SEAGATE LYVE™ Cloud | APARAVI®

Solution Brief
LYVE™ CLOUD WITH THE APARAVI PLATFORM

An Intelligent Solution for Managing Unstructured Data

Optimize data migration, retention, costs, security, and more.

Challenge Summary

With the increase in both unstructured data and cloud migrations, many organizations struggle to move and store their data in a cost-effective manner. They don't know what data to move or where to move it to best meet retention requirements and their various use cases. Once data is placed in the chosen storage option, there comes a need to properly find and manage it, as well as move it around according to business needs. Migration and storage costs aren't cheap, so moving everything can be costly. It can also complicate data access and the ability to meet compliance requirements. When businesses lack insight into their unstructured data's value—not to mention its security and access requirements—it hinders their ability to unlock that data's full potential in a multicloud environment.

Benefits Summary

- Unnecessary costs eliminated
- Data management at scale
- Secure data management
- Enabled multicloud freedom
- Simplified data activation

Together, the Aparavi Platform and Seagate® Lyve™ Cloud help large, distributed enterprises and managed service providers handle their unstructured data more efficiently and cost effectively. The Aparavi Platform's intelligent data management capabilities enable businesses to locate unstructured data across all endpoints, systems, and locations. This allows them to delete unnecessary data, and then clean, classify, and organize their remaining data sets prior to moving it to Lyve Cloud's cost-predictable object storage. With no charges for egress or API calls, Lyve Cloud delivers a flexible storage environment that grants enterprises better visibility of their mass data sets. Together, Lyve Cloud and the Aparavi Platform work to provide customers with the ability to use and find stored data while managing it effectively, activating it at any moment, and enabling multicloud freedom for the business.

The total amount of data is expected to grow to more than 220 zettabytes by 2026, up from approximately 65 zettabytes in 2020. Nearly 80% of this data is estimated to be unstructured and in countless files types, existing across multiple storage systems, endpoints, and private multicloud environments.

There's great potential value in unstructured data—such as emails, social media, videos, and customer-generated content—for data mining, business intelligence, predictive analytics, and more.

The Challenge

Structured and unstructured data alike require storage for data processing, collaboration, backup, long-term archiving, and more. As data volume increases, so does the overall storage footprint and its associated costs. Storage environments must always be secure while also accommodating various requirements for access permissions, length of retention, and other factors. The nature of unstructured data doesn't make this easy.

Anywhere from 25-80% of unstructured data may be redundant, obsolete, or trivial. As a result, much of the data may lack value yet will still take up costly storage space. In many cases, organizations may be unaware that some of this data contains personal identifiable information or other sensitive information that is subject to data privacy requirements, but stored without sufficient protection.

Lack of insight into this data also makes it difficult to adhere to data retention requirements, with data often remaining in storage after it is no longer needed. In addition, the data could be stored in locations that are not easily or quickly searchable or accessible to authorized users. Conversely, it may also be stored in a way that makes it more vulnerable to cybercrime and unauthorized access.

Unstructured data is usually configured in ways that makes it difficult for conventional software to ingest, process, search, and analyze. Subpar tools and files containing personal or sensitive data make it difficult to manage unstructured data and leverage its value without extra risks and costs.

Ultimately, the security and storage costs of unstructured data present several challenges. In most cases, enterprises do not even know what data they are storing.

Solution Approach

The Aparavi Data Intelligence and Automation Platform and Seagate Lyve Cloud work together to create a secure, flexible, and easy-to-use data management and storage solution.

Aparavi handles the location, assessment, and classification aspects of managing unstructured data, delivering critical insights to inform what data to delete, clean up, and move; where to move it; and any requirements for access, security, and retention. Lyve Cloud takes on the storage side with cost-effective, highly durable, and available immutable object storage that is created specifically to securely store unstructured data without egress and API charges, enabling true multicloud freedom and use data at its best value.

Seagate Solution

Seagate Lyve Cloud delivers cost-effective object storage designed to enable true multicloud freedom. With no charges for egress or API calls, enterprises can move data seamlessly across public, private, and compute cloud environments. This empowers businesses to tear down data siloes and eliminate lock-in so they can leverage multiple vendor-specific applications in the cloud without punishing fees. Complementary to existing multicloud strategies, Lyve Cloud can be deployed without upfront investments in infrastructure or equipment.

Data stored in Lyve Cloud is always available without costly delays. With best-in-class security features such as object immutability and data encryption at rest and in flight, Lyve Cloud safeguards data from unwanted modifications—including accidental deletion and ransomware attacks. S3-compatible application integration and a user-friendly interface result in frictionless deployments that fit in seamlessly with leading cloud-based tools and resources.

Partner Solution

The Aparavi Platform is a vendor-agnostic, cloud-based platform that allows cost effective management of unstructured data. It offers a number of features that enable organizations to locate unstructured data wherever it exists by indexing, classifying, tagging, moving or copying, and deleting as needed.

The Aparavi Platform can provide:

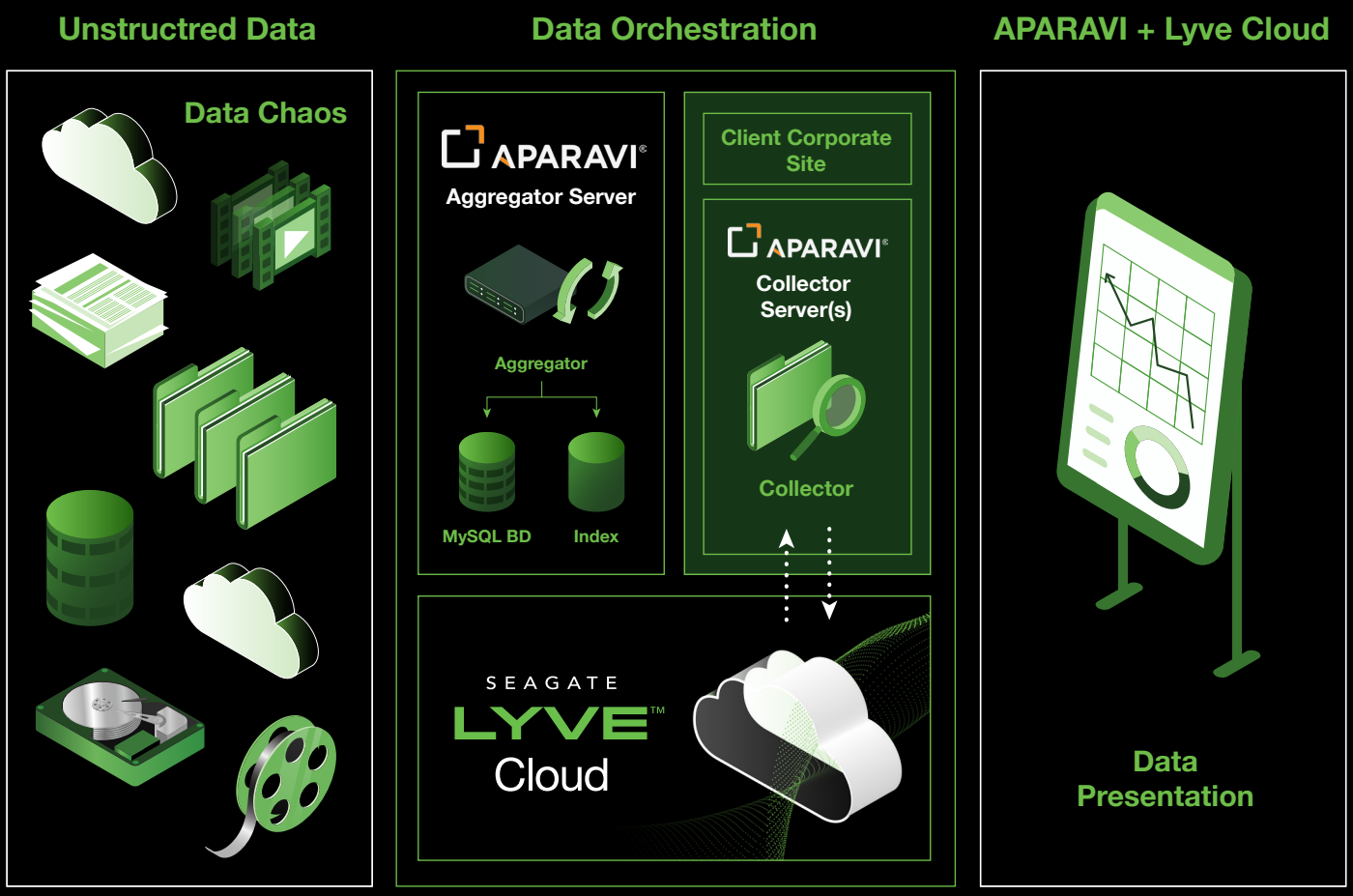
- **Cloud migration:** Instant data visibility needed to accelerate cloud migration projects and reduce costs, complexities, and risks.
- **Sustainable data:** A greener approach to data management to reduce storage requirements, generate energy savings, and help meet sustainability goals.
- **Data governance and compliance:** Classification of data to automate governance policies, demonstrate compliance, reduce risks and mitigate potential data breaches.
- **Mergers and acquisitions (M&A):** Finding, classifying, and managing unstructured M&A data while saving time, effort, and costs to accelerate data migration and integration.
- **Data identification:** Locating and accessing unstructured data to provide preliminary information to allow users to make more informed decisions.
- **Data classification:** Use of custom or 140+ predefined policies to identify and classify data, and the ability to label data sources and elements with metadata to provide context into how each datum should be organized and where it should be stored.
- **Data optimization:** Optimization of data lifecycle management to drive productivity and cost savings.
- **Data movement:** Automatic or manual movement of data to user's choice of location: distributed sources, central location, on-premise storage, cloud storage, or between any clouds.
- **Additional security:** Optional data encryption and compression into proprietary format for added security.

Total Solution

Lyve Cloud and the Aparavi Platform deliver a cost-effective, easy-to-use joint solution for managing unstructured data across its life cycle. They empower businesses to make more informed decisions. This includes determining if data has little or no value and thus should be deleted, preparing data for cleansing prior to moving it, identifying sensitive or proprietary data that is subject to compliance regulations or requires special handling, and ensuring the right data can be accessed by the right people or devices when needed. The two solutions also work together to reduce storage and footprint costs associated with cloud data migration.

Features & Benefits

- **Unnecessary costs eliminated:** All extra costs are eliminated, creating a more cost-effective solution to identify unique data.
- **Data management at scale:** Large volumes of unstructured data can be leveraged in an organized system to optimize data management and workflows.
- **Secure data management:** Data security is enhanced by following privacy, retention, and other compliance requirements.
- **Enabled multicloud freedom:** Unstructured and unorganized data from all locations is organized for enhanced multicloud freedom and organized workflow integration.



Conclusion

The growth of unstructured data continues to accelerate along with its value. In order for organizations to tap into the benefits of unstructured data, they must be able to activate it where it is needed in a multicloud environment. As such, they must know what they have, how to store it efficiently, and who should have access to it. With Lyve Cloud and the Aparavi Platform, enterprises can make sense of their unstructured data in a secure, scalable, and intelligent repository while adhering to complex data privacy, security, and retention requirements.

Ready to Learn More?

For more information on Lyve Cloud, visit: **www.seagate.com/lyvecloud**

For more information on the Aparavi Platform, visit: **www.aparavi.com**

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