Managed Migration for Data Backup

**Simplify complex backups.
Put backup data to work.**

CONTENTS

INTRODUCTION:
Backup Data Migration

Seagate® Lyve™ Managed Migration service enable enterprises to overcome complex backup challenges. Businesses rely on backup data for business continuity, disaster recovery, and compliance. But oftentimes, that backup data isn't consolidated to one platform. For companies that need to change or merge their backup systems, having different software and storage systems distributed across several locations presents several challenges. By migrating backup data from many diverse locations, applications, and storage systems, enterprises can simplify backup management and prove compliance in a fast and efficient manner. Additionally, the application of innovative tools in the cloud means businesses can leverage existing content for better insights and new revenue streams. Get secure and easy access to backup data—anytime—with Lyve Managed Migration.

THE CHALLENGE:
Backup Archives

Data backups are a routine practice for businesses of all sizes, with most maintaining their backup archives in accordance with the 3-2-1 rule. This means enterprises make at least three copies of their data on at least two different kinds of media and storage technologies—one of which is stored offsite. With the continued growth of data, these companies will only have more and more backup data to manage. While backups are necessary, they are also costly, time consuming, and saddled with inefficiency. Further, they offer no business value outside of reassurance in the event of primary data failure.

Backups are a drain on resources— and that's just for routine maintenance. It gets a lot more complicated when an enterprise merges with another company or acquires a new business. The same is true for companies that want to replace their backup software or destination, and for those that may be faced with semi-regular technology upgrades. Whatever the circumstance, integrating a foreign backup system or learning how to use a new backup software requires a big investment of time and resources. Even if those resources exist in house, the company must decide whether it makes sense to divert them away from more pressing matters.

Businesses across market sectors rely on data backups for business continuity, legal compliance, or both. And while industry-mandated retention times are a big driver of the need to maintain backups, the process of demonstrating compliance is both inefficient and disruptive to business. That's because most backup archives are neither searchable nor easily accessible. In the event of a compliance audit, it can take weeks or even months for a site to hand over the requested information— again diverting resources from revenue-generating activities.

When data is trapped in physical storage media, it can't be analyzed for its valuable business insights. This represents a huge loss of potential, as innovative tools like artificial intelligence can help enterprises unlock new business and opportunities for revenue. For some companies, maintaining backups only for the sake of compliance or continued operations may be enough. But enterprise backup data has so much more to offer.
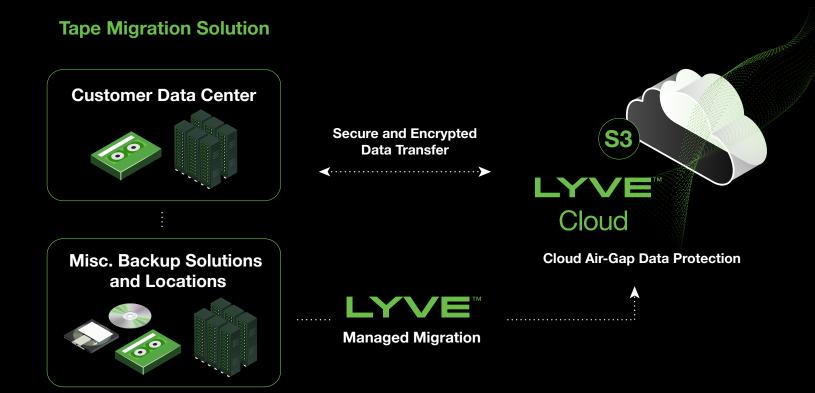
THE SOLUTION:
Consolidated Backups

Overcome data backup challenges with Lyve Managed Migration—an easy, streamlined solution for migrating large backup data sets from diverse physical storage infrastructures that are consolidated in a private data center, hybrid, or public cloud storage. With Lyve Managed Migration, businesses can streamline and consolidate complex backups, lower costs, and simplify their compliance with audits. Additionally, cold backup data can lead to new opportunities for insights and revenue.

Seagate storage experts can migrate data from any type of storage

technology to Lyve Cloud. They can also assist with data repatriation to an on-premises data center. For companies that are struggling to standardize their backup strategies across multiple geographically distributed locations, Lyve Managed Migration simplify the process of integrating different systems. This is especially useful in the event of a company merger or business acquisition, where two or more systems must combine into one. Our managed migration prevents enterprise IT teams from wasting unnecessary time and resources on learning new backup software and systems.
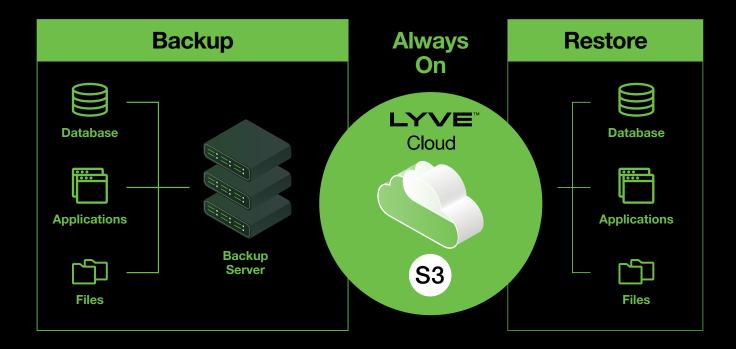
Lyve Managed Migration can also lower the cost of routine backup management. With less resources focused on maintaining on-premises backups, companies can direct their attention toward opportunities for growth. The accessible nature of a cloud-based repository or consolidated backup makes it easy for companies to respond to audits quickly and efficiently—without disruptions to business. And with the use of advanced analytics, businesses can create efficiencies, drive innovation, and discover new revenue streams.

Tape Migration Solution

Customer Data Center

Secure and Encrypted Data Transfer

S3

LYVE™
Cloud

Cloud Air-Gap Data Protection

Misc. Backup Solutions and Locations

LYVE™
Managed Migration

CONCLUSION:
Leave the Hard Part to Us

Don't sink unnecessary resources into complex backups. Let our storage experts help you overcome your backup migration and consolidation challenges. The additional benefit of preserving your backup data in the cloud, can reduce or eliminate physical storage costs while freeing up resources for revenue-generating activities. Activate cold backup data and discover new ways to accelerate your business.

Backup	Always On	Restore
Database	**LYVE™ Cloud**	Database
Applications	**S3**	Applications
Files		Files
Backup Server		

Ready to Learn More?

Visit us at **seagate.com/migrate** or **seagate.com/lyvecloud** and talk to an expert.

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