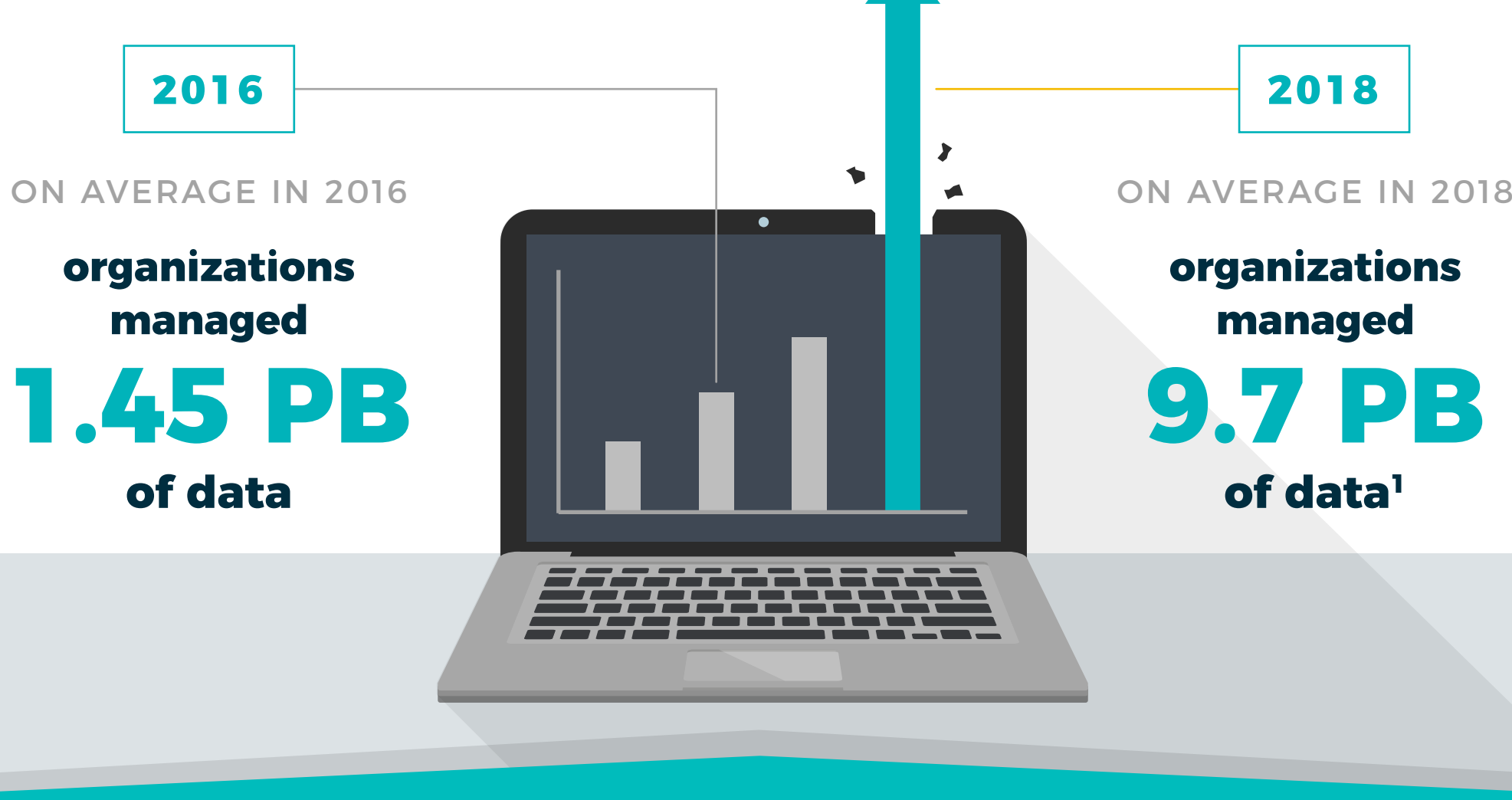


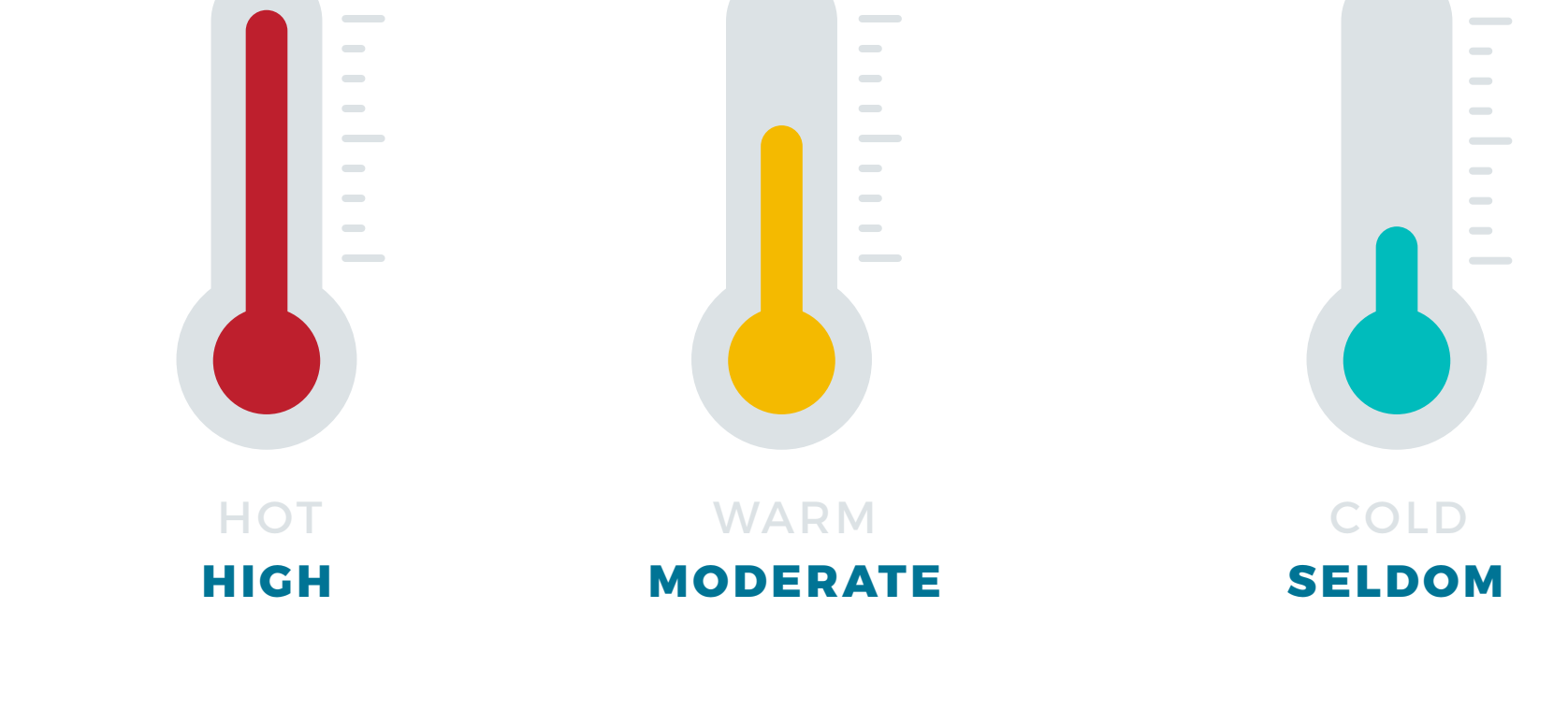
AS STORAGE CONSUMPTION INCREASES EXPONENTIALLY

Stop Throwing Money Away on Cold, Dormant Data



With all of this data, it's important to consider how data temperature is driving data placement decisions – and ultimately, overall storage costs.

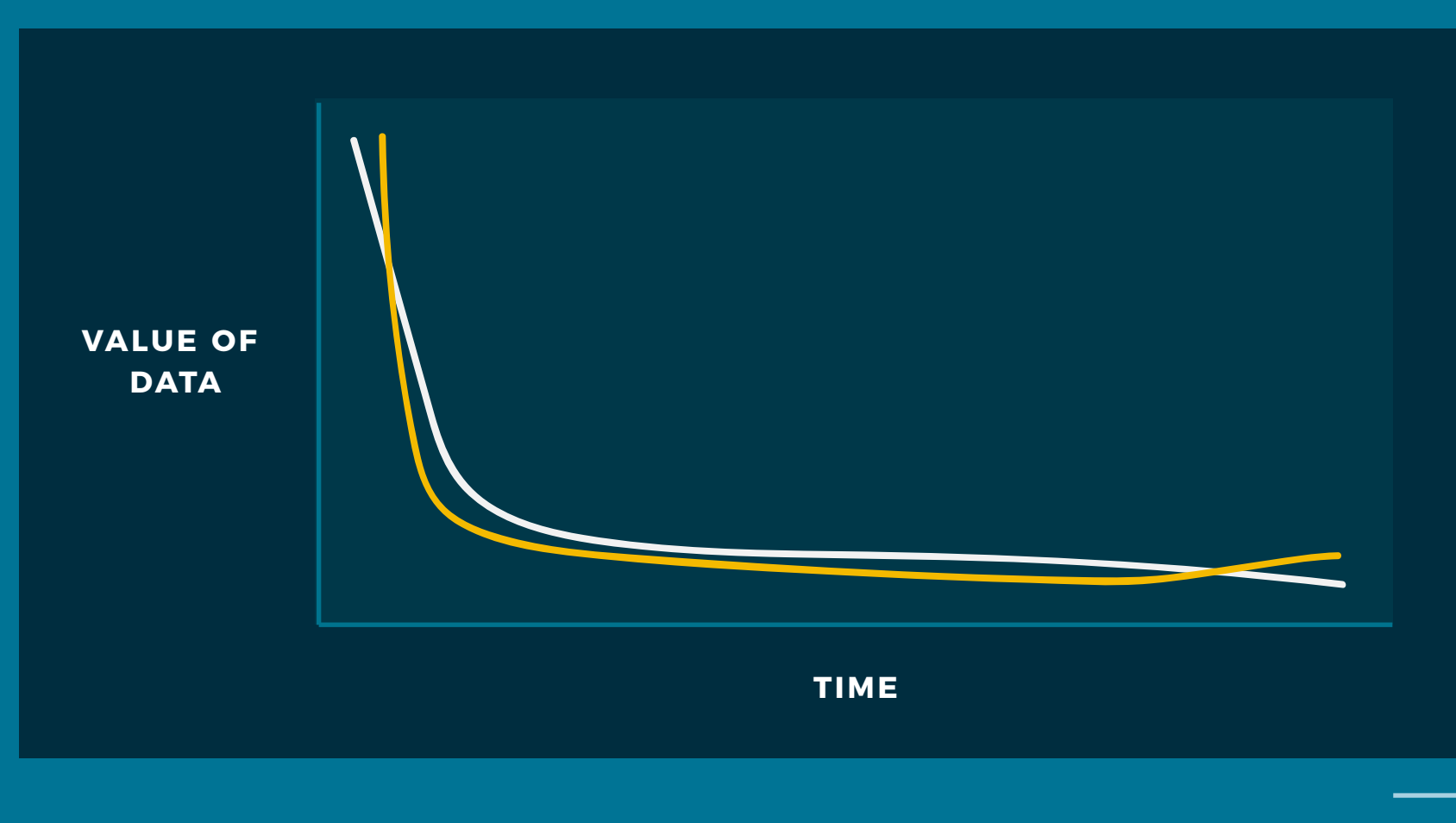
You can use data temperature to gauge it's worth.



FREQUENCY OF USE

IMPORTANTLY - Data Temperature Changes QUICKLY!

Today's hot data is tomorrow's cold data.



The most frequently accessed records appear hotter (higher in the chart) mostly at the left edge. The temperature slopes off quickly at about 20% – which means that only about 20% of the data in this storage pool is actively being read, written or updated.



THAT MEANS

80%

is mostly cold, idle data

Not only is most of your data cold and idle, it is sitting on expensive storage for a long time because no one has the time to move it elsewhere.

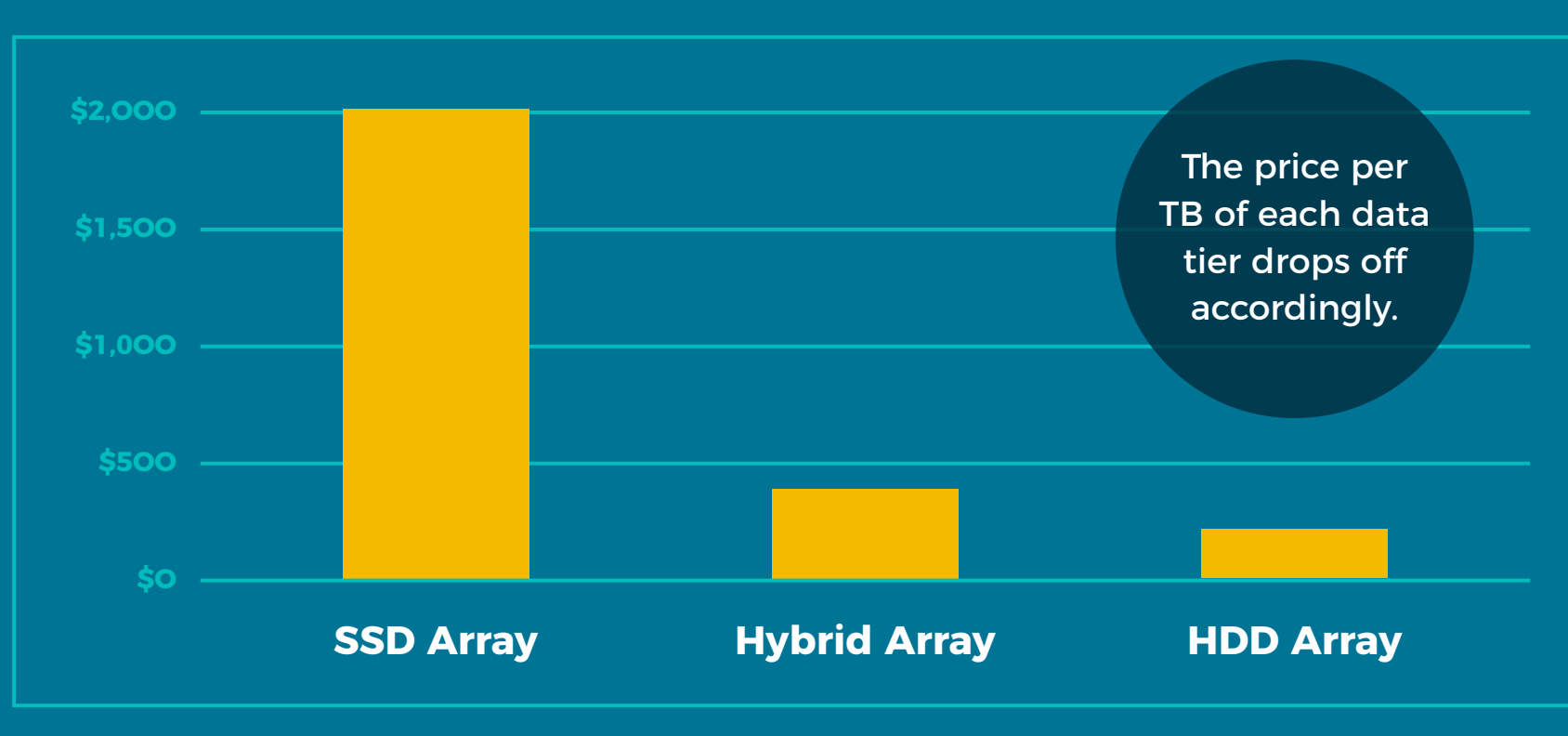
Below is the relative proportion of data in a typical data center:



DATA PLACEMENT DECISIONS

Where should you put hot, warm and cold data?

Match your storage spending to the type and time value of data:



To keep costs down, place data on the class of storage most appropriate for its value. All Flash Arrays (AFAs) cater to red-hot data, hybrid arrays target some compromise, with high capacity/low-cost HDD arrays covering the colder range. Similar categories are available on-premises and in the cloud.

THE SOLUTION

DataCore lets you use diversity to your advantage.

How? **Only DataCore** can effectively pool and auto-tier unlike storage arrays from different manufacturers!

START SAVING MONEY WITH AUTO-TIERING:

- Automatically provides the most demanding workloads with fastest tier of storage
- Increases application performance while contributing to total usable storage capacity
- Works with existing storage hardware and future storage technologies
- You define which disks make up each tier (e.g., high performance, mid-range, low cost)
- Access frequency determines which disk blocks should be moved into each tier
- Monitor tiering effectiveness through real-time heat maps
- Override automatic migration for special circumstances
- Modify the ratio of Flash to spinning disk as needed non-disruptively



The biggest benefit with DataCore is not being locked into a single vendor for storage. This gives us the flexibility to purchase what we need – high performance SSD or low cost archival storage at affordable prices.

– Ryan Tetzlaff, IT Manager, Open Systems International Inc.

Learn about hands-free data migration from premium to lower cost storage as it cools.

[Read White Paper](#)

[Watch Webinar](#)

DataCore is the authority on software-defined storage. The company pioneered software-defined storage and has now expanded its technology leadership to hyperconverged infrastructures. DataCore empowers IT organizations to achieve always-available, high-performance and highly efficient data. Its patented technology eliminates storage bottlenecks with adaptive parallel I/O optimization, enables zero-downtime synchronous mirroring, and provides a true hardware-agnostic architecture – resulting in flexibility, resource efficiencies, and cost savings.

DataCore Software is the cornerstone of the next-generation, software-defined data center. DataCore's value has been proven in more than 10,000 customer deployments across traditional, hyper-converged, cloud, and hybrid environments.

Visit www.datacore.com or call (877) 780-5111 for more information.



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1. Dell EMC Global Data Protection Index: <https://www.dell EMC.com/en-us/data-protection/gdipi/index.htm>

2. Gartner Research, Storage Utilization Is Decreasing, Stop Wasting Money: <https://www.gartner.com/doc/3876482/storage-utilization-decreasing-stop-wasting>