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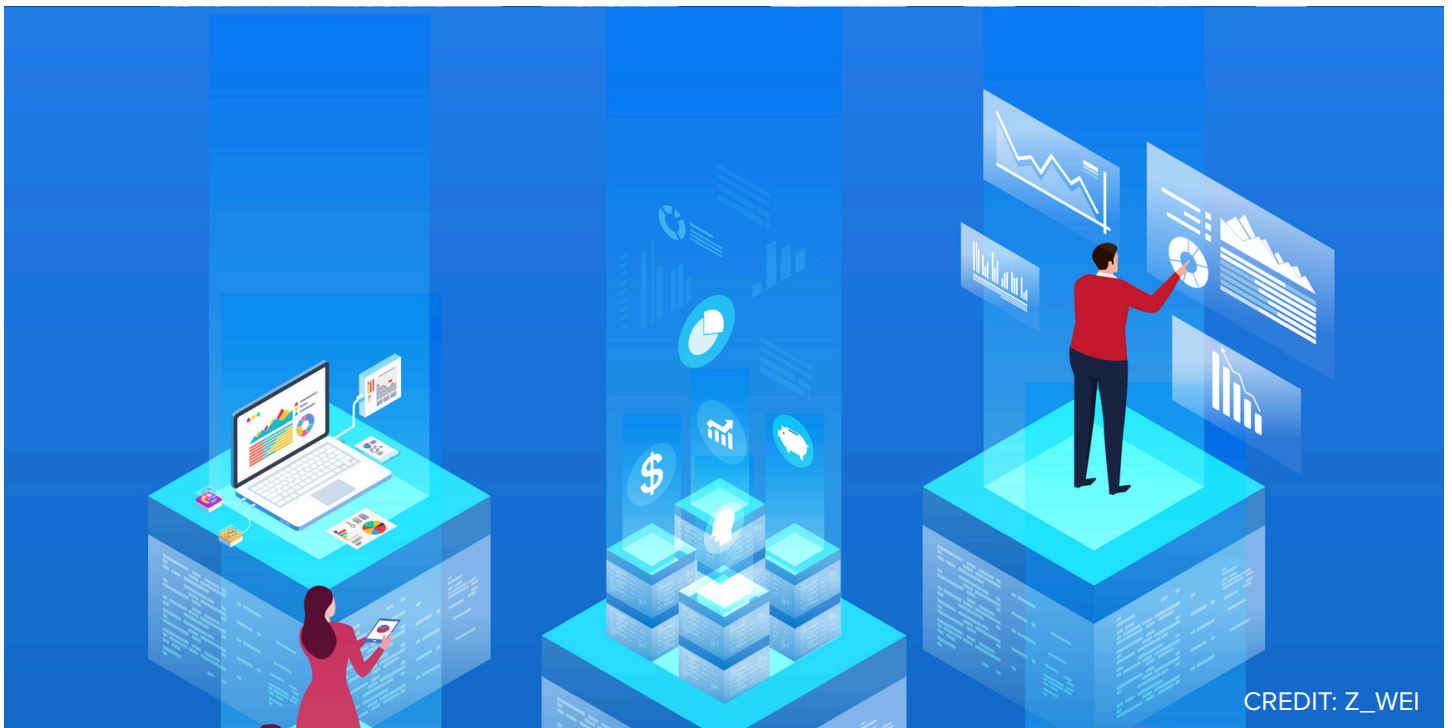
# Building a Modern Data Management Strategy

*Start from a Solid Core and Build Upon It*

**ENRICO SIGNORETTI | MAR 10, 2021 - 11:05 AM CST**

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# **1.** Summary

Data growth is no longer a novelty, and both IT and business organizations are finally beginning to think about all this data as a resource and not a liability.

Enterprises are now aware that both human- and machine-generated data can be refined, transformed, and reused. To take full advantage of it, making it accessible to the business owners, and creating the right strategy around it, there is a strong requirement for next-generation infrastructures that can grant efficiency and flexibility at a fraction of public cloud cost. In fact, the public cloud is the solution with the best flexibility at the moment, but its cost can be high and unpredictable making it hard to build a cloud-only long-term data strategy. At the same time, the number of options for different public clouds is quickly increasing, each one of them with different characteristics, increasing competition, and the need to move data closer to compute resources and applications. Hybrid and multi-cloud infrastructures are becoming more and more relevant for these reasons.

Users want the flexibility of the cloud, and they want to combine it with the cost of on-premises infrastructures while keeping more control over their data. In this scenario keeping better visibility and control over data is the key to success.

Data is now migrated more often than in the past, not only for system upgrades but also for moving it closer to where it is required, for consolidating it, or for compliance reasons. In addition, IT organizations need to know more about their data in order to:

- protect it better and against malicious activities,

- place it in the right location depending on its real value and regulations, and

- understand critical aspects of it, such as aging, level of protection, and so on, in order to optimize cost and security policies.

In this journey towards a modern data management strategy, users should embrace solutions that can deliver a solid foundation for day-to-day operations today while providing a clear path to next-generation features that will be adopted when the organization and the business are ready.

Datadobi has been delivering this foundation for years now. The company has matured a strong understanding of large enterprise storage infrastructures and their unstructured data needs. After years of successful data migrations, the company has now started to expand its product portfolio with additional features to respond adequately to new demanding needs in terms of unstructured data management. The goal is simple yet compelling: provide a complete set of tools that will help users address today's and tomorrow's infrastructure-driven, data management challenges.

# **2.** The Challenge

Business requires more agility and adaptability from IT. Public cloud is an interesting choice for many workloads, but it can be too expensive, undermining many initiatives. Additionally, a single public cloud can result in lock-ins and additional costs over time. Simultaneously, users are now more experienced and want to adopt solutions that can provide the quickest ROI and best TCO. Hybrid and multi-cloud are now validated by vendors and even cloud providers. It is easier for enterprise organizations to cherry-pick the service they need for every workload, application, or geography.

In this scenario, data remains the most critical aspect to consider. Data gravity is an increasing challenge, and we need to move and consolidate it seamlessly without service disruption. It is not only about migrating the data but also creating the mechanisms to:

- keep it synchronized across different environments,

- protect it adequately against human and machine errors as well as malicious attacks,

- check data integrity, and

- avoid any form of lock-in.

This is only the beginning, though. Data is dispersed in several different repositories, and users want to keep it under control through a single interface, optimize resources, and avoid the creation of silos when possible. Many organizations need additional data mobility more than in the past to keep data close to the application and avoid inefficiencies that, again, can quickly compromise the cost structure of every project. Furthermore, there are additional and important aspects to consider to ensure hybrid and multi-cloud strategies will be successful.

Data management becomes key, and it must answer to several infrastructure and business needs, including:

- offer full visibility to the data stored in on-premises systems and public cloud,

- provide trend analysis and advising,

- find unnecessary duplicates,

- index and search for data reuse,

- report on system utilization and user activity,

- identify orphaned and dark data as well as potential threats,

- identify and dispose of unnecessary and unwanted data,

- simplify workflows on data ownership claims and security assessments,

- identify usage patterns and anomalies,

- classify data for compliance, and

- provide adequate analytics and reporting to help business and application owners to make decisions quickly.

Unfortunately, there are few organizations that can adopt all of these data management tools from day one. Usually, adoption is gradual and is a consequence of the evolution of the IT strategy towards hybrid and multi-cloud. This is why users need a solid core foundation that can quickly be expanded and implemented with additional tools when the need arises.
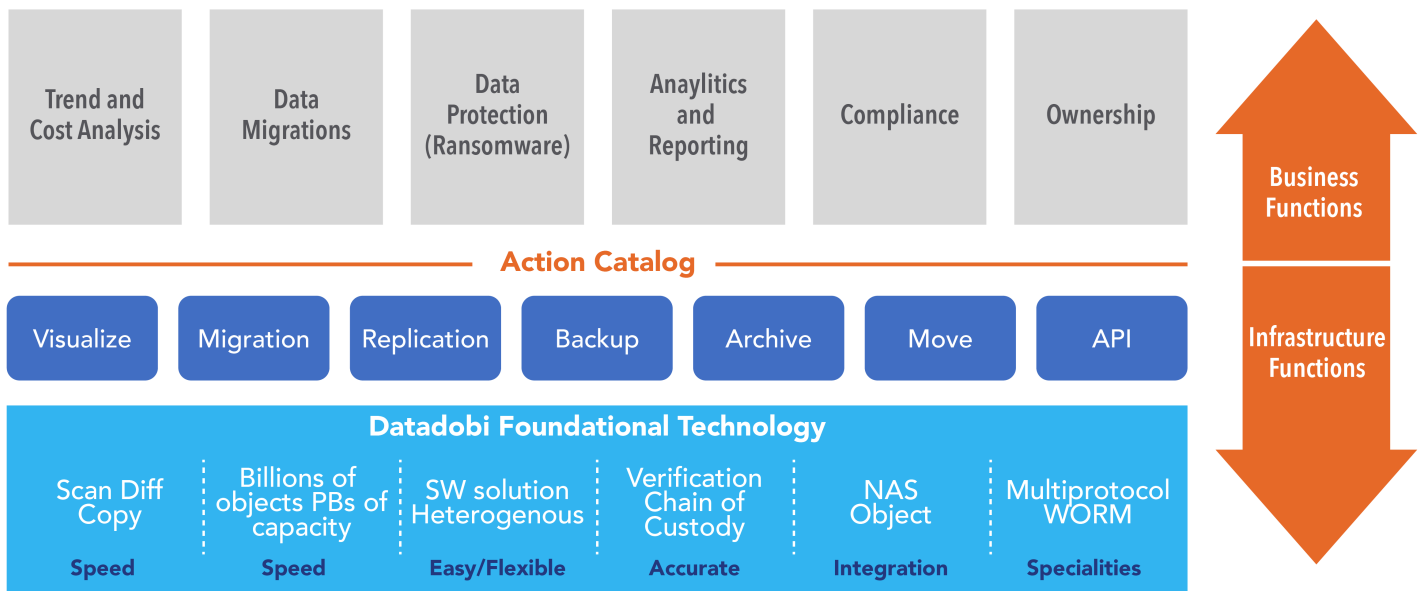
# 3. Datadobi Data Management Platform

Datadobi, already a leader in data migrations with more than 900 large enterprise customers worldwide, has a mature and strong data management foundation that has already been expanded with additional capabilities like data protection, increased visibility, and more.

The solution is designed to scan and analyze the content of data stores to find and solve any potential issue before moving data from one repository to another. Datadobi's deep knowledge of file system structures and metadata enables users to migrate data seamlessly between on-premises or public cloud infrastructures but can also be leveraged for more. In fact, Datadobi started expanding its platform with additional features, including data protection for ransomware, while anticipating user demand for more advanced features.

The goal of Datadobi is to take full advantage of metadata collected during the data storage analysis and leverage it for:

- a deeper understanding of the content,

- providing insights to make informed decisions on infrastructure optimization,

- planning for the correct data placement,

- reusing data more effectively across the organization, and

- identifying risks and usage patterns.



Source: GigaOm 2021

*Figure 1: Datadobi Platform Features*

Datadobi's approach to data management isn't invasive and is out of band. It eliminates the risk of lock-ins while supporting major file and object storage protocols, no matter where it is deployed and consumed. This enables users to start small and expand data management practices to other infrastructure sections over time. The adoption of a data management platform like Datadobi, thanks to its granular approach, can be gradual. The investments are directly proportional to the actual capacity under management and the user's needs.



*Figure 2: Datadobi Dashboard*

Because of data growth, data management is now a necessity in order to understand the data and know what to do with it. The first step toward a sustainable long-term data storage strategy is to understand why we have to store certain datasets, how they are stored, and what, specifically, is being stored so that appropriate actions can be taken depending on the business and operational needs. From this point of view, Datadobi is uniquely positioned to offer a core data management foundation that is growing with additional options for users in every type of industry.

# **4.** Conclusion

Data management is the key to every modern IT strategy. The right solution can quickly impact infrastructure TCO with immediate results.

With the growing demand for flexibility and IT infrastructure, keeping control over data, making it quickly available, more secure, and reusable is becoming the only viable solution to keep the budget under control while creating additional opportunities for the entire organization.

In this scenario, Datadobi is building on top of its expertise and extending its core data management foundation to offer next-generation tools aimed at addressing major challenges for hybrid and multi-cloud infrastructure-focused data management.

# **5.** About Enrico Signoretti

Enrico has 25+ years of industry experience in technical product strategy and management roles. He has advised mid-market and large enterprises across numerous industries and software companies ranging from small ISVs to large providers.

Enrico is an internationally renowned visionary author, blogger, and speaker on the topic of data storage. He has tracked the changes in the storage industry as a Gigaom Research Analyst, Independent Analyst and contributor to the Register.

# **6.** About GigaOm

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