

Active Archiving: Retention, Preservation and Reuse

OBJECTIVE

Active archiving is a high-growth market (30% CAGR over the next five years,) with strong political, economic and legal drivers. IDC believes that long term, firms will mine these active archives for institutional benefit and corporate advantage. As a result of these drivers, firms are placing more attention on how they manage, classify, retain, retrieve and dispose of information according to defined policies. Active archiving, at once a process, set of policies and technologies, plays a strategic role in this ongoing process.

This study is designed to help storage, systems, hosted services, application and content management suppliers understand the opportunities in the active archiving market by company size and vertical segment. It will also examine the archiving approaches firms are using now and considering for the future.

VALUE FOR SPONSOR

- Understand and capitalize on user demand for active archiving of file systems, content management repositories, desktop and laptop files, and database applications.
- Establish the most effective go-to-market strategies for each active archiving segment.
- Create routes-to-value that addresses tactical opportunities while positioning the vendor as a strategic partner.
- Identify the key business and technical requirements that would provide both tactical and strategic differentiation opportunities.
- Identify tipping points for spending on new and/or improved archive solutions and engagements.
- Understand and leverage the SMB active archive opportunity.
- Impact future brand adoption, customer satisfaction, and coming evaluations.
- Develop partnerships with key ISVs and services providers to capture active archiving dollars, today and in the future.
- Use IDC's industry knowledge and insight to target the most lucrative revenue segments or set priorities to defend your current market position.

KEY QUESTIONS ANSWERED

- What are the primary business, regulatory and legal drivers? How do the dynamics between these drivers impact the business case for an active archiving solution?
- How do these drivers impact the technology investment priorities and buying dynamics within the organization?
- Will a hosted or licensed software model prevail and for which market segments?
- Will a content management -centric or storage-centric approach to active archiving succeed?
- When will data reuse become a driver for adoption of active archiving and which vertical segments will be the early adopters?
- What is the timeline for deployment on desktop, file system and database archiving?
- What is the role of classification, search, and analytics technologies in current and future archive deployments? How to determine a firm's understanding of, appreciation for and application of classification, search, and content analytics technologies today and in the future?
- What types of and how many information repositories exist and what are the user priorities for these systems? What types of and how many archives exist?
- What percent of data in a data center is active, inactive or obsolete? What percent of data is archived?
- How important will archiving of remote and branch office data be? How will this get done?

- What archive solutions are deployed today and for what applications? What are the user opinions and satisfaction level?
- Which archive solutions deployed are being replaced? Why? What are the key user requirements?
- What percent of archives are disk, tape and optical and how will this change in the next 3-5 years?
- When and what will it take for firms to become comfortable with controlled disposition/deletion?
- When will firms start to mine and analyze data in active archives for competitive and operational advantages? Who will be the early adopters?

METHODOLOGY

IDC lead analysts will conduct 40 in-depth interviews with a combination of IT and line of business or functional stakeholders. Quantitative web and phone surveys of 800 firms segmented by mid-size, large and very large firms will also be performed, with a combination of IT and line of business or functional stakeholder groups.

DELIVERABLES

- End user in-depth interviews/case studies (40 pre-interview surveys and 40 interview transcripts)
- Mid-point project briefings (via Webcast) covering top line findings
- End user web survey - Excel workbook available on request
- Final report with analysis
- Final executive summary presentation (via Webcast) covering essential guidance

Hardcopy of all research deliverables provided in binder

PRICE

Sponsorship by June 1, 2007= \$35,000
 Sponsorship after June 1, 2007= \$40,000

PROJECT SCHEDULE

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| Transcripts of in-depth interviews/case studies delivered | July-August 2007 |
| Mid-point project briefing delivered | August 2007 |
| Final report delivered | September 2007 |
| Final executive project briefing | October 2007 |

ANALYST TEAM

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