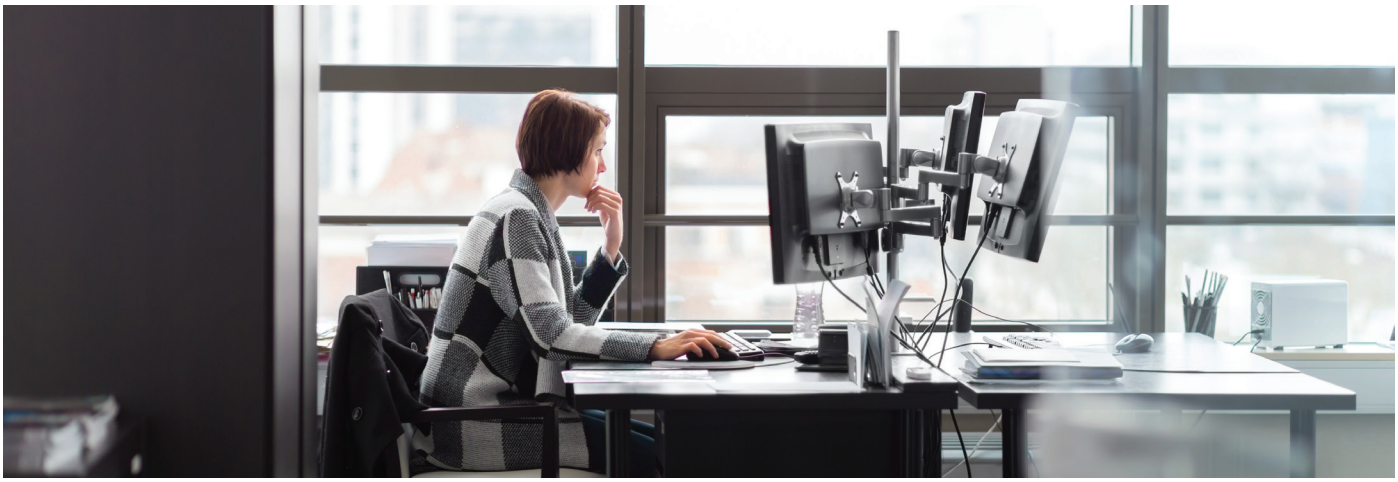
Ontrack®

Data Recovery **UK**



# Lifecycle data management

To effectively mitigate the risk of data exposure and avoid the costs of storing and handling unnecessary information, an organisation should implement an end-to-end process for managing its information from creation to disposal. Data life cycle management comprises of a strategy, process, and technology to effectively manage information, improving the control over an organisation's critical data.

A lifecycle management programme can bring significant benefits to an organisation through the simplification and consolidation of IT resources and systems.

Specific benefits include:

- **Reduced risk:** Reducing the volume of irrelevant information will lessen the risk of a data breach. Also, knowing where specific data is stored will reduce the chance of missing critical information when searching.
- **Cost savings:** Storing data costs money. The more data you have, the more it costs to store. Legal and eDiscovery costs can also be reduced with better management of information.
- **Improved service:** Data management can become less of a drain on IT and legal resources, allowing them to focus more on business-critical/customer-focused tasks.

Hard £

| | |
|---|---|
| **Reduce Cost** | Application Decommissioning |
| | Data Storage |
| | eDiscovery |

Soft £

| | |
|---|---|
| **Enhance Productivity** | eDiscovery |
| | Findability |
| | Reuse / Repurposing |
| | Personal Records Administration |

Additional Soft £ Benefits

| | **Benefits Drivers** |
|---|---|
| **Mitigate Risk** | Control |
| | Quality |
| **Enhance Productivity** | Collaboration |
| | Process Efficiency |
| **Drive Opportunity** | Decision Making |
| | Information Delivery |

Source: Deloitte

## The six phases of the data lifecycle

- **Create** – Every organisation produces data. No matter where it is created, it must be protected.
- **Store** – Once data has been created, it is typically stored on a computer hard drive or in a data centre. The store phase also involves near-term backups that must also remain protected.
- **Use** – During the 'use' phase, data is accessed, viewed or processed.
- **Share** – Data is often shared amongst internal employees and with third-party vendors. Data sharing can occur through the network, via removable media, or across the internet via transfer sites or email. When data is shared, it is subject to new risks.
- **Archive** – For short-term data protection, all data must be backed up regularly, either onsite or offsite. When an organisation needs to retain data for the long term, it can be archived to tape or disk media and placed in remote, secure locations
- **Destroy** – When an organisation's data reaches the end of its life, it must be permanently erased. Determining which data is erased, how it's erased and how that erasure is verified depends on several factors, such as content type, usage needs and regulatory requirements.


## How Ontrack can help

The management of data across its lifecycle is often not a consideration for many organisations. But without a data lifecycle strategy in place, an organisation is leaving itself exposed to serious security risks and costs.

Today, the cost of ineffectively safeguarding data comes with 'too high a price'. Data breaches, damaged reputation, lost customers, downtime, and large fines are all potential risks for an organisation that doesn't effectively manage its data's lifecycle. Those organisations that take the time to invest the necessary efforts and resources in data lifecycle management can minimise the risks and costs of their business-critical data at all stages.

Ontrack has the expertise to help your organisation at every stage of its data lifecycle. As the global leader in data recovery, we can help recover lost or inaccessible data at any stage of its lifecycle. In addition, we offer the latest data archiving solutions and have a number of certified data destruction processes that will ensure your data is protected and your organisation's risks are minimised.

Contact our expert today to see how we can help.

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