

## Actifio's Protection and Availability Storage Solution

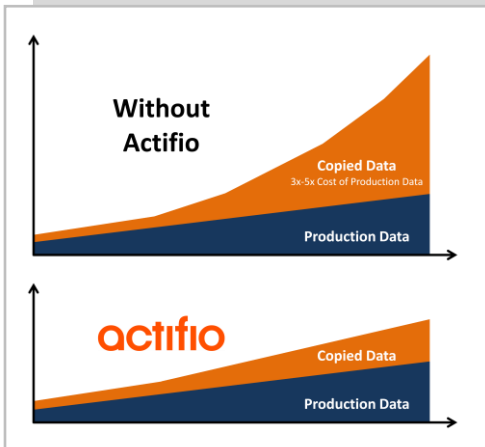
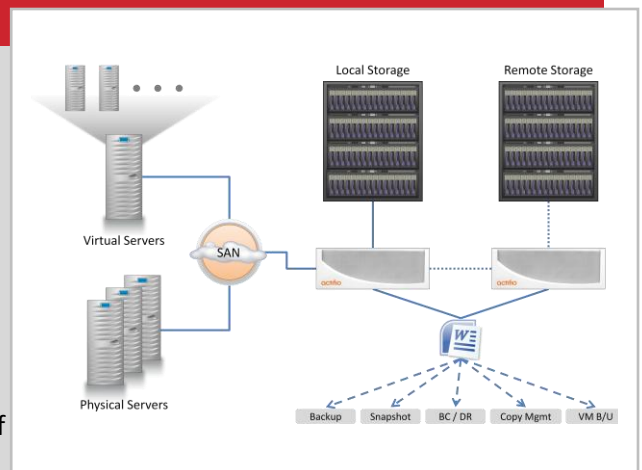
### Virtual Data Management through a Virtual Platform

Actifio's Protection and Availability Storage (PAS) paradigm is an appliance-based solution that can efficiently and effectively manage Enterprise IT data. By utilizing patented Virtual Data Pipelining (VDP) technology, Actifio's PAS solution is able to manage one unique copy of data and provide virtual availability to various business requirements: data protection, disaster recovery, business continuity, and test & development. By reducing physical data redundancy, Actifio is able to drastically condense overall total storage requirements.

**A Full Report Will Be Available At  
[www.actifio.com](http://www.actifio.com)**

#### The Product

PAS is an appliance-delivered solution that can be seamlessly added to any existing infrastructure. It auto-discovers available applications and servers within a SAN. Actifio Desktop is used to manage these discoveries. Service Level Agreements (SLAs) and policies can then be created for the discovered components via the SLA Architect in Actifio Desktop. The policies specify the frequency of data copies, retention times, and storage locations. The VDP is then used to optimize the availability and protection of the data associated with each application.



Optimization through the VDP consists of effectively storing, moving, copying, and restoring virtual data. Snapshots are created from primary local data which can then be migrated to a backup target for deduplication. Actifio then uses the concept of asynchronous deduplicated replication to a remote site. This allows for a major reduction in bandwidth utilization. Fast restorations can then easily occur from both the local or remote sites through a rehydration process.

Actifio has created a single solution for backup, snapshot, deduplication, disaster recovery, business continuity, test/dev, analytics, and compliance that can have a positive impact at both a financial and operational level.

#### ESG's Lab View

"There are two types of data in our organizations: PRODUCTION data and COPIES of PRODUCTION data. We take copies of production data, and then take copies of those copies, and we use them in all of our other business functions with IT. Each one of those business functions has its OWN SILO of infrastructure (virtual or real) with its OWN storage, housing its own copies of the exact same data!" – Steve Duplessie, ESG Founder and Senior Analyst.

ESG Lab is looking forward to thoroughly testing and validating the ability to quickly deploy, protect, and restore using Actifio's PAS solution.