

SYMANTEC**VISION.** + MANAGE**FUSION.**



Deriving Maximum Value From Information Assets.

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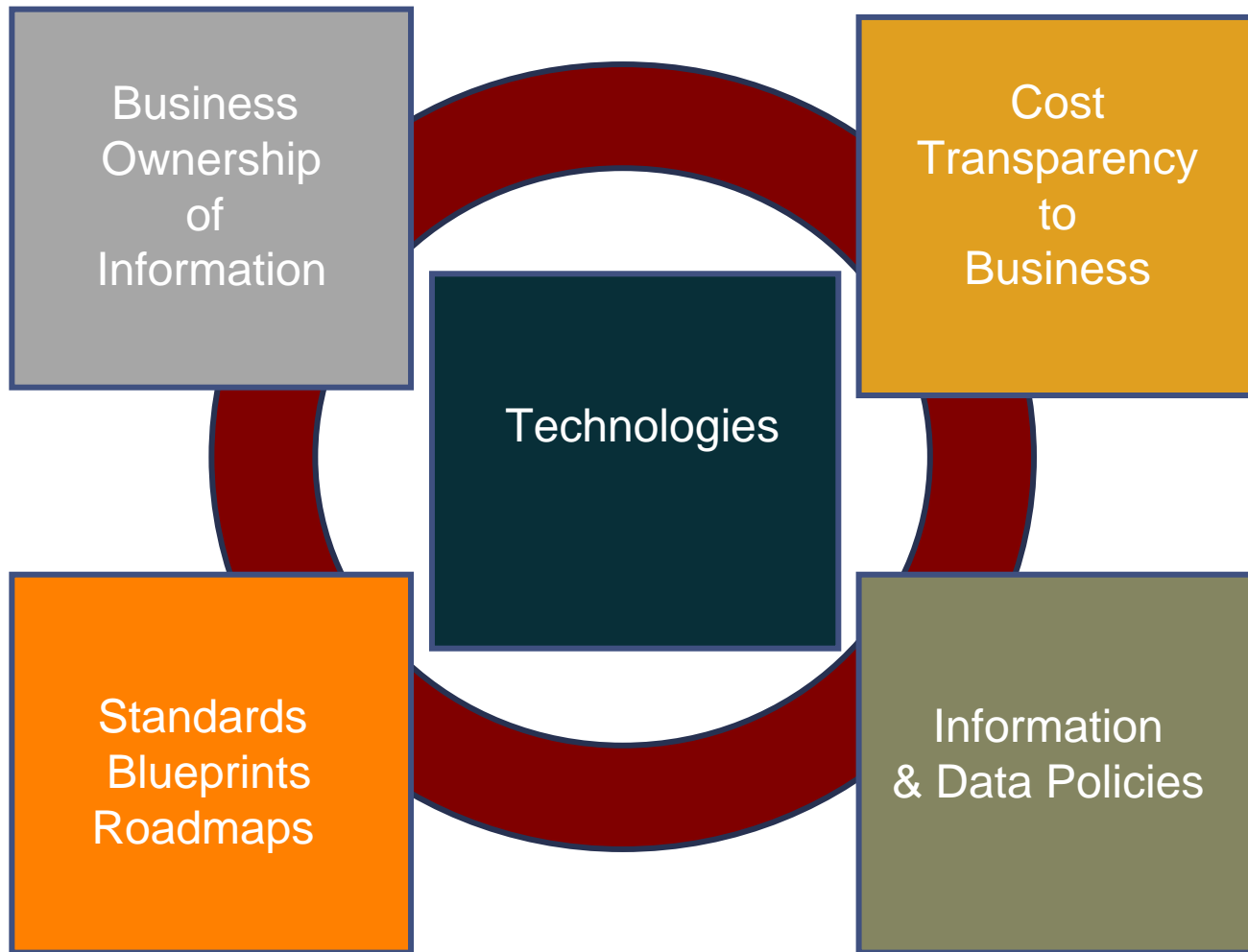
The key to deriving maximum value from information assets lies in optimising the way they are managed throughout their lifecycle

- The key lies in the fundamental approach taken in regard to both information and data management.
- Achieving greater success in pursuit of this goal transcends, but is underpinned by the technology used in storage and data management itself.
- To optimise effect, an enterprise wide approach to information management and use of technology is required to efficiently and effectively manage storage whilst providing fast and easy access to data.

Technologies - What they do and how they deliver value

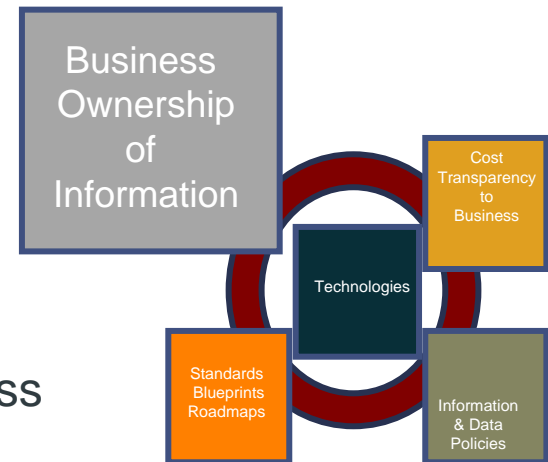
Type	What	How
De-duplication	<ul style="list-style-type: none"> • Store original file size plus copy changes only. • $1 + 1 = 1.1$ (not 2). 	<ul style="list-style-type: none"> • Less storage infrastructure required. • Less data to manage.
Thin Provisioning	<ul style="list-style-type: none"> • Allocate non existent storage • $1 + 1 = 0.1$ (grow later until 2 required). 	<ul style="list-style-type: none"> • Speed of delivery. • Leveling of capital spend.
Archiving	<ul style="list-style-type: none"> • Move and protect data. • Rule driven based on classification. 	<ul style="list-style-type: none"> • Reduced cost of storage. • Enhanced search and retrieval.
Backup & Restore	<ul style="list-style-type: none"> • Protect bulk data and information. • Retrieve data in an event. 	<ul style="list-style-type: none"> • Mitigate organisational liability. • Ensure business continuity.

The Information Management Levers



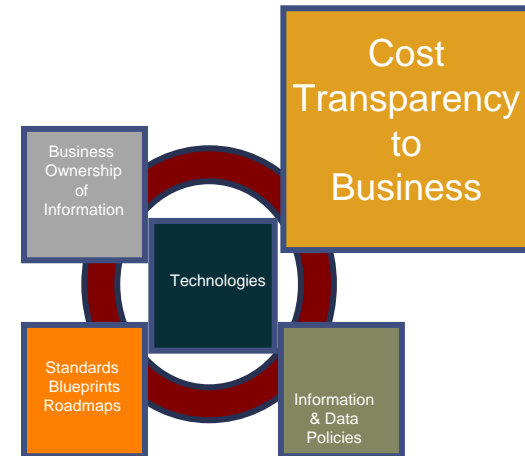
Business Ownership of Information

- I.T is a business enabler, the business should own their information & guide I.T so that it can effectively and efficiently manage the information and data lifecycle.
- Need to develop strong alliance with business to achieve.
- I.T, cannot be effective or deliver optimum business value if unable to understand information value.
- Though sounds obvious, business often regard information as belonging to I.T or place too high a value on all information.
- I.T well placed to help business understand the cost of information which can aid relationship development.



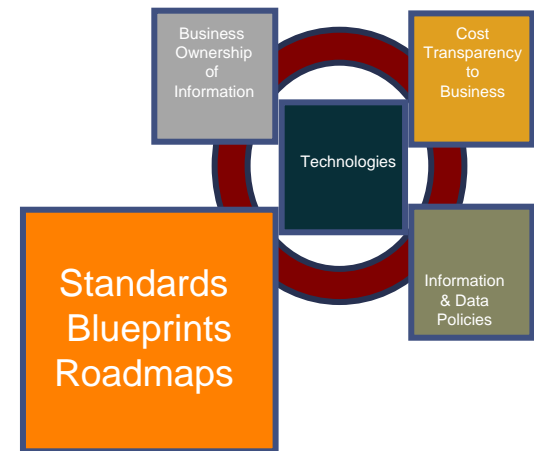
Cost Transparency to Business

- Incremental levels of maturity. (Allocate, Understand, Charge, Change).
- Avoid too much detail – (Optimise level of information).
- Approaches include Allocation / Chargeback or simply Reporting.
- Work together to ensure understanding of other cost lever effects and discuss frequently and ongoing.
- Evaluate investment based on returns and other efficiencies. Do not be driven purely by bottom line capital or maintenance costs.



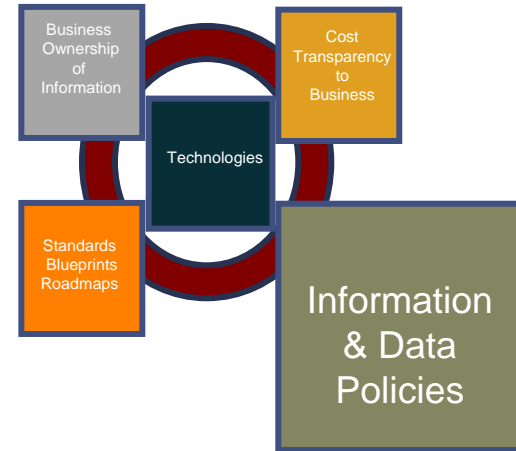
Standards, Blueprints, Roadmaps

- Simplify, simplify, simplify.
- Reuse across platforms and technologies where possible.
- Be prepared if necessary to compromise to some extent if significant breadth achievable.
- Use evolution to help get started in particular areas and contain existing.
- Plan and focus dedicated efforts on bringing legacy/ring fenced environments up to speed.



Information and Data Policies

- Use business guidance to define and use as a basis to implement rule based functions.
- Publicise awareness of policy and ensure that context behind policies are understood.
- Use to help drive compliance (e.g compliance assessments). Where possible use technology to manage compliance.
- Ensures desirable evolution (moves forward & improves rather than reverses & worsens).
- Aids in retirement of data at end of information lifecycle. Direct influence on reclaiming storage.



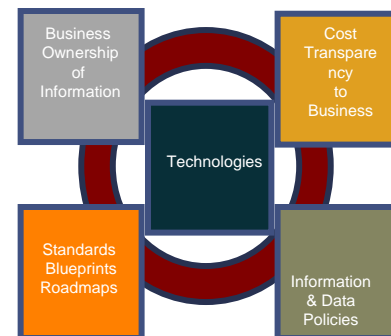
“ Genius is one percent inspiration and ninety nine percent perspiration. ”

Thomas Edison

- The same can be considered in terms of managing information assets to deliver maximum value.
- In terms of the levers, the approach and translation into operational plans needs to be considered against current organisational ability as well as future capability.
- Perspiration comes in ensuring that execution of those plans result in what was planned as being achieved.

Summary

- Technology on its own can add some level of business value.
- Involve business for greatest results.
- No single lever required as a pre-requisite to begin.
- Leveraging multiple levers multiplies potential value attainable.
- No solution landscape nirvana or recipe.
- Potential solution landscape is competency & capability dependant.
- Reuse and reapply, simplicity and repeatability are key.
- Be prepared to make some compromises.
- Aim to optimise overall value rather than perfect.
- Aggregate solutions across broadest platform bases.
- Simplicity means retaining agility.
- Minimise complexity of technology stack interdependencies through careful provider selection.
- Better to consciously pursue some elements than unconsciously pursue or be influenced by all.



QUESTIONS & ANSWERS

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Thank You!

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