

BakBone's Core Strategy

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From its beginning BakBone has stressed a comprehensive approach to managing and protecting data. This strategy served BakBone well when it first went up against the established bad boys of backup, and continues to serve today as BakBone grows its strong portfolio around integrated data protection and management.

BakBone is feeding that growth through internal development and acquisitions around real-time backup protection, enterprise messaging and a data-centric approach to centralized policies. This Opinion will briefly present these choices in terms of solving some difficult challenges around data protection, availability, centralized administration and compliance.

Data Management Challenge

Managing data is a big business and a difficult one. Some of IT's most critical challenges center on this including applying data protection to highly disparate environments, managing application-centric policies, and managing messaging applications for retention and compliance.

1. *Fragmented data protection.* Data is fragmented by application, network type and storage location. This makes data management and protection a difficult challenge, especially in the face of fast-growing stores of largely unstructured data.
2. *Decentralized policies.* Policies are useful creatures but are difficult to administer in complex settings. IT must set and administer policies on an application basis, which adds a good deal of management overhead to the storage infrastructure. Consequently many

administrators do not make full use of policy engines.

3. *Challenging message management.* Email represents a good 50% of enterprise data. Cost-effectively storing and protecting all of that data is itself a hard challenge. Making it responsive to compliance directives is even harder.

Enter BakBone

BakBone's flexible technology helps to solve these problems in multiple platforms and across physical, virtual and cloud-based networks. The common thread in the growing BakBone suite of technologies is the ability to match protection and policies to data instead of to disparate applications. This data-centric approach favors global policy management instead of the fragmented application-centric approach. This enables highly efficient and cost-effective storage management that crosses application boundaries.

Universal Data Management

BakBone has always stressed highly integrated storage management with the NetVault line. They are building on this message with a Universal Data Management (UDM) strategy that incorporates its existing NetVault line, real-time data protection from the Asempra acquisition (renamed NetVault: FASTRecover) and acquired ColdSpark e-mail processing and delivery technology.

UDM corrals these products into a three-pronged framework: integrated data protection, centralized policy management and highly compliant messaging. BakBone extends UDM benefits to third-party developers with API-based common services. This enables users to leverage their existing software and still access BakBone's policy controls for globalized protection, availability, message routing and compliance.

Benefit #1: Comprehensive data protection. This level of integrated data protection preserves the integrity of at-rest and in-motion data across the enterprise and adds the ability to do real-time backup for Windows applications and file servers.

Benefit #2: Centralized policy administration. Centralized, data-centric policies greatly improve IT's command-and-control. The central policy engine oversees a range of BakBone and third-party actions, including de-duplication, encryption, archiving and more.

Benefit #3: Compliant messaging. New messaging capabilities extend BakBone's protection and availability portfolio to messaging and add automated compliance to the mix. Given an increasingly strict regulatory atmosphere, ensuring messaging compliance becomes a critical form of protection for the enterprise.

Taneja Group Opinion

BakBone takes its name seriously, providing a backbone of data management across disparate locations, applications and network architectures. We find that as technology evolves, BakBone is providing new solutions that meet data protection, messaging and policy management needs across a range of industries at multiple business levels. As we have from its beginning, we strongly support BakBone in its quest to protect, analyze and manage data wherever it is found.

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