



Advanced Data Management for Enterprise File Storage

Dynamic Data Placement using Azure Blob Storage and Moonwalk Universal

Essentials

Dynamic Data Placement ensures data is stored at the most appropriate location, at the required time, for the lowest possible cost.

Inactive data is automatically relocated to Azure Blob Storage, dramatically reducing overall cost and complexity.

Transparent to users and applications, original namespace security and file metadata is preserved, enabling autonomous streaming of content on demand.

According to IDC, unstructured data is growing at the rate of 62 percent per year and by 2022, it is expected that 93 percent of all stored data will be unstructured.¹

Unstructured data is now typically 80 percent of data created, replicated and transmitted² and by 2020, high-value data is expected to double.³ As data continues to grow at record rates, even the most well-funded organizations struggle to balance ever-increasing data growth with existing and emerging technology options.

Digital transformation initiatives are adversely impacted by operational costs and complexities depleting much needed resources.

On average, 70% of unstructured data is inactive or less-valuable than the active dataset supporting current business activities. Identifying and relocating inactive, non-critical datasets is an essential capability of any enterprise infrastructure strategy.

Moonwalk and Microsoft offer a turn-key, integrated data management solution to solve the storage infrastructure challenges faced by customers today.



Customer-defined policies or workflow events determine what data remains on file server infrastructure and what data is transferred to Azure Blob Storage - where it is retained, protected and immediately available.

Solution Features:

- Proactive automation of storage optimization using high resolution file selectivity
- Policy simulation for outcome prediction and capacity planning
- Platform coverage for Windows, NetApp and Isilon file servers
- Critical activity protection using advanced schedule control
- Extensive REST API for integration with existing control, workflow, automation and billing systems

Moonwalk and Microsoft solve the challenges of unstructured data growth by seamlessly integrating file infrastructure with Azure Blob Storage.

Immediate Benefits:

- Up to 80% reduction in file storage, backup and recovery
- Ongoing visibility of file data demographics
- Reduced complexity and improved productivity
- Minimal storage vendor lock-in
- Ongoing preservation of customer choice
- TCO savings to drive other digital transformation initiatives

The cost-effective use of storage infrastructure requires a balance of software, hardware and policies that enable the proactive placement and retention of unstructured data throughout the digital universe.

Moonwalk is metadata-aware, enabling data management by any file system attribute – location, user, org unit, size, name, time and more. Empowering organizations to define, allocate and optimize filer infrastructure using policies, reduces the total cost of ownership while ensuring data remains safe and immediately accessible.

Microsoft and Moonwalk deliver a proven, certified Enterprise Data Management Solution built from the ground up for complete interoperability between file system deployments and on-premises, private, public, hybrid and multi-cloud object storage.

Moonwalk seamlessly relocates candidate datasets to Azure Blob Storage and autonomously retrieves them upon request. Preserving all original file metadata and security information, Moonwalk maintains the original file system and directory services name space, protecting metadata integrity and object data from unauthorized access.

Azure provides the flexibility, scalability and simplicity needed to store, manage and access today's rapidly growing volumes of unstructured data in an on-premises, private, public or hybrid cloud environment.

Azure Blob Storage transforms storage challenges into business advantages by reducing storage costs while reliably supporting both traditional and emerging cloud-born workloads for enterprise mobile, social, analytics and cognitive computing.

Why Moonwalk?

Moonwalk Universal is a market leader in large-scale data management solutions, providing patented and award-winning software to automate storage optimization and dynamic data and workload placement for massive data - supporting hundreds of petabytes and trillions of files.

Moonwalk is found in Financial Services, Healthcare, Manufacturing, Government, Research and Media.

To learn more, please visit: moonwalkinc.com

Why Microsoft?

Expand beyond the limits of your current computing platform with the freedom to build, manage, and deploy your applications anywhere with Azure. Use your preferred languages, frameworks, and infrastructure—even your own datacenter and other clouds.

To learn more, please visit: azure.microsoft.com

References

1. IDC. IDC Miew: The Digital Universe In 2020. (<https://www.emc.com/collateral/analyst-reports/idc-the-digital-universe-in-2020.pdf>)
2. IDC. "Data Explosion Drives Need for Object Storage." Video featuring Laura DuBois, IDC Research Vice President, Enterprise Storage, Servers, and Software Infrastructure. (<https://youtu.be/hJoOd7eVK0o>)
3. IDC FutureScape: Worldwide Big Data and Analytics 2016 Predictions. Document #259835. Nov 2015. (<http://www.idc.com/getdoc.jsp?containerId=259835>)



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