



Your data is precious

Bull StoreWay
Integrator of storage solutions

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BULL

Architect of an Open World™

Realize the full value of your data with Bull StoreWay

As an integrator of storage solutions, Bull StoreWay is constantly expanding its expertise, developing tools and methodologies and partnering with leading storage vendors so it can design and implement robust, secure and scalable storage infrastructures: so you can exploit the full potential of your information assets.

The amount of data generated by IT systems worldwide is estimated to be around 281 billion gigabytes: that's three times the content of all the books ever written⁽¹⁾! What's more, it is reckoned that the amount of data held in a typical information system doubles every 18 months. Not surprisingly, businesses and public sector bodies are being swamped by data – 80% of it unstructured. Everything from emails, memos and presentations, to maps and audio-visual recordings documenting the organizations business activity, customers, corporate know-how, and strategy... in short, a key element of every organization's intangible assets.

The challenge facing public and private sector organizations is to really understand the quantity and diversity of this data, so it can be adequately protected while allowing users to fully capitalize on its value. And at the same time to keep capital expenditure and operating costs to a minimum!

Storage : a strategic priority for Bull.

As the only European supplier with solutions for every stage of the IT value chain – from design to systems integration, and through to outsourcing – Bull is an expert in the implementation of complex, open, secure and highly-available infrastructures for the public and private sectors.

Mindful that preserving, storing and exploiting data is vitally important to its customers, Bull has made storage one of its major strategic priorities.

An integrator with a unique skill-base

As an expert integrator of storage solutions, Bull StoreWay is constantly extending its unique body of skills, tools and partnerships to help customers design and deploy their strategies for managing, protecting and maximizing the value of their data in line with their specific business needs and budget.

The solutions that Bull StoreWay recommends and implements respond to critical issues in data storage today, including the archiving of email, tiered organization of information, data deduplication, disaster recovery and legal/regulatory compliancy.

The Bull StoreWay value proposal is based on three key benefits : preserving information assets by controlling risk, reducing costs through infrastructure optimization, and improving competitiveness through improved data management.

⁽¹⁾IDC/EMC Survey, *The Diverse and Exploding Digital Universe*, March 2008.

Strong partnerships

Bull StoreWay has forged strong partnerships with the storage industry's major players, including EMC, NetApp, Brocade, CommVault, Symantec, NEC, Sun/StorageTek and Overland. Complementing its own hardware and software solutions, this ecosystem means Bull StoreWay has access to a wide range of products and skills, so it can offer customers the best solution for their needs. In particular, Bull StoreWay has been a strategic partner of EMC – world leader in storage – for the last decade and a half, and has recently joined its Velocity² Partner Program. This close relationship was the driving force behind the creation of the StoreWay Solution Center, an international center dedicated to data protection and virtualization technologies. Located alongside Bull's Center of Expertise and Services in Grenoble, France, the center embodies Bull StoreWay's high level of excellence and know-how in storage infrastructures, and offers IT professionals the opportunity to exchange ideas and test new technologies, providing an ideal environment for defining and building optimized storage solutions.

A comprehensive range of services

As well as its extensive product portfolio, Bull StoreWay offers a complete range of services, from consultancy through to system design, integration and maintenance. From the factory pre-integration of storage solution right through to project management and installation and support services, Bull StoreWay provides tailored assistance to ensure rapid, well-managed implementation. Finally, Bull StoreWay is capable of offering comprehensive outsourcing for storage infrastructures: guaranteeing scalability, service levels and controlled costs. From SMEs to major multi-nationals, departmental systems to mission-critical installations, Bull StoreWay is the partner of choice to help you store, protect, optimize and exploit data so you benefit from its full potential.



Storage: solving today's needs, anticipating tomorrow's demands

As needs multiply and data volumes grow apace, storage infrastructures have to be capable of supporting the rapid transformation of existing information systems. To ensure that service levels are constantly aligned with the needs of the business, the storage infrastructure has to be designed from the outset with an architecture and technology building blocks/components that not only satisfy today's demands, but also anticipate those of tomorrow.

With its rich and diverse product catalogue, Bull can design and build the most appropriate storage solutions for every situation, choosing the right technology for each customer's unique needs. These solid and durable platforms guarantee that a high-performance, cost-effective and sustainable infrastructure, with built-in scalability to support the organization as it grows

High-performance primary and secondary disk storage

Through its close partnerships with market leaders and its own complementary solutions, Bull StoreWay provides a complete primary and secondary storage offering, from cost-effective entry-level storage, through multi-purpose mid-range storage, to high-end mission critical storage systems. However complex the customer's requirement, Bull StoreWay can design and build an infrastructure capable of:

- Integrating with all the main physical (Windows, Unix, Linux, proprietary...) or virtualized operating system environments (VMWare, Citrix...)
- Supporting the main storage architectures (SAN Fibre Channel and IP, NAS file servers...)
- Adapting to the usage patterns and levels of service

required, available budgets and planned developments...

- Providing advanced functionality (data replication, management...).

The main solutions on offer include NetApp FAS, and EMC (CLARiiON, Celerra, Symmetrix...) storage systems and the flexible and cost-effective StoreWay Optima range.

Long-term, secure storage for high volumes of data

For the long-term preservation of data protection, Bull StoreWay offers dedicated archiving solutions including those from EMC (Centera), as well as tape-based storage systems, with Sun/StorageTek libraries and Overland NEO and Overland ARCVault tape automation solutions which offer durable, reliable, ergonomic and modular archiving at an affordable cost.

Flexible and powerful high-availability storage networks

Network performance and robustness are critical to storage environments. To build networked storage infrastructures, Bull StoreWay uses IP or Fibre Channel technologies which meet the needs of smaller networks – for example, work groups – equally well as those of multi-site enterprise networks. To achieve all this, Bull StoreWay draws on the support of specialist partners in this area, and notably Brocade with its Fibre Channel switches.



Safeguarding your data: protecting your business

Data is a vital asset for every organization, and any loss, damage, theft or restricted access – even temporary – is unthinkable. Drawing on its comprehensive catalogue of solutions, Bull StoreWay helps its customers define and implement data protection policies based on an analysis of usages and risks, for all-round security at optimum cost.

Operational continuity: strategy and control

Bull StoreWay helps its customers define and implement a global strategy for operational continuity on three levels:

- Back-up: to protect data from local technical incidents or human errors
- Archiving: which helps safeguard information in the longer term, especially for legal reasons
- Disaster recovery: to protect against risks threatening the Data Center itself (fire, flood...).

The risk control strategy is carefully constructed as part of an overall business continuity and recovery plan which anticipates the necessary procedures and resources (human, technical, budgetary) needed to ensure the operational continuity core business activities.

Back-up: productivity and performance

In the event of technical failures or operational errors resulting in data loss, continuous and effective back-up guarantees that not a single hour of work is lost. Whatever the technical or business environment, Bull StoreWay's hardware and software offering guarantees data protection and stability with no impact on application performance. Most notably, this involves the StoreWay Calypso data protection and management solution

(based on CommVault technology) as well as tools from partners including EMC Networker and the Veritas NetBackup solutions.

Local authorities, de-centralized organizations and SMEs in particular are looking for simplicity and performance when it comes to data storage. To meet these demands, Bull StoreWay has also developed a range of appliances dedicated to protecting data held in messaging and communications applications and systems. Convenient and economical to run, the StoreWay DPA (Data Protection Appliance) range ensures simple and rapid data restitution and business recovery in the event of an incident.

Archiving: protecting large volumes of data

Facilitating the back-up and safeguard of huge volumes of data, the StoreWay Calypso archiving solutions allow organizations to build a secure, durable and easily-consulted archive. Used in conjunction with primary and secondary storage devices, they contribute to a hierarchical and optimized storage solution which meets every need, most importantly when it comes to legal/regulatory obligations.



Optimize

Your most precious asset deserves the very best

The piecemeal addition of storage capacity to storage systems is neither rational, nor cost-effective, nor good business practice. Bull StoreWay provides consulting services and solutions to help its customers optimize their information management policies as well as their storage infrastructures. The result? Greater scope to evolve, better service levels, cost savings and environmental benefits.

An effective corporate information strategy

Through its experience and in-depth understanding of the end-to-end data storage chain – from analysis of business requirements through to systems integration – Bull StoreWay helps its customers define and apply a global and co-ordinated strategy for information management based around a number of basic principles:

- Building a hierarchy for storage according to the way data is used
- Limiting the duplication of data
- Constant alignment with the changing value of information
- Aligning investment in storage with an assessment of risks
- Anticipating changing needs.

In particular, Bull has joined forces with GlassHouse Technologies – a leading US storage consulting firm specializing in the transformation and optimization of IT infrastructures – to provide audits that identify and quantify the potential savings to be made by storage optimization.

Simplifying the storage infrastructure

The first step to an optimized storage system is to simplify the infrastructure. The know-how built up by Bull StoreWay combines rationalization of systems, improvement of utilization and performance levels, scalability and cost control.

This approach includes:

- Consolidation and virtualization of resources
- Implementation of tiered storage architectures
- Fine-tuning of costs and usage of the information.

Virtualization: a leading-edge technology

Extending storage and archiving infrastructures may raise concerns about interoperability, limitations on performance, a lack of flexibility and a multiplication of the necessary tools and skills. Bull StoreWay implements virtualization solutions that tackle these issues head on, to improve systems utilization and reduce overall costs. In particular, virtual back-up solutions (StoreWay Virtuo, EMC Disk Library) consolidate and optimize back-up processes by emulating tape libraries, for optimum performance-to-reliability ratios.

'Green' data storage

Optimizing utilization rates and rationalizing infrastructures automatically results in the use of fewer hardware resources, and cuts the energy consumption directly attributable to storage. By implementing lightweight, scalable, and high-performance systems, Bull StoreWay helps customers move their business towards 'greener' computing.

Making the most of your information assets

With the continued massive growth in the amount of data to be managed, it is becoming increasingly difficult to isolate relevant information to enable effective decision-making. First and foremost, Bull StoreWay sees storage as the sum of the resources that end users need to exploit an asset that is both precious, but also far too plentiful: information.

Managing data flows at the heart of business performance

The effectiveness of a storage infrastructure is not measured in terms of the amount of data it stores, but by its ability to rapidly supply the information required. The levels of service expected by users are a function of the data (nature, format, its age...) and of the application used (whether that is a Business Intelligence or transactional application, or an office productivity suite...). For IT Managers, on the other hand, these service levels depend above all on the organization of data flows between applications and storage systems. Thanks to its longstanding experience and its close partnerships with the most prestigious storage specialists, Bull StoreWay has developed particular expertise in the management of these flows. Bull StoreWay designs and implements innovative solutions which take into account both users' expectations and the technical and budgetary constraints faced by IT Departments.

Breaking down the data barriers for an agile enterprise

The storage infrastructure enables the organization to preserve, protect and to make available the information it needs to do business. But when it comes to sending out an immediate alert about an incident, cross-referencing disparate data items to highlight new trends, or visualizing data from a new perspective, something more is required. Bull helps businesses and public sector bodies to imagine and build innovative solutions that enable them to synthesize, compare, evaluate, communicate and exploit their data, as well as to make the most of their information capital.

To provide a view of information not constrained by organizational 'silos', and which allows it to be used in a very flexible way, Bull offers solutions and expertise in three key areas:

- Content management
- Business Intelligence
- Business Process Management.

Mobile security with globull.

In the agile enterprise, mobility of staff is essential, but it must not be at the expense of data protection and availability. With globull, Bull meets this need for secure mobile computing. As the perfect companion to your storage infrastructure, globull combines a hard disk with an encryption processor featuring defense-level security. The user can transport not only their data, but also their virtual environment, and this enables them to link into their preferred network anywhere, whenever they like, in the knowledge their data is totally secure. Even if the device is lost or stolen, the owner's personal files cannot be accessed.



