



## INFORMATION LIFECYCLE MANAGEMENT

### EDS INFORMATION LIFECYCLE MANAGEMENT STRATEGY

#### EDS Storage Services Benefits

##### Usage-based pricing:

- EDS has been providing utility-based storage for more than five years.
- EDS enables storage usage to scale up and down based on business fluctuations - with no penalties or back-end residual fees.
- Our end-to-end technology and services include the following: hardware, software, hosting and global storage management.

##### Cost savings:

- EDS Storage Services can reduce your overall enterprise storage costs by more than 30 percent.
- Our tiered service levels give you flexibility and ensure data is stored on the right device at the right price.
- Our comprehensive managed services enable you to store data based on its business value - relieving you of the worries and costs of maintaining hardware and software.

Let EDS, an HP company, guide you on your journey toward managing information based on its business value. EDS Storage Services provides an Information Lifecycle Management (ILM) strategy to help you streamline data management and protection, eliminate duplication and give employees access to the vast array of information that's there - but out of reach.

#### The journey toward business-driven information management

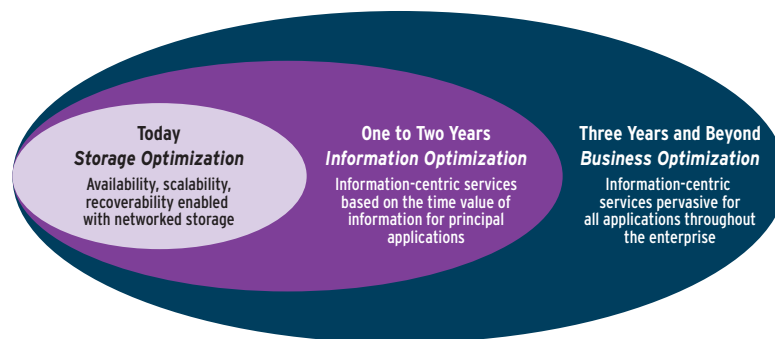
ILM strategies continue evolving. Today, companies recognize that not all data is created equal - that certain types of information are more essential to their daily business operations than others. And they're focused on building an effective storage foundation for ILM - the process of classifying data by its business value to reduce storage costs and achieve regulatory compliance. In the upcoming years, we'll see a shift toward truly information-centric services that enable you to move and store corporate data automatically based on your business policies and the types of applications used.

#### A strategy for today and tomorrow

EDS has a three-phase process to help you complete the journey to business-driven information management. We can work with you to build an appropriate foundation for your enterprise ILM strategy today. Then you'll be in a position to optimize storage of data throughout its lifecycle - maintaining the right level of storage services for data from the time it's created until it can be deleted.

#### Three phases on the ILM journey

**Intelligent Storage** > **Storage Services** > **Agile IT Embedded in Business Solutions**  
*ILM foundation*      *Business-specific services*      *Business process-driven services*





## FULL-SERVICE STORAGE PROVIDER

- EDS has solutions for primary storage, backup and archiving from the data center to the laptop.
- Our services, with their unparalleled breadth and depth, are unmatched in the industry.
- EDS protects more data than anyone in the industry.
- EDS offers a Storage Rationalization Assessment that provides an ILM road map for optimal data placement.
- The EDS assessment uses cost-effective storage tiers whenever possible, although high-quality storage tiers are preferred for critical information. This maximizes storage performance at a minimal cost.

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## Storage Optimization (today)

In the first phase of the ILM journey, Storage Optimization, EDS works with you to define an enterprisewide storage strategy that includes tiered levels of managed services with flexible pricing. EDS delivers Storage Management Services and Backup and Restore Services to optimize your storage strategy based on dynamic data needs.

## Information Optimization (one to two years)

During the next phase, Information Optimization, EDS can help you with application-focused services that manage information based on application and business policies. It's an effective way to bring your information management strategy into even closer alignment with your business processes. We'll work with you to implement policy-based management for principal enterprise applications such as messaging platforms.

## Business Optimization (three years and beyond)

During the third phase, Business Optimization, business-driven, policy-based management services will become pervasive for all applications used in the enterprise. The classification and management of information will be dynamic; these changes will take place automatically as the information's business value changes over time. As a result, your information management policies will align with their business processes, so your partners, customers, mobile users - everyone - can access the information they need when they need it. The upshot will be a tangible relationship between information and its value to the enterprise.

## EDS Storage Services Portfolio

EDS Storage Services offers a flexible, cost-effective range of services for storage management, information protection and information optimization. These services support an enterprisewide ILM strategy that classifies and stores data based on its business value to the enterprise.

