



DON'T LIVE IN FEAR FOR YOUR DATA



Initiative 5: Manage your knowledge capital.
And turn it into a competitive lever.



Architect of an Open World™

WHAT'S AT STAKE?

Your ability to switch from mass storage to differentiated information management

THERE'S A REAL RISK THAT YOUR DATA CENTER WILL BE SATURATED BY THE EXPONENTIAL GROWTH OF DATA VOLUME. THE ONLY SOLUTION IS TO RADICALLY CHANGE THE WAY YOU OPERATE. DON'T BE OVERWHELMED BY THE EXPLOSION. CONTROL IT AND TRANSFORM YOUR KNOWLEDGE CAPITAL INTO TANGIBLE ADDED VALUE.

• **The proliferation of data is an exponential and inescapable phenomenon.**

Just about everything plays its part – globalization, individualized processing, the advent of full digitization, the growth of e-commerce and Web 2.0, regulatory constraints, etc.

For the year 2006 alone, the data generated were equivalent to 12 piles of books stretching from the Earth to the Sun – an incredible 161 billion Gigabytes. By 2010, it will be necessary to multiply by four the storage space available to accommodate the increase in volume of information.

• **IT departments are caught between two contradictory developments.**

- A 60% annual growth in the overall volume of data, with a peak in non-structured data (e-mails, documents, images, sound, etc.)...
- ... and an average annual IT budget growth of only 6%.

How to bridge the gap? Falling technology costs will not be enough. To survive the proliferation of data, you will have to radically change your modus operandi. The challenge will be to switch from simply mass storing raw data to managing the information asset in a smart, differentiated way.

• **The stakes are not just quantitative, they are also economic.**

Key areas of enterprise and society are impacted.

- **Protection.** Limit the risks of losing data, whatever the context or the speed of technology advances, and assure operational continuity in the event of major disasters.
- **Regulatory compliance.** Maintain data to ensure traceability and preservation, which is now compulsory in most sectors of the economy (telecommunications, food chain, banking, healthcare, manufacturing, etc.).

- **Reliability and availability.** Assure service quality and continuity at the SLA (Service Level Agreement) level required by users.
- **Flexibility.** Reduce the time and costs needed to adapt the infrastructure to improve responsiveness, better leverage the information assets and support changes in the organization.
- **Energy and environmental efficiency.** Handle growth by better using resources (electricity consumption, air-conditioning) and optimizing data management.

With its fifth initiative, Bull proposes new operating modes to manage your knowledge capital and to respond to these major challenges.

x2

The volume of stored data doubles every 18 months.

40%

In large data centers, storage consumes over 40% of energy resources (ESG, 2007).

1/3

of employees' time is spent on searching for information.

Data Loss end 2007 by the UK tax agency could have an impact of \$500 million on the country banking industry.

WHAT'S THE SOLUTION?

Bull StoreWay, smart storage

In StoreWay, Bull has combined its know-how and the experience it has amassed in storage and data management.

/ Bull's StoreWay offering is based on one single-minded conviction.

A storage solution is only optimal if it is adapted to the data flows of each type of application, ensures adequate data protection, manages data life cycles, and guarantees flexibility and agility. A solution meeting these requirements ensures that data can be accessed in total security and with assured performance, regardless of the service level defined by the users. It also respects the company's economic constraints.

/ With StoreWay, Bull offers a global approach combining the three essential elements of a successful integration project.

• Consulting and analysis of the specific organizational issues.

Its StoreWay experts analyze the data flows and ascertain, with the customer, the value of the data and how accessible they should be. They identify sources of savings (particularly duplicate data) to dramatically reduce the total cost of storage ownership. They study the existing set-up and future ambitions and propose a long-term strategy to align the current infrastructure with the

business challenges. Bull leverages its experience derived from the most complex storage infrastructure integration projects: CEA, Chorus at the Ministry of Finance, New Jersey State, Kronenbourg, RATP, Sonepar, and others.

• Design and development of customized storage solutions using the latest technologies.

Within a dynamic, heterogeneous market, Bull has selected the technologies that make the difference and has created partnerships with the storage market leaders (EMC, NetApp, Brocade, etc.). To build integrated storage solutions that reconcile interoperability, simplicity and performance, Bull offers high added-value products in targeted areas such as virtualization, data protection, etc.

• Maintenance and hosting of the infrastructure, through to full outsourcing (SaaS, Storage as a Service).

Bull commits to agreed levels of service (SLA). In its hosting centers (new-generation networked data centers), it guarantees continuous, real-time storage to ensure full business continuity. The service offering is modular, depending on how critical the data are – and flexible – to adapt to the volume growth.

/ High value-added products.

- **StoreWay Calypso**, an innovative software suite with a single interface for data protection and management in heterogeneous environments.
- **StoreWay Virtuo**, the latest-generation solution for virtual storage. It is a non-intrusive solution to handle heterogeneous media and accelerate data backup and recovery.

Bull is a member of the SNIA (Storage Networking Industry Association) whose mission is to develop and promote standard technologies capable of improving information management.

WHAT THE DECISION-MAKERS SAY



- Sonepar Germany is a subsidiary of the Sonepar group, Europe's leading electrical equipment wholesaler.
- Online catalogue of 350,000 items, 80,000 deliverable in 24 hours.

/ Managing today and preparing tomorrow: information lifecycle management from Sonepar Germany.

Sonepar Germany takes a long-term approach to information lifecycle management, to meet present-day challenges (such as cost control, expanding data volumes and new regulatory requirements) while building the potential to tackle future developments.

Four questions for Jürgen Bartling, Managing Director of Sonepar Deutschland Information Services.

What are the challenges addressed by Sonepar Germany's ILM (information lifecycle management) strategy?

For a major wholesaler like Sonepar Germany, data storage is an increasingly complex issue. We have to handle constantly increasing data storage volumes while controlling costs and providing users with quality service, consistent with their needs for rapid sales response capacity.

What type of solution did you opt for?

We went for a three-tier storage system, which brings decisive advantages such as optimized infrastructure, redundancy-free operation, high data availability, automated implementation of regulatory directives, and scalable expansion capabilities.

Is your system producing tangible results?

To give just one example, when an email is sent to 10 different people, it's stored once only. The third tier brings a 70% reduction in email database storage space and an 85% reduction in file server storage, with no user-side impact. And daily backup procedures are significantly shortened.

What is the key prerequisite for successful ILM?

Information lifecycle management is not a simple matter of which products to use. An ILM strategy involves many interacting projects. Key prerequisites are a good initial design, efficient in-house teams, and competent, conscientious partners such as Bull, capable of identifying the best available technologies and integrating them to form coherent, scalable, global solutions.

/ Saltgate, a new company in the finance sector providing fund management in Luxembourg and Jersey, confided the complete management of its IT systems to Bull, including compliance with local data protection regulations.

Bull's added-value: specifying, delivering and managing an outsourced solution covering applications, server and storage infrastructure, whilst meeting demanding service level objectives. Through archiving and business continuity provision, Bull – as an agreed PSF (Professionnel du Secteur Financier) – ensures that the solution fully complies with the data preservation and traceability regulations of the Commission Luxembourgeoise de Surveillance du Secteur Financier (CSSF), which are in the process of becoming a quality standard in the European financial sector.

The storage infrastructure is based on Bull StoreWay solutions: Optima disk storage and Calypso data protection and archiving.