Today’s SMBs are caught between a rock and a hard place: their needs are too sophisticated for off-the-shelf storage products, but they don’t have the size and resources to justify costly solutions from the big enterprise brands.

Further complicating their storage decisions, these SMBs are both data-intensive and compliance-driven. They must have the flexibility to simultaneously manage rapid, unpredictable growth in digital content while still meeting strict industry regulations for retention, retrieval and recovery, and relaying of data.

While every SMB understands how valuable its data is, there’s another business asset that’s often taken for granted—time. The true cost of any storage solution must include the time and resources it takes to deploy, configure and manage; hours consumed by those tasks could be better spent generating revenue.

This Buyer’s Guide is designed to help SMBs and medium-sized enterprises find the scalable storage solutions that are right-sized for their particular needs and budgets; the following are several business challenges often faced by SMBs, and the strategies (and corresponding Imation® Scalable Storage products) that help address those issues.
### CHALLENGE:
**I need a backup solution that combines robust data protection capabilities with ease of management.**

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| While every SMB understands the importance of safeguarding their valuable information, many balk at the expense and headache of deploying a complex data protection solution. As a result, many settle for rudimentary backup systems that lack the multiple, redundant layers of protection (both onsite and offsite) that are necessary to ensure robust fault tolerance, enable fast full restores in the event of a disaster, and comply with strict regulatory storage requirements. The solution is a purpose-built data protection system that combines ease of deployment and use with the ability to create multiple copies of a company's content: local online copies, replicated copies, offline removable media copies, and remote online copies. To ensure maximum data protection, this should be a "set it and forget it" procedure; once the system is configured, data backup is automatically performed without any human intervention required. | › 4 layers of data protection  
• RDX for off-site storage and data transport  
• Cloud enabled  
• Replication for secondary site  
• Online high-performance backup  
› Streamline the backup and recovery process  
› Shorten backup windows and enable fast recovery  
› Simple integration into existing infrastructure | **Imation DataGuard™** data protection appliances utilize online hard disk drives, removable RDX disk cartridges, replication and cloud storage to automatically provide up to four layers of data protection in a single backup infrastructure. Easily integrated with existing SMB backup and disaster recovery infrastructures (including most backup applications), DataGuard appliances streamline backups by employing RDX cartridges to shuttle copies of data between a firm's infrastructure and its cloud storage provider. Companies can also keep offsite copies of data on RDX cartridges, or replicate to an offsite DataGuard appliance, for added security. |

### CHALLENGE:
**I need a solution that can handle our growing data storage requirements while keeping costs in line.**

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| It’s important to select a storage system that has been purpose-built with two key criteria in mind; first, the ability to easily scale as more capacity is required, and second, an architecture that cost-effectively accommodates the dynamic nature of data accessibility requirements. Data that initially demands constant, instant accessibility may eventually only entail occasional access—and the storage devices most appropriate for each situation are quite different. A tiered archive storage (also known as active archive) approach enables companies to put their data on the most cost-effective storage possible while still delivering the accessibility, security and longevity determined by their business and regulatory needs. For example, costly primary storage makes sense for high-demand online data, but storage that utilizes infinitely scalable, high-performance removable media is more efficient for the deluge of nearline/offline data that SMBs face. | › Increase storage capacity with pay-as-you-go storage  
› Reduce IT spend by placing inactive data on most efficient tier  
› Save money with lower disk space costs  
› Reduce energy costs  
› Reduced IT spend on backup and primary storage | **Imation InfiniVault™** active archive appliances provide the unlimited capacity that today's data-intensive SMBs need; innovative technology enables the seamless integration of online hard disk drives, nearline RDX (removable hard disk) drives and offsite cloud storage, all in one infrastructure. These appliances can keep one copy of data in the online tier, and store 1-4 more copies on removable RDX media for long-term retention; this capability also eliminates the need to routinely backup the InfiniVault appliance. Pay-as-you-go storage (add more RDX cartridges only when needed), data compression (which lower disk space costs), RDX's reduced energy use and backward/forward compatibility are additional features that boost savings for value-conscious SMBs. |
**SOLUTION**  
Today’s businesses face an unprecedented number of regulatory compliance and governance challenges relating to data retention and security. The Health Insurance Portability and Accountability Act (HIPAA) and Sarbanes-Oxley (SOX) are perhaps best known, but there are scores of other regulations that materially affect how a company stores its data—even how it conducts its operations.

Ensuring compliance with such regulations (and internal corporate governance policies as well) can be a confusing and time-consuming process. The solution is to select a storage system that offers features specifically designed to automate compliance with a broad variety of retention and security requirements. This not only minimizes a company’s exposure to both civil and criminal penalties for non-compliance, it also vastly reduces demands placed on its IT department.

**BENEFITS**

> Reduce administrative overhead required to procure, scale, maintain, and upgrade multiple archive and storage solutions
> Align varied retention requirements with “set it and forget it” policy management
> Optimize efficiency by moving inactive data off primary storage

**IMATION PRODUCT**

*Imation InfiniVault* active archive appliances provide a comprehensive range of automated capabilities (which reduce labor costs and improve compliance consistency), enabling organizations to conform with the various rules and regulations that govern their business:

- Hardware-enforced WORM for immutability
- Data retention and automatic deletion
- Audit trail with chain-of-custody reporting
- Automatic copies
- File indexing for search and rapid file retrieval (e-Discovery)
- Legal hold enforcement
- Data encryption and automated key management

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**SOLUTION**

Today, data is widely understood to be a key company asset (in some firms it is the primary asset), and as the quantity of unstructured data continues to grow, the question of how to store that data becomes more urgent. The advent of Big Data analytics has highlighted the enormous potential to unlock new business intelligence contained within data from new sources (such as social media, mobile devices, sensing technologies, etc.).

Initially, such Big Data analytical capabilities will be most prominently employed by large enterprises, but there’s little doubt that they’ll soon be accessible (in terms of both price and functionality) to smaller companies. The sheer volume of such Big Data will make its storage particularly challenging, as it simultaneously must be carefully protected and readily available for thorough (and very likely repeated, ongoing) analysis.

**BENEFITS**

> Protect data from disaster
> Plan for and manage exponential data growth
> Ensure long-term data retention
> Long-term archive on RDX media

**IMATION PRODUCT**

*Imation InfiniVault* active archive appliances and DataGuard backup appliances provide the elastic capacity, robust data protection, industry-standard (NFS, CIFS) file protocols and high-performance disk access (online HDD and RDX) needed to ensure that enormous quantities of data can be safely stored, while still being easily available and rapidly accessible to data analytics applications. New sources of data are poised to reveal unprecedented insights into business processes and customer behaviors, and the storage solutions that house this data will play a key role in enabling those insights.

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Questions? Contact us at:
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