

EMC—NORTHERN

An EMC Select Partner Overview

ESSENTIALS

Partner product

- Northern Storage Suite

EMC product

- EMC Celerra

Solution highlights

- **Enable quota management:** Implementing a quota management solution will result in more effective storage utilization, reducing costs and improving efficiencies
- **Control vulnerable content:** File blocking and binary-level reporting prevent unwanted files from being stored and identify hidden and pre-existing content
- **Encourage efficient usage:** Make users more aware of usage policies and better able to comply; make efficient use a part of business culture
- **Identify and remove unwanted data:** Metadata-sensitive tools identify and remove unwanted data, reducing compute resources by an average of 30 percent
- **Automate reporting:** Providing regular, automated status reporting eliminates the need for time-consuming and resource-intensive information searching
- **Reduce cost and administrative overhead:** Achieve effective capacity planning by reclaiming wasted capacity and understanding and controlling user behavior

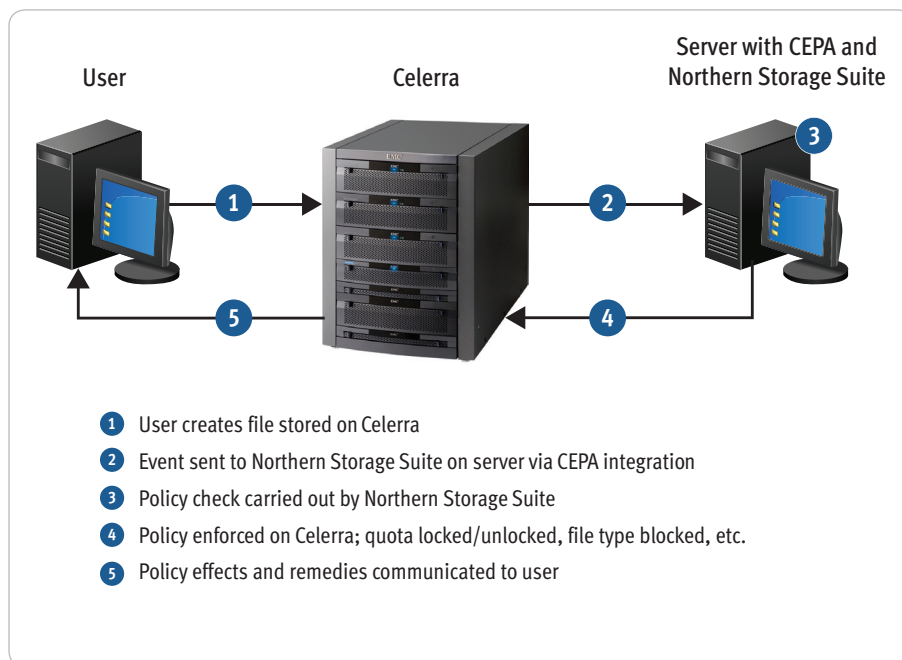
MANAGING USER-GENERATED DATA: BUILDING STORAGE MANAGEMENT POLICIES THAT DRAMATICALLY REDUCE COSTS AND ADMINISTRATIVE OVERHEAD

With the amount of stored data growing by 60 percent year-on-year, managing data has become a crucial aspect for all companies and a priority on every IT manager's list. Northern Storage Suite is a software solution that is integrated with EMC® Celerra® to provide global quota management, content management, search, and indexing for Celerra environments.

Celerra captures events in the file system and immediately delivers a notification of these events to Northern Storage Suite via Celerra Event Publishing Agent (CEPA). These event notifications are then used to drive quota management, auditing, and indexing operations within Northern Storage Suite. The notifications are triggered by Celerra events such as:

- **Files:** create/open/delete/close (unmodified or modified)/rename
- **Directories:** create/delete/rename
- **Files and directories:** any attempt to modify the security metadata (ACL modification)

Celerra provides CIFS triggers and context for file- and directory-related events. Northern Storage Suite consumes the trigger and context via CEPA, checks its policy database, and sends appropriate responses to the client applications via Celerra.



REDUCING COST AND ADMINISTRATIVE OVERHEAD

Northern Storage Suite breaks down the management of user-generated data into four straightforward goals:

1. Reclaim wasted capacity

On a typical device, more than 30 percent of the files stored are obsolete, non-business-related, or unwanted. This excessive data adds unnecessary hours to backup and restore cycles, increases backup media use, and drains overall resources. Identifying and reclaiming wasted capacity is one of the key applications of Northern Storage Suite.

2. Control user behavior

Not all data that is stored is of a business nature and not all users understand the costs incurred of storing unwanted data. Eliminating activities associated with creating unwanted data is a key benefit offered by Northern Storage Suite.

3. Involve users

Administrators are often asked to control and manage data based on its value to the business. Simply looking at file type and age is not an efficient method of valuing data. It is the creators and users of the data who know and understand the value of the files they create.

4. Plan for the future

Allowing for efficient long-term capacity planning improves overall resource allocation. A significant percentage of storage investments are made on the spur of the moment, as emergency solutions without adequate evaluation. This invariably leads to misplaced investments. Millions of dollars are wasted annually on solutions that are either insufficient and short-lived or over engineered and unnecessarily expensive. The EMC—Northern solution can help users make more accurate capacity investments.

ABOUT EMC

EMC Corporation is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

ABOUT NORTHERN

NORTHERN (Northern Parklife Inc.) is an international software company specializing in the development of reliable, flexible, and easy-to-use storage resource management software solutions. Information about Northern's products and services can be found at www.northern.net.

CONTACT US

This EMC Celerra—Northern solution is available now. To learn more about this solution, contact your EMC or Northern sales representative, or visit our websites at www.EMC.com or www.northern.net.

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