Business Agility Delivered

Faster Development, Better Insights, and
Transformational Change for the Enterprise

Mainline
INFORMATION SYSTEMS

actifio
Radically Simple

Business Agility Delivered

*Faster Development, Better Insights, and
Transformational Change for the Enterprise*

The ideal of agility in business calls for thoughtful planning, coordination and balance that enable organizations to think, gain insight and draw conclusions quickly. And the power to move quickly depends upon the immediacy and agility of business data.

Accelerated decision cycles, competitive forces and rapid alterations to the business landscape are all driving data demands in support of business agility. The quality of that data is central to business success.

Business intelligence "…has to adapt to the new reporting and analytical needs of business users. All these needs can be summarized with one word: agility."*

*RICK VAN DER LANS, R20/CONSULTANCY, AUSTRALIA

Desired Outcomes

- Faster time to market
- Reduced project costs
- Better business intelligence
- Increased business and IT alignment

Business Challenges

- **Time-to-market. Advanced flexibility and speed to meet new business demands**—Availability of appropriate tools and talent are central to fulfilling demands for rapid application development, real-time analytics, social media monitoring etc.
- **Secure and immediate data availability at the right place and right time**—for every application, every purpose and every audience.

- **Massive data growth that complicate and delay business opportunities**—Average data growth of 60%, with copy data as a major contributor, has created infrastructure sprawl & organizational confusion around data management.
- **Faster development of applications**—Gartner surveys show this as a #1 business priority. New approaches are needed to streamline processes and reduce/eliminate application development backlogs.
- **Assurance of data consistency, ready to use in native format**—Proprietary formats complicate and delay timely access—e.g. legacy backup software.
- **Preventing missed opportunities in business intelligence/ analytics**—Rapid innovation depends upon flexible, secure data access and seamless data movement that spans local, remote, mobile, private and public clouds.

CIO magazine surveys found that 60% of projects are over budget and/or behind schedule and of those 85% were delayed because of data and environment provisioning delays.

Technology Challenges

- **Massive data growth**—The technical issues behind data growth have increased strains on budgets staff and infrastructure, further complicating storage, processing, management and data agility.

- **Guarantees of application service levels (SLAs)** — Uncertain assurances and lack of definitive testing has degraded business confidence in timely delivery of data for business purposes.

- **Increased data agility demands driven by cloud deployments** — Simplified data movement must extend to flexible provisioning on premise, at remote locations, and in the cloud.

- **Clumsy, redundant legacy approaches**— Simpler, less costly and more effective tools must replace existing complexity.

- **Managing multiple data silos with tens to hundreds of data sources** — IT infrastructure growth has introduced ever more complex and siloed systems, each with separate underlying technologies, tools, scripts and data formats. Effectively managing data in these complex environments presents a critical and expensive operational challenge to data agility.

Actifio Customer's Value Opportunities

TIME

Businesses seek to accelerate business advantage in the efficient management of time-to-value, time-to-insight, time-to-support, time-to-revise, time-to-market, time-not-wasted.

Actifio delivers a significant advantage over current approaches, delivering timely, streamlined and demonstrable data agility through near real-time access to data virtually or physically, regardless of location. Data use requirements are simultaneously supported for application development, test, backup, disaster recovery, analytics, archive and more.

SIMPLICITY

Business demands are escalating for simple, application centric, virtual data access anywhere. Simplified data management in service of business applications is a critical requirement. Absolute service level (SLA) assurance for applications and immediate data access for centralized, remote and even cloud-based users is required. That means no guessing about data availability when and where needed.

The broad scope of heterogeneous systems coverage also simplifies data accessibility at petabyte-growing-to-exabyte scale. Actifio delivers a common solution set to address all uses cases and locations, managed globally through a radially-simple user experience.

ACCELERATION

When legacy systems are replaced by simple, fast, effective and virtualized data, the bottlenecks and complexity disappear – along with expensive infrastructure, software, and operating costs. Actifio data currency means that timely analytics, code testing and accelerated business impacts become the norm.

Data agility means immediate and self-service data access that enables accelerated application development, faster testing and business acceptance, more development output, improved productivity and improved time-to-impact business intelligence.

Enterprise Best Practice Examples:

- **Virtualize data to speed business insight and developer access while eliminating redundant infrastructure, process and expense.** Actifio is helping enterprise clients eliminate archaic & reactive data access and migration programs. They are replacing legacy systems and service constraints with Actifio-enabled data management. System downtimes are substantially decreased and and productivity improves.

- **Demonstrated assurance of IT service levels delivery to the business.** With unique non-disruptive testing, Actifio enables business to positively demonstrate every aspect of data agility, including application development, business continuity, data protection, backup/recovery and more.

- **Simplify data management functionality in and across physical and virtual systems.** Implementation of Actifio provides a single tool to manage the entire environment and regularly reduces multi-year IT expenditures by millions of dollars in data protection savings alone.

- **Copy reduction, data deduplication and compression for efficient storage use.** In test/development environments, Actifio reduces required storage by 7X.

- **Use comprehensive data management strategies to facilitate data as a core asset that is effectively translated to actionable and measureable value.** Clients have utilized Actifio data agility to accelerate time-to-market opportunities by 90+ days and more. (Excipio Consulting, 2013)

Key Data Agility Questions

- Is your business data available immediately where it is needed most? Does delayed access have a negative impact on sales, test/development, reporting or analytics?

- Do you have an application backlog? If so, how much/how many/how long?

- What is it worth to your business if development cycles could be reduced by 25%? By 50%? By 100%?

- What is your copy count? How many copies are made of application databases for development, test, QA, acceptance or performance test environments?

- How much time could be saved if users could provision copies directly?

- What are the biggest bottlenecks in your provisioning process, and how much time could be saved if users could provision new instance copies directly?

Do you face significant challenges in the timely and agile movement / migration / access to valued business data for:

- Application development?
- Business intelligence?
- Cloud deployment?
- Business Unit demands?

Business Value Considerations

TIME
- Faster application development
- Nearly instantaneous data access anywhere
- Rapid Test & QA

COST
- Significantly lower infrastructure cost
- Reduced staff and facilities costs
- Reduced data storage requirements

RISK
- Greater utilization of key data
- Simplification of operations
- Speed & consistency in Quality of Service

QUALITY
- Enhanced data management
- Improved business intelligence
- Increased customer satisfaction

For more information on how Actifio can manage data simply, visit **www.actifio.com.**

actifio
Radically Simple

vmware PARTNER
TECHNOLOGY ALLIANCE