HubStor™

Simplifying Cloud Consumption:
Cloud Data Management, Transforming Backup & Archive

Enterprises today want to solve business problems, not worry about infrastructure issues. For many workloads, a shift to the cloud helps achieve that goal. However, the longevity of legacy applications coupled with privacy, governance, and legal discovery/compliance issues often demand that workloads—and their associated data—be stored in a specific physical location. These challenges are amplified by the explosive growth of embedded devices, AI, unstructured data, and machine-to-machine technologies, all of which add to the accelerating amount of new data created daily.

TechTarget Custom Media

This brief looks at how a new, cloud-based approach to data management can significantly reduce IT's data management burden while enabling enterprises to gain more efficient use of cloud storage resources and improving security, privacy, and governance profiles.

The Data Deluge Accelerates

Thanks to new technologies, enterprises are continually incorporating new data feeds into their overall IT infrastructure, whether to manage instrumentation or enhance business decision-making. As a result, enterprises are now creating over 2.5 quintillion bytes of new structured and unstructured data sources every day, and the amount of new data created daily will top 1.7MB per second for every living person on this planet in 2020.[1]

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Data Complexity Challenges

Although both IT and business teams want to leverage today's cloud offerings to help manage their data growth, the prolonged reliance on aging data management tools and legacy software (and hardware) products often hamper cloud adoption or migrating to public cloud platforms. Other traditional approaches are becoming inefficient as well. Tape may be cost effective, but tape is cumbersome, difficult to restore from, not easily searchable or indexable, and subject to failure at an alarming rate. Perhaps a bigger challenge is the lack of visibility into data. Organizations often can't determine which data sets are associated with what particular application or applications.

Some organizations have simply continued to add primary storage to address the growing amounts of new data, but unmanaged growth of solid-state storage devices (SSDs) and hard disks on-premises don't fix the problem, rather it adds another layer of complexity. Storage sprawl strains existing resources—both capital and people—and as many enterprises have discovered, piling on primary storage isn't efficient and at some point, can no longer scale to meet the ever-growing needs to store all this new data.

Enterprises need to simplify data management, not add levels of complexity, and this requires a transformation of storage infrastructure to meet 21st century demands.

<?> "How Much Data is Generated Every Minute? [Infographic]," SocialMediaToday, June 2018.

The Status Quo: Risks Abound

Inertia is a powerful force, but there are strong reasons why organizations should act now to meet these growing challenges. First, as businesses increasingly vie against agile, cloud-focused competitors, they want to focus more IT resources on solving business problems and spend less on the infrastructure merry-go-round, and its associated demand to constantly refresh servers, storage, and middleware.

There are other financial implications as well. Maintenance contract renewals at increasingly higher annual rates and hardware or software end-of-life can induce panic as enterprises try to solve these business problems with outdated technology solutions. Organizations must act before a critical event occurs, as these incidents can end up exposing the business to compliance risks. Data exfiltration whether due to ransomware or regulatory violation can incur losses that lead to heavy fines and penalties—not to mention the soft costs from reputation damage. For example, the 2019 Ponemon Institute report on the cost of a data breach found the global average cost of a data breach was $3.92 million, up 1.5% from 2018.[2]

The Case for Cloud Management

Many businesses believe putting backup at the center of their data management strategy will solve all their problems, but backup-centric data management has many shortcomings. Backup doesn't provide a solution for discovery search, doesn't support legal hold, and rarely supports self-service access to backups for users, instead requiring IT involvement.

However, cloud-based data management solutions are becoming increasingly popular, and aren't just for cloud workloads. Additionally, they can solve both on-premises and cloud-based data protection and governance problems. Adopting a cloud-based data management solution lets the enterprise converge backup and archival into a single data platform, which offers two major benefits:

- It simplifies meeting privacy requirements, and enables the location of any data in any geography, whether on-premises or in a cloud
- It completely eliminates the threat of ransomware attack by decoupling data from any underlying hardware

Further, SaaS delivery of cloud-based data management ends hardware and software refresh cycles, instead offering predictable costs month after month. To that end, enterprise IT professionals want a cloud-based data management platform that will solve multiple problems for both on-premises and cloud data, including:

- Backup and archival of every application whether legacy, modern, or cloud-based, enabling point-in-time restoration for any reason
- Journaling of messages, log and other data to meet security and compliance objectives
- Search capabilities that span data types, applications and geographies
- Complete data management to ensure data is being stored cost-effectively, and only for as long as needed
- Simple, fast recovery of data that can be initiated by users
- Regulatory compliance and legal hold support for every geography

<?>   "2019 Cost of a Data Breach Report," IBM.com.

The HubStor Difference

To meet these needs—and more—HubStor offers a single, unified SaaS cloud data platform that eliminates the need to spin up virtual appliances. It's all in the cloud. HubStor's platform is simple, secure, and scalable to meet virtually any data management need.

HubStor's tight integration with Microsoft simplifies the backup of Office 365 data, and enables organizations to journal all electronic messages, enables cloud-tiering of file systems to get the most out of every storage dollar, and manages the long-term retention of all data, whether structured or unstructured, database or blob.

Since protecting every application is critical, HubStor's PaaS-native, subscription-based SaaS software includes connectors for virtually all popular software applications. Even home-grown applications are easily protected utilizing HubStor's APIs.

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This unique design offers a number of benefits beyond data protection.

- Now, all data becomes instantly searchable, even unstructured data or information stored in data lakes.

- Since each HubStor implementation uses a dedicated single-tenant instance in the cloud, there is no co-mingling of data with other businesses, and no competition for compute resources.

- HubStor users can choose which Microsoft Azure regions to deploy in, and can span multiple regions, using either their own Azure account or HubStor's. The choice is theirs.

- Sometimes, "no" is good. With HubStor there is no licensing, no hardware, no appliances, no set-up fees, no term commitments, and no onboarding or technical support costs.

- Speed is of the essence, so HubStor offers rapid deployment, with kick-off to get organizations completely onboarded in as little as 1-2 weeks.

Next Steps

How have other organizations benefited from their HubStor deployments? For example, a U.S.-based mortgage giant uses HubStor to manage more than 1.7 petabytes of data including Office 365 backup, hybrid cloud data tiering, and compliance archiving of financial records.

Learn more about HubStor's broad range of reference accounts in a wide range of industries, including financial services, healthcare and life sciences, construction, engineering, media, and entertainment.

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