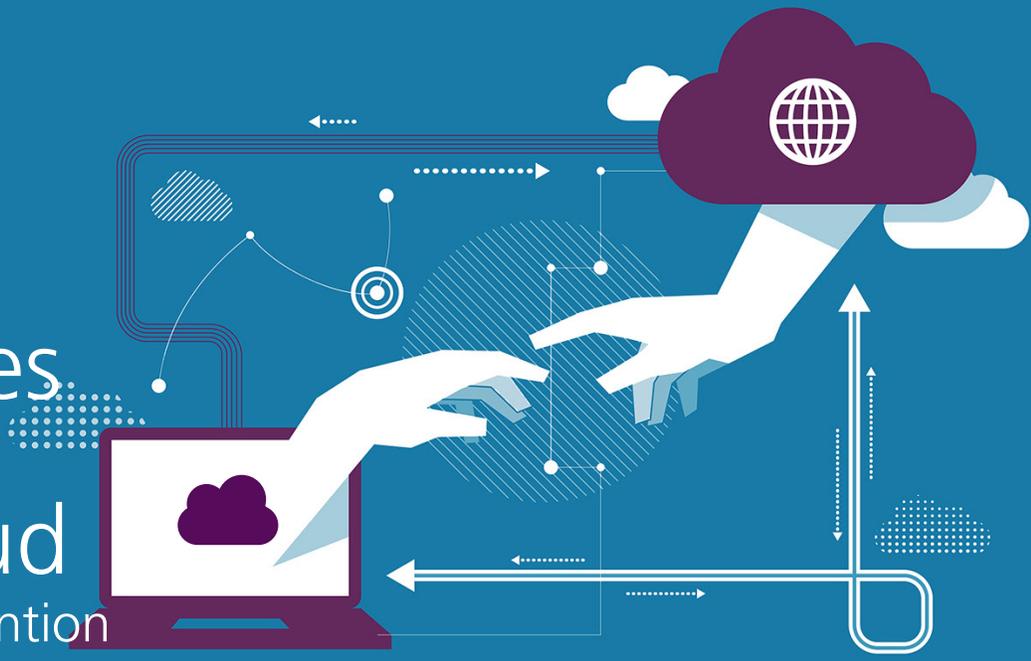# How to Balance On-Premises and Public Cloud
for Long-Term Retention

As organizations implement digital business strategies, data is multiplying at a rapid rate.

That's putting pressure on enterprise data storage and forcing IT leaders to face an acute challenge with regard to long-term data retention across on-premises infrastructure and public cloud services. Certain data sets must be retained for years while remaining promptly accessible when needed. It's a tall order that calls for new approaches to storage, retention, and access.

In the past, long-term retention has been fraught with compromise. It was not possible to store data for many years while enabling timely access at a reasonable cost. However, recent technology advances are changing the game. It is now possible to retain data economically for a long period of time while enjoying response times that are close to the service-level agreements (SLAs) delivered by primary storage.

A delicate balance

The ability to balance long-term storage on both cloud and on-premises infrastructure is an important responsibility of IT governance. The fast response offered by locally stored data can help an organization meet demanding SLA requirements, including an organization's recovery time objectives (RTO) and recovery point objectives (RPO). Meanwhile, data stored in the cloud can lower costs while improving resilience, since it will be accessible in the event of a local data center outage occurs.

The long-term data retention challenges IT leaders face fall into four categories:

▶ **Reduce the cost of on-premises storage.** The goal should be to deploy long-term data retention technology

on-premises at a cost that is comparable to that of tape- or cloud-based storage while providing performance that is near the level of primary storage performance.

▶ **Orchestrate movement of data to the cloud.** Policies set by an administrator determine what files will be moved automatically from on-premises storage to the cloud and when they will be moved. It is important that the policies governing data movement not interfere with SLA performance. For example, backups older than six months can safely be moved to the cloud.

▶ **Reduce the time to retrieve data.** On-premises long-term storage has historically involved tape, although in recent years, many organizations have adopted the cloud for long-term storage. But in both cases, there is a danger of slow data retrieval. IT leaders should consider new technologies to improve RTO and RPO performance to meet SLA requirements.

▶ **Lower the risk of regulatory noncompliance.** The ability to perform backup and recovery within specified time periods, whether data is stored on-premises or in the cloud, is important to mitigate the risk of noncompliance with regulatory guidelines. Some of those mandates might also require data to be stored on-premises. Data that falls under such regulations can be retained on-premises automatically

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and economically, whereas other data can be moved to the cloud automatically.

Veritas Access Long-Term Retention Appliance

The Veritas Access Appliance is designed to help IT leaders address the challenges of economical long-term storage with fast response. This enables organizations to orchestrate streamlined data movement between on-premises and cloud-based storage.

Access is a turnkey appliance running Veritas' software-defined Access scale-out network-attached storage (NAS) software. It provides:

► **Cost-optimized operation,** tuned for high capacity workloads

► **Long-term retention** that replaces tape for archival purposes

► **Deep integration** with Veritas NetBackup and Veritas Enterprise Vault

► **Automated data tiering**

► **Operation with AWS, Azure, Google Cloud,** and other public clouds

► **Scalability** up to 2.8 petabytes of raw capacity

The Veritas Access Appliance is part of the Veritas data protection product family and benefits from simplified deployment and administration from the Veritas SDS Management Platform (SDS-MP). The SDS-MP provides storage management and reporting across the entire storage portfolio from a single management console. It leverages multiple levels of automation and artificial

How Long Is Long-Term Data Retention?

The needs of different businesses vary widely, but most organizations must retain data for extended periods of time—in some cases, many decades. For example:

► *Aircraft design records –* ***30 years or more***

► *Oil and gas exploration –* ***more than 50 years*** *for subsurface data*

► *R&D records –* ***more than 75 years***

► *Life insurance policies –* ***the lifetime of the insured party, plus 6–10 years***

► *Health care records –* ***the lifetime of the patient, plus several years***

intelligence (AI) to guide deployment, day-to-day operations, and infrastructure optimization.

Conclusion

Organizations face many challenges with regard to long-term data retention. Data quantities are larger than ever, thanks to the advent of digital business strategies. Regulatory guidelines are multiplying, bringing with them the need for data protection, timely data access, and data storage that must endure for years.

Widespread adoption of cloud-based services creates additional challenges. Although the cloud affords many benefits, such as low cost and highly scalable capacity, orchestrating the combination of on-premises and cloud-based data retention for low cost and high performance is no simple matter.

IT leaders require a solution such as the Veritas Access Appliance that provides economical and scalable long-term data retention. As a member of the Veritas data protection product family, Access affords deep integration with Veritas NetBackup and Veritas Enterprise Vault. Policies set by administrators determine what data will be moved, and when, to the appropriate storage tier—on-premises or in the cloud—to minimize costs while keeping data in compliance with regulatory guidelines.

The cost-optimized design of Access does not sacrifice performance, delivering SLAs that are superior to those of both tape- and cloud-based storage. In short, Access gives IT leaders the ability to balance long-term retention across on-premises and public cloud storage to meet the needs of today's digital business strategies. ◄

Access Appliance/NetBackup Integration

NetBackup

NetBackup Appliance

CloudCatalyst Appliance

Enterprise Vault

Access 3340 Appliance

Google Cloud Storage

Microsoft Azure

amazon web services

Public Cloud

Click here for more information.