



Media Services Overview

Helping you manage the regulatory and economic challenges of data transitions

- Reduce business risk and cost at the same time
- Perform data migrations smoothly and cost effectively
- Eradicate data securely and cost-effectively

Throughout the technology age, change has been the one constant. Embracing change has always been a necessary ingredient for success in enterprise IT organizations. But, managing that change has never been easy. And doing so while preserving the bottom line is even harder.

Over the lifecycle of data, this game is complicated by the shifting sands of regulation that require ever more data to be retained ever longer. From the moment it is created to the day it has outlived its useful life and must be destroyed your data must be better managed than ever before. The proper care of active data is something most organizations do exceptionally well. As data ages toward end of life, however, the time and attention devoted to it naturally wanes, to the possible economic detriment of the organization.

Applying New Technology to Older Data

Technology can help. With archival data, for example, the newer, denser tape technology can mean a smaller, lower cost, more easily managed footprint. But, the process of moving archival data from older technology to new is not a simple one. Nor is it one for which most organizations are internally equipped. After all, major tape technology transitions don't happen very often.

In the disk realm, where more active data lives, technology refresh cycles dictate frequent active data migrations. These transitions can be fraught with execution risk, potentially jeopardizing operational efficiencies and business success.

And what of data residing on now obsolete disk technology? That data must be securely destroyed to prevent any possible compromise. Doing so requires unique knowledge. Doing so while still recovering economic value from those "obsolete" disks requires state-of-the-art expertise.



Eliminate Execution Risk and Expense at the Same Time

Data lifecycle transitions can be fraught with execution risk. That is where PeakData comes in. We provide a **Media Services** offering that not only helps ease your technology transition, but enables you to extract value from your existing media assets in the process.

We represent more than twenty years of industry leading data migration, conversion, and duplication services. PeakData's mission is to help customers complete media migration projects securely, efficiently and cost-effectively. These services are performed either in PeakData's secure facility or onsite at the client's location. When you factor in our media buy-back services our customers are often able to realize a meaningful return on their retired media assets. Our service offerings include:



Tape Migration and Consolidation

We can help you solve the conundrum of improving access to archival data while reducing cost at the same time. The regulatory environment demands both longer data retention periods and faster access to data, which could be subject to recall under less than ideal circumstances – such as a subpoena. We simply can't afford to be sending data off to third-party storage without having a good idea of what it is and how to get it back.

The cost of physical archive storage is growing with the volume of tape. How many of us know what it is costing us, however? Archives only grow; they never shrink. Is it possible to shrink that archival footprint onto newer, denser technology and realize a return on the technology investment to do so? Absolutely!



Data Eradication for Risk Mitigation

What happens when a disk drive in a disk array fails? It is returned to the manufacturer for repair or refurbishment and the customer is given a new disk, under warranty, in return. Well, at least that used to be the case. Nowadays, proper disposal of disk drives first requires proper disposal of the data written on the disks.

Exercising extreme caution, some organizations have taken to extreme measures, such as physically destroying disk drives on-site to prevent any possible compromise of the data stored thereon. In the name of data protection, however, they are willing to forfeit the residual economic value of the disks. Is it possible to securely eradicate the data without eradicating economic value at the same time? Definitely!

Disk Data Migration

There are many events that require the movement of data:

- Refreshing disk subsystems or servers
- Consolidating environments or equipment
- Implementing tiered storage
- Optimizing application performance
- Relocating data centers or assets

Assessing, planning, and executing a migration project requires significant time and expertise. Today's business demand that applications stay up and running 24x7 and multi platform, multi-vendor, mission-critical environments make migrations even more complex and risky. Is there a way to perform disk migrations with both precision and cost-effectiveness? You bet!

You have already made the smart decision to migrate to newer technology to realize economies in your operations. Now, make that decision even smarter. Enlist the help of PeakData's **Media Services** to help you manage that transition.

For more information contact us at: media@peakdatallc.com



6309 Monarch Park Place • Niwot, CO 80503 USA
866.652.2630 (toll free, U.S. only) • Fax: 303.652.3039 • media@peakdatallc.com

