Optimize Your Microsoft Azure Storage

Rubrik's Intelligent Data Tiering featuring AI-driven Life-Cycle Management delivers a smarter (and more cost-effective) Microsoft Azure Cloud

Tiered storage is the strategic management of data across performance tiers to improve efficiency, reduce costs, and automate file management. Delivering data protection and tiered management for the Azure cloud requires a modern approach to accommodate the shift to service consumption, automation of service delivery, and development of modular, scale-out applications.

Intelligent Tiering Drives Down Consumption Costs

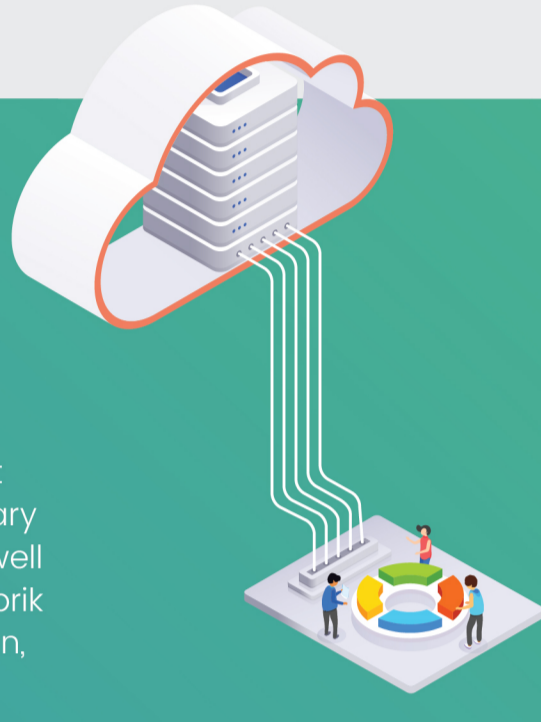By moving infrequently accessed data to the Archive tier, monthly per GB storage costs are **reduced by up to 95%.**[1]

Moving to the Azure cloud reduces or eliminates **more than $173,000 in operational and hardware expenses** over three years.[2]

Customers with Microsoft Azure archive storage benefit from a **112% return-on-investment** (ROI).[3]

Problem

Unstructured data is growing at a compounded annual growth rate of between 55% and 65%.[4] For many businesses, this is far too much data with too much churn to manage cost-effectively. Many organizations manage and store cold data as if it were hot data, which is not only expensive but can bottleneck performance. CIOs can significantly reduce data storage costs and increase performance by implementing intelligent data management solutions that take the guesswork out of where to store their data.

Solution

Intelligent tiered storage reduces storage costs by keeping active data easily available while still retaining older, less frequently accessed data. Tiering is optimal for satisfying retrieval and archive requirements and is also very cost-effective, since the data only lives in the most expensive hot tier for 6 of the total 24 months (Note: Your mileage may vary depending on the lifecycle of data in your environment as well as the application of data management SLAs within the Rubrik platform). By moving it to the Archive tier for longer retention, it's consuming offline storage at a lower price.

Minimize Management with Intelligent Automation

Forrester reports that up to **73% of big data goes unused** in organizations.[5]

75%–90% of unstructured data is cold. Unstructured data typically accounts for 80% of corporate data.[6]

Automation is the second-highest objective for seeking the benefits of digital transformation initiatives.[7]

Problem

As the size of data stores grows, so does the complexity of managing where data should be kept. Many IT departments are using precious time and resources to manually manage data and move it from expensive "hot" sites to more cost-effective "cold" sites. Retrieving data also consumes the valuable time of skilled resources that could be better spent on more strategic initiatives.

Solution

With Rubrik's integration of automated strategic, intelligent data tiering, IT administrators can tackle never-ending mountains of data with the assurance that their solution is scalable and reliable, and that their data is always accessible.

Artificial intelligence (AI) takes the rules for storing data that you define and automatically applies them to determine where data is stored, saving time. Be assured that your heavily used data remains readily available to users, while at the same time, your seldom-used data is stored at the lowest cost.

Intelligent Tiering Fortifies Data Security, Recovery, and Resiliency

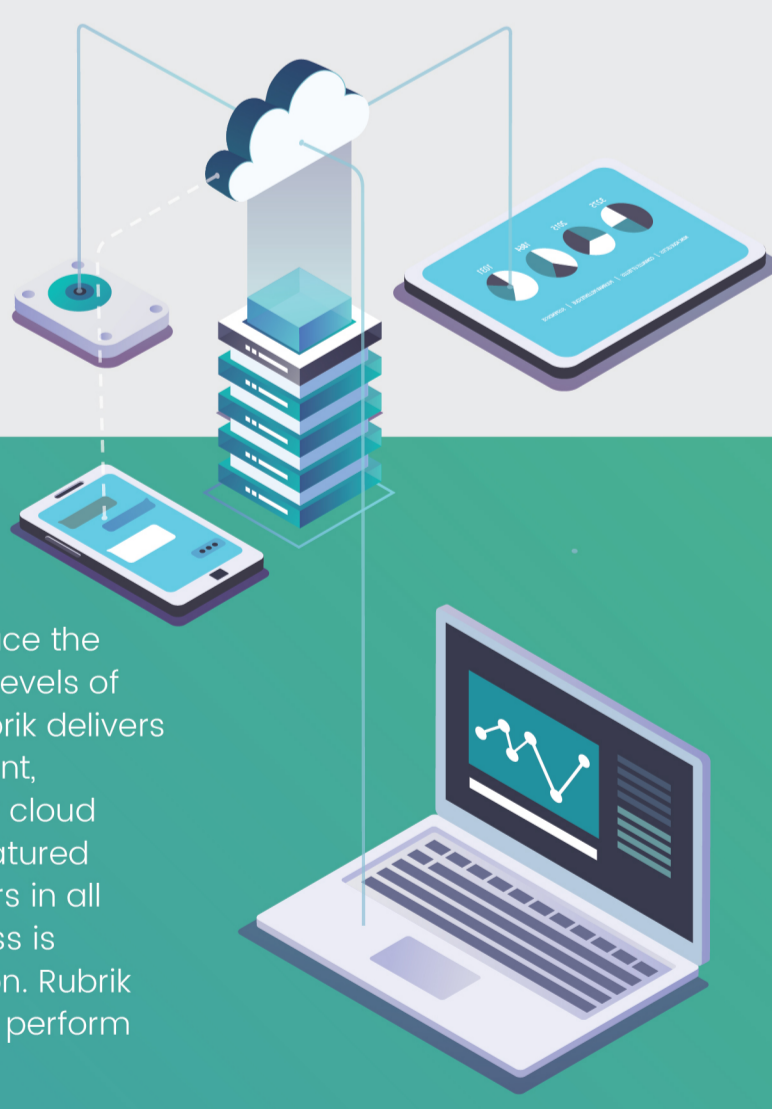**48% of employees** have access to more company data than they need to perform their jobs.[8]

12% of employees say they have access to all company data.[9]

90% of data breaches are caused by human error.[10]

Problem

To ensure compliance and decrease human error in self-service environments, increased levels of data security are required; however, companies with limited resources and skills often struggle to implement and maintain the necessary levels of security.

Solution

Microsoft Azure offers excellent potential to reduce the cost of Disaster Recovery by providing multiple levels of hot, warm, and cold data recovery services. Rubrik delivers real-time platform insights on data management, compliance, and capacity planning across your cloud environment. Rubrik Polaris GPS provides full-featured SaaS-based monitoring across all Rubrik clusters in all infrastructures. Granular control over user access is defined at a platform level, regardless of location. Rubrik allows self-service access to empower users to perform their backup, recovery, and archival services.

Test-Drive Modern Cloud Data with Instant Tiering and Smart Tiering at the ATC today!

The intelligence and logic built into Rubrik's Instant Tiering and Smart Tiering technologies will help solve common problems and provide cost savings in the Azure cloud. Smart Tiering is the best option for a complete automated data lifecycle solution, and Instant Tiering allows for getting a snapshot to the Archive tier for long-term retention. Rubrik makes moving and tiering snapshots to Azure simple and efficient while also giving you more control over your cloud storage consumption and costs. That is smart data management.

Visit WWT's Advanced Technology Center for a Demonstration or Proof of Concept, and find out what WWT, Rubrik & Azure can do to modernize your data management with intelligent tiering and move your company forward.

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[1] https://azure.microsoft.com/en-us/blog/we-re-making-azure-archive-storage-better-with-new-lower-pricing/
[2] https://azure.microsoft.com/en-us/blog/we-re-making-azure-archive-storage-better-with-new-lower-pricing/
[3] https://azure.microsoft.com/en-us/blog/we-re-making-azure-archive-storage-better-with-new-lower-pricing/
[4] https://www.datamation.com/big-data/structured-vs-unstructured-data.html
[5] https://www.techrepublic.com/article/how-to-effectively-manage-cold-corporate-big-data/
[6] https://www.techrepublic.com/article/unstructured-data-the-smart-persons-guide/
[7] https://www.statista.com/statistics/1017623/worldwide-digital-transformation-drivers/
[8] https://betanews.com/2019/08/09/employee-excessive-data-access/
[9] https://betanews.com/2019/08/09/employee-excessive-data-access/
[10] https://www.techradar.com/news/90-percent-of-data-breaches-are-caused-by-human-error