

3 STEPS TO CREATE A DATA LIFECYCLE MANAGEMENT STRATEGY

BY GREG SCHULZ, FOUNDER OF STORAGEIO

Are there more opportunities to protect, preserve and serve your digital assets? Creating a data lifecycle management strategy can help you determine whether or not to treat all your information, data and storage media the same, or to leverage tiered protection.

STEP 1: TAKE A STEP BACK

If something happens to your information, applications, data or storage, you can't go back in time to find and access those records.

That's why it's important to have a data protection lifecycle strategy that aligns with broader information, data and storage—including media management. Create a strategy to manage and coordinate the different lifecycles in your information and data management infrastructure.

While one set of data may have a lifecycle that spans many years or decades, its underlying storage systems and media may be on shorter lifecycles.

STEP 2: CONSIDER THE PAST AND THE FUTURE

Understand that today, data remains active from a read perspective, either on a sustained basis or during different intervals, as new copies, copies of copies, metadata and new data are produced. By understanding that this base data that is being read is static and unchanging, organizations gain insight into how this data can be protected differently in the future. For example, if an organization has a large amount of static data, it can examine why it is being protected on a frequent basis versus a less frequent cycle. It might be time to step back and revisit the applications, information and data

and storage lifecycles, along with their associated data protection lifecycle management strategy.

STEP 3: FOCUS ON WHAT'S IMPORTANT

Companies that know and understand the similarities and differences across their information, data and storage media, along with their associated lifecycle management and tiered protection, can unlock value while removing complexity and costs to sustain growth.

Start by revisiting information, data and storage media management, along with their corresponding lifecycles. Then, focus on what can be accomplished today in comparison to how processes worked in the past. You can then begin to remove costs by finding and addressing data protection complexities at the source, as opposed to cutting service. By understanding your applications, information and data, you can create a storage lifecycle management strategy that protects, preserves and serves information in a cost-effective way.

Learn more about how Iron Mountain helps you manage the data lifecycle.

[>> Visit our website](#)

Greg is an author, blogger, independent IT advisor and consultant at the Server and StorageIO Group (StorageIO). An information junkie and foodie, he enjoys cooking and fishing and is a member of the Arcola hookers group. Greg was born in California, grew up in North Dakota and has now been living in Minnesota for a couple decades. He's been an IT customer, an IT vendor and worked for analyst firms. StorageIO, now in its eleventh year. The company is involved with servers, storage and networking hardware/software. Greg specializes in BC/DR, backup, performance capacity planning and more.

800.899.IRON | IRONMOUNTAIN.COM



ABOUT IRON MOUNTAIN

Iron Mountain Incorporated (NYSE: IRM) provides information management services that help organizations lower the costs, risks and inefficiencies of managing their physical and digital data. Founded in 1951, Iron Mountain manages billions of information assets, including backup and archival data, electronic records, document imaging, business records, secure shredding, and more, for organizations around the world. Visit the company website at www.ironmountain.com for more information.

© 2016 Iron Mountain Incorporated. All rights reserved. Iron Mountain and the design of the mountain are registered trademarks of Iron Mountain Incorporated in the U.S. and other countries. All other trademarks are the property of their respective owners.