Information Lifecycle Management strategy
Recent announcements in the ILM and virtualisation space

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Environmental pressures

Business
- Mounting regulatory pressure and risk of non-compliance
- High penalties and brand damage
- Managing regulations
- Ensuring e-mail authenticity
- Exposure from keeping data too long
- Increasing risk and cost of litigation
- Frivolous and legitimate lawsuits
- E-mail is in 75% of corporate litigation
- E-mail is not easily searchable

IT
- Rising costs
- Exploding e-mail volumes
- Backup and recovery windows
- Reduced user productivity
- Slow system response times
- Time spent searching for information
- Managing information in silos
- Inability to integrate information into enterprise content management strategy

Information Lifecycle Management

- ILM is comprised of the policies, processes, practices, and tools used to align the business value of information with the most cost effective IT infrastructure from the time information is conceived through to final disposition. Information is aligned with business processes through management of service levels associated with applications, metadata, information, and data.

Challenges of target customers:
- Storage: >50% of total IT budgets
- Data growth: >25-50% annually
- Effective disk utilization is <10%
- Wasted space: 20-40%
- Regulations: over 20,000
- Information: Multiple formats

Incremental evolution

The IBM offering portfolio offers a flexible approach to implementing ILM based on customers’ tactical and long term business needs

- Integrates policies, processes, practices and tools
- Aligns business value of information with IT infrastructure
- Manages information from creation to final disposal
- Offers five flexible entry points

Reduce costs through Storage Optimization

Best practices deployed:
Data Rationaleization
RECLAIM SPACE
REDUCE COST

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Increase flexibility and utilization through Virtualization

Best practices deployed:
- Storage Virtualization
- Increase Flexibility

Reduce cost and improve efficiency through Tiered Storage

Best Practices Deployed:
- Tiered Storage Infrastructure
- Reduce cost and improve efficiency

Tiered Information Infrastructure: Example

Improve efficiency and manage risk with Content and Data Management

Best Practices Deployed:
- Content and Data Management
- Making better use of existing information

IBM ECM Architecture
A Framework for Addressing All Enterprise Requirements

Best Practices Deployed:
- Enhance Information Management
- Improve efficiency
Reduce costs and risk with Archiving & Information Retention

Client Objectives:
- Retention management
- Reduce storage cost by transferring older information to lower cost disk and tape
- Enhance performance by reducing size
- Comply with regulations
- Non-reversible and non-retrievable format
- Manage risk

Best Practices Deployed:
- Archiving & Retention
- Reduce costs and risk

The data classification services are based on a patented framework

Storage Strategy Definition

Can you afford the risks and costs of moving data?

<table>
<thead>
<tr>
<th>Risks</th>
<th>Percentage of end users who experienced problems during data migrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>64%</td>
<td>Unexpected downtime</td>
</tr>
<tr>
<td>38%</td>
<td>Application performance issues</td>
</tr>
<tr>
<td>34%</td>
<td>Data corruption</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Costs</th>
<th>Percentage of end user problems during data migrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>Budget overrun</td>
</tr>
<tr>
<td>51%</td>
<td>Technical compatibility issues</td>
</tr>
</tbody>
</table>

E-mail
SAP
Documents

ILM Services and Strategy

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Client Objectives:
- Manage storage
- Leverage business value
- Archive and manage content
- Comply with regulations
- Enhance performance
- Lower costs

ILM Maturity

Enterprise Data Migration: Different Shapes and Sizes

Can afford the risks and costs of moving data?

Migrating Problem

Customer pain point

Softtek TDMF solutions solve migration pain points

<table>
<thead>
<tr>
<th>Migrating Problem</th>
<th>Customer pain point</th>
<th>Softtek TDMF solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance</td>
<td>Performance must be maintained</td>
<td>Applications and business will suffer</td>
</tr>
<tr>
<td>Interoperability</td>
<td>Many types of storage</td>
<td>Softtek TDMF provides a seamless migration across storage options, regardless of age or vendor</td>
</tr>
<tr>
<td>Discouraged</td>
<td>Application outage, even if brief, is usually the only option</td>
<td>Softtek TDMF ensures data is protected in the event of a failure</td>
</tr>
<tr>
<td>Erasure</td>
<td>Most migrations are tedious and lengthy</td>
<td>Simplify the process with Softtek TDMF's Common Common Framework and process driven by a workflow to ensure a smooth migration</td>
</tr>
<tr>
<td>Capacity</td>
<td>With hundreds or thousands of volumes to migrate, storage efficiency is critical</td>
<td>Ensure the solution is scalable and flexible with Softtek TDMF to support various deployment scenarios for easy migration management</td>
</tr>
</tbody>
</table>
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Ultimate data mobility solution

Softek TDMF: Ultimate Choice for Data Mobility

- How?
  - By experienced, skilled people
  - Via preintegrated services, automation
  - Using best-practice methods and patented approaches
  - Providing superior quality in client care and support
- Who?
  - External services, through:
    - Project service
    - Managed service
    - Internal RESOURCES
- Which assets?
  - Softek TDMF z/OS, Softek TDMF UNIX, Softek TDMF UNIX/Linux (IP), Softek TDMF Windows (IP)
  - Softek LDMF
- When?
  - Any time:
    - While applications run
    - During downtime
- What environments?
  - Many:
    - Platforms
    - Vendors
    - Operating systems

Solution Proof Points

- IBM’s market-leading ILM Storage services – #1 storage services provider AND ranked by Gartner as a leader in “ability to execute for storage services and completeness of vision”.
  (Gartner Storage Services Magic Quadrant 2Q ’06)
  - Comprehensive disk and tape storage portfolio with best-in-class virtualization, to drive increased returns
  - End-to-end content management featuring advanced orchestration, automation and robust information management capabilities
  - Patent-pending service methodologies provide proven, repeatable techniques for optimizing storage and information management environments