



ACTIVE Archive

What is Active Archiving?

The Active Archive Alliance serves as a vendor-neutral, trusted source for providing end users with technical expertise and guidance to design and implement modern active archive strategies that solve data growth challenges through intelligent data management. Active archives enable reliable, online and cost-effective access to data throughout its life and are compatible with flash, disk, tape, or cloud as well as file, block or object storage systems. They help move data to the appropriate storage tiers to minimize cost while maintaining ease of user accessibility.

Active Archive Alliance Quarterly Newsletter

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- ▶ *Celebrating the 10-Year Anniversary of the Active Archive Alliance*
- ▶ *Atempo, Harmony Healthcare IT, MediQuant and QStar Join the Active Archive Alliance*
- ▶ *On Backup and Archive, Survey Says...*
- ▶ *2020 Vision: Data Storage and Active Archive Predictions*
- ▶ *Remembering Jon Toigo*



Celebrating the 10-Year Anniversary of the Active Archive Alliance

The Active Archive Alliance is celebrating the 10th anniversary of its formation this year. Molly Presley, founder of the Active Archive Alliance and head of global product marketing at [Qumulo](#), recently shared her perspective on how the Alliance and the unstructured data storage industry have evolved during this time and the implications for active archives. Here's an excerpt from Molly's blog:

"It's hard to believe that it's been almost 10 years since the Active Archive Alliance was founded to help users find solutions for retaining and leveraging their massive unstructured data. Looking back to 10 years ago, many technologies we now consider the "norm" were just gaining momentum. Internet of Things (IoT), sensor-generated data, high-resolution video surveillance cameras, autonomous vehicles, machine learning, and artificial intelligence were only beginning to appear on the horizon. Users were struggling to find data management solutions that could span across storage media and the public cloud to deliver the economics, data access, and compliance that their IT initiatives required."



To read the full Q&A with Molly, visit our [blog](#).

The Active Archive Alliance Welcomes Four New Sponsors

Over the past few months, several companies have joined the Active Archive Alliance, including Atempo, Harmony Healthcare IT, MediQuant, and QStar Technologies. Here's a brief overview of these companies and why they joined the Alliance.

Atempo's data management solutions address the needs of very large storage with millions or billions of files and petabyte-scale unstructured data volumes for mid-sized and corporate organizations.



"Atempo has long played a role in large-scale on-prem and cloud archiving. We believe in the active side of archiving – ensuring our customer data remains safe yet accessible and available for business needs. Our vendor-agnostic [Miria platform](#) for archiving solutions moves data intelligently and rapidly between different locations. Our current and future machine learning and artificial intelligence innovations will serve to boost Miria's power and scope."

– Luc d'Urso, Atempo CEO

On Backup and Archive, Survey Says...

Why is data management the primary driver for implementing an archive? In this Active Archive Alliance webinar, Floyd Christofferson, CEO of Strongbox Data, and Rich Gadomski, Vice President of Marketing at FUJIFILM Recording Media, U.S.A., Inc., discuss key results from our survey on backup and archive.

Listen to the full webinar [here](#).

STAY UP TO DATE!

Read our blog at <http://activearchive.com/blog>



[Harmony Healthcare IT](#) stores billions of records and petabytes of data as a first-to-market innovator of legacy data management solutions for medical facilities.

“As the amount of protected health information skyrockets, healthcare leaders rightfully demand preservation and protection of data that will mitigate the risk of breach and meet retention requirements. Our active archive solution, [HealthData Archiver®](#), meets those demands and makes records accessible and usable for clinical decision-making, records release, eDiscovery, financial transaction posting, research, and analytics. By joining the Active Archive Alliance, we hope to network across industries with other data management and storage professionals to further enhance our healthcare offering.”



– Shannon Larking, VP of Marketing and Business Development at Harmony Healthcare IT

[MediQuant](#) provides comprehensive data life cycle management technology, working in close partnership with healthcare providers and other vendors to optimize data management, including revenue cycles.



“The need for active data archiving solutions and comprehensive system-transition data management services will only continue to increase as new technologies and initiatives place greater demands on an organization’s data. As a pioneer in the healthcare active archiving space, MediQuant has been helping hospitals and health systems liberate their data from legacy systems since 1999 – and back then, there weren’t many others addressing the need. We’re excited about the opportunity to engage with other like-minded organizations through the Active Archive Alliance.”

– Julie Fogel, MediQuant’s Director of Marketing

[QStar Technologies’](#) solutions enable medium and large companies worldwide to optimize their data assets and to improve security while cutting costs.

“We are very pleased to rejoin the Alliance after being one of the four founding partners in 2010. We enjoy the interaction of the group, whether that be co-operative or competitive, as we are all promoting a very similar message. The Active Archive message is even more relevant today than it was 10 years ago, as data capacities grow and the purging of data decreases.”



– Dave Thomson, SVP Sales and Marketing, QStar Technologies



Remembering Jon Toigo

It’s hard to believe that it has been more than a year since the passing of storage analyst Jon Toigo. In this video, Active Archive Alliance chairman Peter Faulhaber pays tribute to a dear friend of the Alliance and of the storage industry. Jon was bigger than life, always entertaining, and never boring. He is greatly missed.

Watch the video [here](#).

2020 Vision: Data Storage and Active Archive Predictions



Members of the Active Archive Alliance shared their predictions for data storage and active archives in 2020. Here are some of the [top trends to watch](#):

- IoT and AI generate demand for active archive
- On-Premise cloud will drive change in how file systems are used
- Scale-out file storage will become the preferred technology for on-premise unstructured data active archives
- Healthcare systems will engage in enterprise-wide data management planning
- Realizing the true nature of active archive data
- Cloud egress costs will start to drive end-user strategies
- Machine learning & predictive analysis will further impact data ingestion and expression
- Artificial intelligence will help reign in unstructured data volumes
- Tiering of data leveraging device, media and fabric innovation will expand not contract

Active Archive Alliance Members



Quantum



FUJIFILM



Western Digital



Join the Active Archive Alliance

Does your company have a technology that complements an active archive? By becoming a sponsor of this organization, your company will be associated with the industry's leading active archive solution vendors and will gain awareness among 12,000 data management and storage industry professionals.

For more information on the benefits of sponsorship, click [here](#).