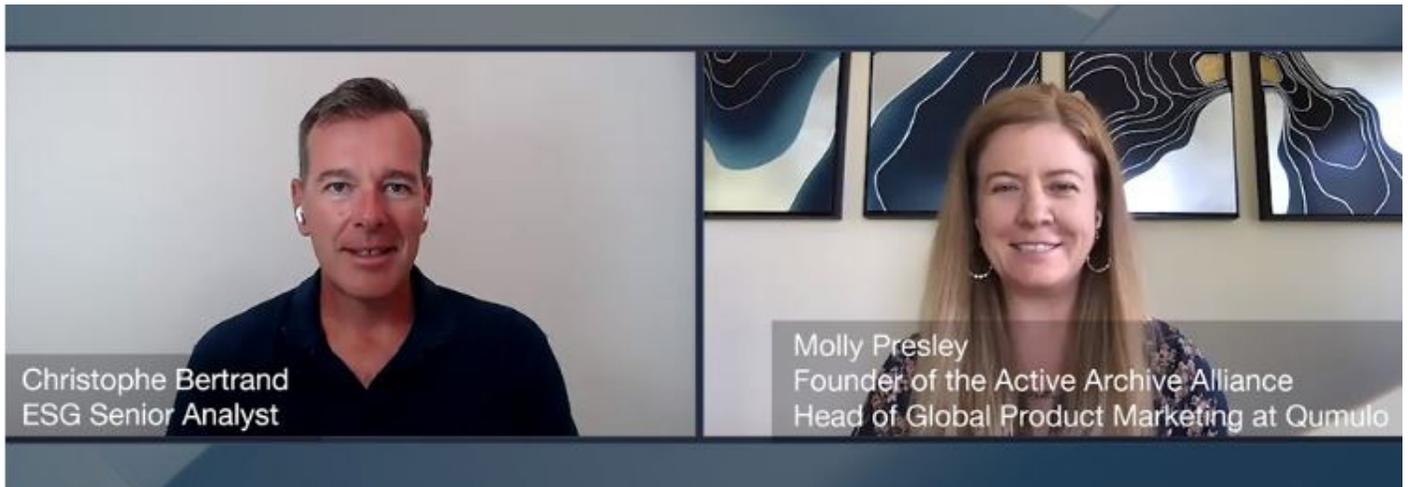## What is Active Archiving?

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
Newsletter

November 2020

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▶ *IMT Global and SullivanStrickler Join the Active Archive Alliance*

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A Data Protection Conversation with Active Archive Alliance Founder Molly Presley

Active archives are helping solve modern data growth challenges. Molly Presley, founder of the Active Archive Alliance and Head of Global Product Marketing at Qumulo, talks with ESG Research Analyst Christophe Bertrand about active archiving trends in this video interview:

Check out the video here.

The Active Archive Alliance Welcomes New Sponsors

Integrated Media Technologies, Inc. (IMT) and SullivanStrickler are the newest companies to join a growing number of industry-leading storage and IT vendors that are working together to elevate new active archive strategies, technologies, and use cases to unlock the value of archival data. Here's a brief overview of these companies and why they joined the Alliance.

IMT Software, a division of IMT, recently introduced SoDA® Data Management Software, an intelligent data management software application that provides real-time, actionable insights for data management strategies and cloud storage spend. IMT SoDA predicts the cost and speed of data movement between on-prem and cloud solutions, enabling customers to control their spend and understand the time it takes to store and restore archived data in the cloud. SoDA's policy engine tracks archival data for easy accessibility and provides direct access to public cloud storage tiers.

"IMT SoDA delivers a level of simplicity, insight and control that helps customers achieve ultra-efficient and cost-effective archival solutions. With SoDA, customers gain actionable insight into the costs for storage options available in the cloud and can archive content easily between tiers of public cloud storage." - Brian Morsch, senior vice president of worldwide sales, IMT Software

For more information, visit https://cloudsoda.io.

SullivanStrickler offers a comprehensive suite of active archive solutions, known collectively as the Intelligent Tape Archive™. The Intelligent Tape Archive combines heightened security with the speed and versatility of the cloud to deliver fast time to data and insight on demand. SullivanStrickler's offering is driven by its proprietary software, Invenire, an advanced metadata review tool, and TRACS, a tape restoration tool capable of accessing virtually any media, in any format, anywhere in the world.

"Many organizations are seeking to transform legacy tape-based data pools into intelligent tape archives with easy data management, access, and retrieval. Our Intelligent Tape Archive is a unique suite of software, hardware, and physical security that delivers unmatched legacy data insight and faster time-to-data while eliminating cost and risk. We are excited to join the Active Archive Alliance and help promote solutions that manage data for rapid search, retrieval, and analytics." - Brendan Sullivan, CEO, SullivanStrickler

For more information, visit www.sullivanstrickler.com.

Webinar: Tape Integrated Object Storage as an Active Archive

In this Active Archive Alliance webinar, Rich Gadomski of Fujifilm Recording Media USA, Inc., Shawn Brume of IBM, and Thomas Thalmann of PoINT Software and Systems discuss the self-service aspects of an active archive and how tape is enabling the modernization of object storage.

Listen to the full webinar here.

Why are Two Thirds of Organizations Failing to Backup and Archive Correctly?

You would think, by now, that backup best practices would have moved into the same category as filling up the tank before a long drive or looking each way before crossing the street. But a new study indicates that most organizations continue to get it fundamentally wrong. How? By continuing to backup long-inactive data that should have been archived instead of remaining in the backup schedule.

The 2020 Active Archive Alliance survey found that 66% of respondents were still using backup systems to store archive data. What's wrong with that?

It greatly lengthens backup windows: Repeatedly backing up unchanging archive data wastes storage resources and adds time to the backup process. As data sets grow, a failure to distinguish between backup and archiving becomes increasingly expensive in terms of disk space. Even those offloading backups to cheap cloud resources are still running up a large bill over time by unnecessarily backing up cold data

Archiving, on the other hand, frees up expensive capacity by moving less frequently used data to more cost-effective storage locations.

Read more on this topic in this Active Archive Alliance blog.

2020 State of Active Archive Report

As a result of its fast-increasing value, today's data demands an intelligent archive solution that leverages the advanced capabilities of data movement technology and scale-out hardware. The Active Archive Alliance has unveiled its 2020 State of the Industry Report, highlighting new technologies and the evolving uses of active archives.

View the full report here.

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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.