storage policy for both backup and archiving workloads. For this to occur, the storage media must be able to handle the ingestion requirements of the backup workload as well as the retention access/ retrieval requirements of the archive process. On top of this, the storage media should also offer, in conjunction with the archive solution: replication for disaster recovery needs, encryption, and easy integration with existing application infrastructure.

Backup and archiving are both necessary IT procedures. By taking advantage of a unified infrastructure organizations remove the burden of data integrity, eDiscovery, data recovery, compliance and email continuity and achieve these goals in the most cost-efficient manner.

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# Action 6:
# Prepare for Defensible Deletion

Defensible deletion policies make sure that certain document types are not deleted. It offers security against compliance risks and third-party regulatory bodies who could pose tricky questions about why certain content has been deleted forever. It also provides a good reason to purge of unnecessary data that hogs storage media and increases costs of eDiscovery.

*Here are some tips regarding defensible deletion:*

- Drill down into what really needs to be stored. A sophisticated archiving solution can assist with this process.

- Set up a detailed legal hold process that provides accurate information as to what is in the archive store. This will prevent standard lifecycle deletion of content over time.

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# Action 7: Don't Stop Planning

Hold continuous reviews with legal and data management departments. Add an archiving strategy into storage management projects. Ensure that archiving policies and SLAs apply to current business requirements.

Take into consideration how quickly the topology can change. A good example is cloud: any archiving strategy should include hybrid, public and private cloud environments.

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# Summary:
# Archiving Should Be a Key Part of Any Data Management Strategy

*Staying on top of huge swathes of content appears to be a Sisyphean task, but there are other ways. An intelligent archiving solution will ensure that organizations manage, protect and secure their data by:*

- Consolidating stored content in a highly accessible archive so that it can be indexed and searched and easily accessible to end-users

- Reaping the benefits of intelligent storage media with advance de-duplication and hierarchical storage management technology for both backup and archived data.

- Using storage media to mine data for business intelligence

- Managing retention and deletion policies based on content type

With the ceaseless increase in data volume, archiving still remains an essential part of any organizations` IT planning.

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# About Metalogix

Metalogix is the premier provider of management software to move, manage and secure content for Office 365, SharePoint, OneDrive for Business, Exchange, and other leading enterprise collaboration content management platforms in the cloud, on-premises and in hybrid environments. Over 20,000 clients rely on Metalogix and the industry's highest rated LIVE 24x7 support to enhance the use, performance and security of content collaboration.

Metalogix is a Microsoft Gold Partner, an EMC Select Partner, a GSA provider and a multi-year honoree on the Inc. 500|5000 fastest growing company list as well as the prestigious NorthFace ScoreBoard Award for World Class Excellence in Customer Service.

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