EMC—NORTHERN
An EMC Select Partner Overview

ESSENTIALS

Partner product

- Northern Storage Suite

EMC products

- EMC VNX
- Isilon

Solution highlights

- Enable quota management
- Control vulnerable content
- Encourage efficient usage
- Identify and remove unwanted data
- Automate reporting.
- Align usage levels with storage costs

MANAGING UNSTRUCTURED DATA: ALIGNING STORAGE USAGE LEVELS WITH ACTUAL STORAGE COSTS

As much as 90 percent of all new data is unstructured—new data that requires both housing and monitoring. Naturally, management of unstructured data has become a crucial aspect for enterprise environments, and a top priority on every IT-managers list.

Northern Storage Suite is an enterprise-wide software solution aimed at controlling and managing unstructured data no matter where is resides. From one interface IT-administrators can see who is storing what and where, view data growth trends, create storage polices, and see realtime storage health on VNX® and Isilon®, as well as other NAS and DAS environments. With Northern Storage Suite, management of unstructured data becomes a natural part of the day-to-day running of the enterprise storage environment.

NORTHERN's commitment to EMC and enterprise customers extends over several EMC platforms; Celerra®, VNX, and Isilon. Northern Storage Suite leverages the Common Event Publishing Agent (a component in the Common Event Enabler framework), available in EMC Unified Storage and VNX (excluding VNXe®), to operate fail-open quota locking mechanism and file-blocking functionalities. All other functionality in Northern Storage Suite is available for VNX and Isilon without further need to install and configure EMC software.

ALIGNING STORAGE USAGE LEVELS WITH STORAGE COSTS

Northern Storage Suite breaks down the management of user-generated data into four straightforward goals:

1. Reclaim wasted capacity. On a typical device, more than 30 percent of the files stored are obsolete, non-business-related, or unwanted. This excessive data adds unnecessary hours to backup and restore cycles, increases backup media use, and drains overall resources. Identifying and reclaiming wasted capacity is one of the key applications of Northern Storage Suite.

2. Control user behavior. Not all data that is stored is of a business nature, and not all users understand the costs incurred of storing unwanted data. Eliminating activities associated with creating unwanted data is a key benefit offered by Northern Storage Suite.

3. Involve users. Administrators are often asked to control and manage data based on its value to the business. Simply looking at file type and age is not an efficient method of valuing data. It is the creators and users of the data who know and understand the value of the files they create.

4. Plan for the future. Allowing for efficient long-term capacity planning improves overall resource allocation. A significant percentage of storage investments are made on the spur of the moment, as emergency solutions without adequate evaluation. This invariably leads to misplaced investments. Millions of dollars are wasted annually on solutions that are either insufficient and short-lived, or over engineered and unnecessarily expensive. The EMC–Northern solution can help users make more accurate capacity investments.

ABOUT NORTHERN

NORTHERN (Northern Parklife Inc.) is an international software company specializing in the development of reliable, flexible, and easy-to-use storage resource management software solutions for enterprise environments. Viewed as a challenger in the SRM-market by Gartner, NORTHERN offers a value proposition of reduced cost and reduced complexity around the management of unstructured data.

ABOUT EMC

EMC is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect, and analyze their most valuable asset—information—in a more agile, trusted, and cost-efficient way.

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