

# Simplify Long-Term Data and Application Retention and Archival

Records management best practices include the successful long-term retention and archival of data and applications no longer actively used, yet still valuable to the enterprise. Data loss prevention, legal and compliance requirements, and security are top reasons organizations schedule and permanently save important files, traditionally on tape backups. Yet rapidly increasing data volumes and changing business demands to keep information longer have organizations looking for more cost-effective, reliable methods of secondary data protection that lessen IT management overhead.

Cohesity simplifies long-term data and application retention and archival with a single, cloud-native solution that supports the backup and saving of unstructured workloads to leading public clouds from Amazon, Microsoft, and Google or on-premises to tape. Cohesity also streamlines and automates data archival to the cloud with easy retrieval from everywhere for greater business agility. A flexible, scale-out solution with a pay as you grow cost model, Cohesity DataProtect™ reduces IT long-term retention and archiving costs and burdens even as the pace of business accelerates.

## Cloud archival saves time, lowers costs

With Cohesity, IT organizations save time by quickly archiving data to multiple targets—public clouds, private clouds, any S3 compatible device, and QStar managed tape libraries. Cohesity cloud-native integrations with Amazon Web Services, Microsoft Azure, and Google Cloud eliminate the need for cloud gateways and point solutions to connect to the cloud while increasing operational efficiency and lowering TCO.

## Automation and global deduplication improve efficiency

CloudArchive with dedupe optimization is the Cohesity DataPlatform™ capability supporting easy long-term data retention in leading public clouds. Advanced Cohesity algorithms for true global deduplication—across clusters, workloads, and protocols—and compression in the cloud optimize capacity efficiency and significantly reduce the cost of public cloud storage for archival.

## KEY BENEFITS

- *Improved IT and business agility*
- *Reduced costs and TCO for long-term retention and archiving of data and applications on tape and in the cloud*
- *Greater operational efficiency with seamless integration of leading public cloud data storage—Amazon Web Services, Microsoft Azure, and Google Cloud*
- *Easy accommodation of regional differences, local requirements, and geographic-specific demands while meeting enterprise governance requirements*
- *Peace of mind that aging tape-based data is protected*

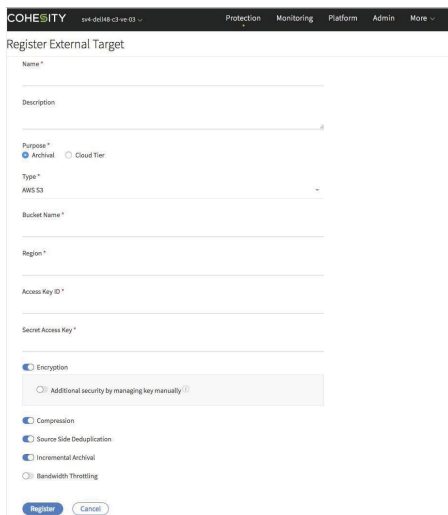
Cohesity improves efficiency with a consistent user experience for both long-term retention copies of data in the cloud and on tape. Built-in policies ensure IT can easily automate data retention to public cloud or tape as an archive target with desired retention periods. For example, IT may enforce business or compliance requirements by including retention periods in automated workflows Cohesity refers to as job protection policies.

With Cohesity, organizations also have increased flexibility to address local, regional, or international compliance and business service-level agreements. For example, vendor protections including geo-redundancy to safeguard against local downtime events and retrieve information from the nearest data center without IT involvement. Unlimited scalability and elastic capacity also make the combination of public clouds and Cohesity ideal when demand changes.

**Rapid, granular search delivers meaningful insights, greater value**

Together, Cohesity and the public cloud offer enterprises significant agility and cost advantages over tape for long-term data retention, such as the ability to quickly run analytics on stored data. As artificial intelligence matures, for example, business leaders can uncover new business insights faster from data archived in the cloud than the tape alternative.

Faster IT access and retrieval of data from public clouds makes data more useful to business teams seeking to gain meaningful insights from previously untapped data. Cohesity Google-like search instantly locates virtual machines (VMs) and files. A world-class indexing engine provides enterprises with instant access to data archived in the public cloud and supports in-place analytics on massive data sets without moving data to an application server.



**Solution Capabilities**

- A single, easy-to-use platform for long-term data retention in the cloud and on tape
- Job protection policies
- Automated transfer of backed up data to archive
- Enterprise-grade retention, archival, and data retrieval

*“As a global technology solutions provider, we like to stay ahead of the technology curve. We saw clear value in adopting Cohesity to consolidate and simplify our secondary storage infrastructure. Cohesity allows us to consolidate data protection and file storage, while providing simple integration with the public cloud for long-term archival.”*

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