



# WHAT ABOUT THIS LEVEL OF DATA STORAGE?

Why the Financial Services Sector Needs Tiered Storage for Data Management



**Perpetual Storage, Inc.**

The Financial Services Industry is amongst the most data driven of industries.

Processing increasingly large data sets quickly at an affordable cost is a major challenge for financial institutions today.

According to estimates from IDC, McKinsey and the Bureau of Labor Statistics, financial service companies with 1,000+ employees lead all industry sectors in volume of data, with an average of 5,800 terabytes of data stored on average.

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**Financial Sector has one of the highest cost of down time per hour at >\$2.8 million**  
Horison, Inc.

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## Why Tiering For Financial Sector

Data is the most valuable and critical asset for financial firms; developing a secure storage strategy also capable of growing with their needs is priority. By moving to a tiered storage architecture, financial organizations can scalably safeguard critical data, reduce storage costs and improve operational efficiency.

- Legacy infrastructures are pressured as institutions face increasing storage demands, regulatory compliance requirements and risk mitigation.
- As institutions move to leverage big data in support of smarter decisions to drive business growth, the right infrastructure is necessary.
- Utilizing tiered storage allows data to be easily stored in an accessible, secure and compliant manner

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## What Is Tiered Storage

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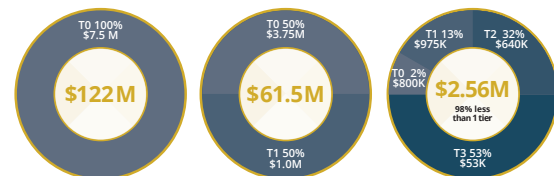
Tiered storage is an infrastructure that aligns storage levels with application requirements. Data is partitioned by distinct tiers based on availability, performance and recovery requirements. Tiered storage reduces storage costs by assigning specific media matching the value and accessibility of the data. Data value is often associated with the age of the data and less valuable data is typically stored on lower cost storage. Tiered storage infrastructures can vary from simple two-tier architectures to more complex with four to six tiers where cost saving is dramatically increased. By implementing a tiered storage solution, financial institutions can also benefit from decreased costs of achieving Recovery Point Objective (RPO) and Recovery Time Objective (RTO) of zero.

### Cost Reduction Using Tiered Storage

By moving data between high-cost disk media and low-cost tape storage media, an organization can experience an acquisition cost reduction of up to 67%. The chart below demonstrates the large cost reduction of utilizing 4 tiers vs. only 1 or 2. Not only is the organization saving on media costs but also on infrastructure and energy costs.

**Cost Per GB**    T0 \$650.00    T1 \$5.00    T2 \$0.60    T3 \$0.08

Cost Reduction Using Tiered Storage - Over 98% Acquisition Cost Savings



Source: Horison Information Strategies

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## Advantages To Tiered Storage:

- Uses the most expensive storage only for applications that need it
- Saves money by choosing lower-cost options for other tiers
- Cuts capital expenses by extending the life of expensive hardware
- Reduces operating expenses by lowering the costs of maintaining and managing high-performance drives

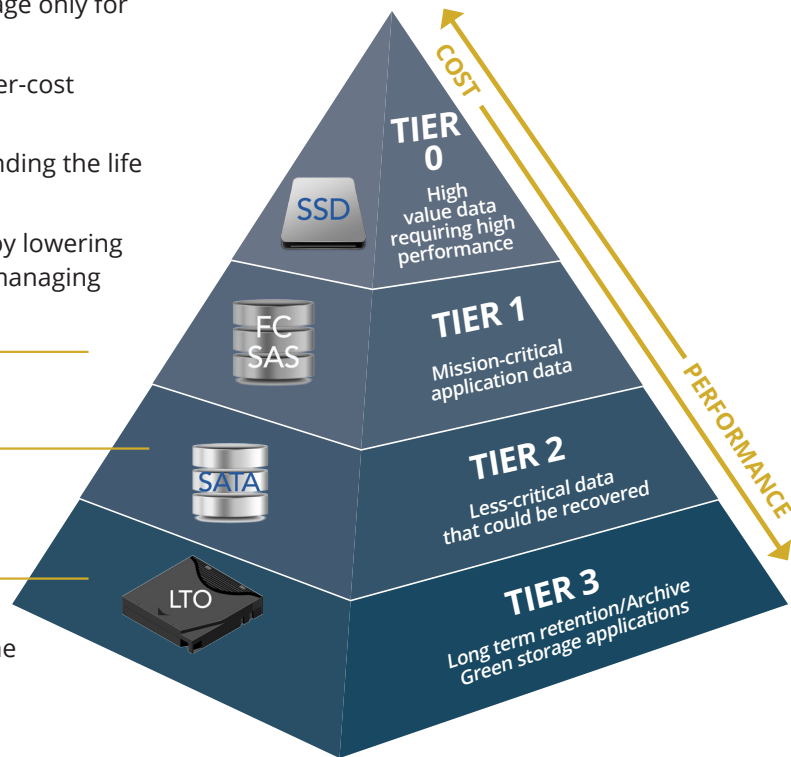
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### DataVaulting

PSI's maximum security solution for Backup & Disaster Recovery

### Offsite Tape Storage

No other structure as secure as PSI's granite mountain vault for the offsite storage of Archival data.



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## DataVaulting for Tier 2

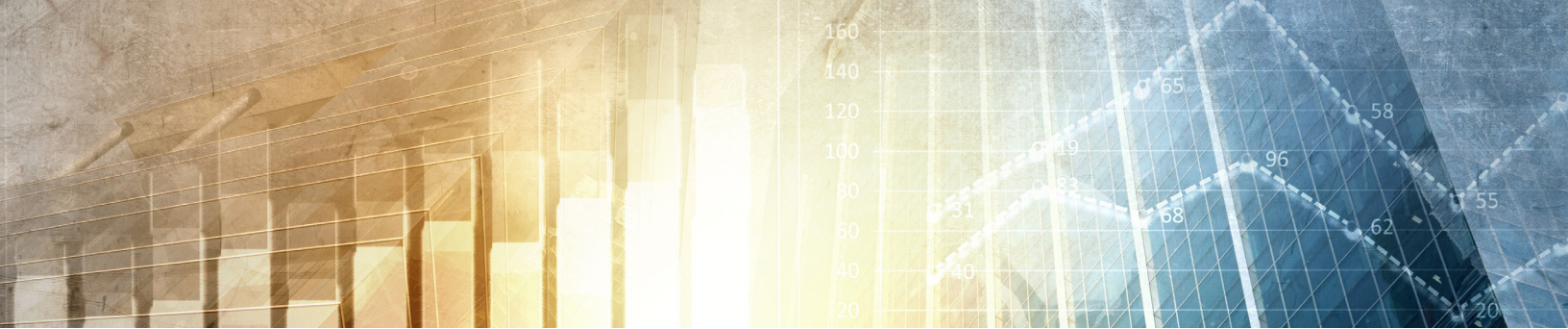
Tier 2 is for secondary storage that is neither online or offline, typically Email, Backup and Disaster Recovery (DR). To reduce storage costs without a drastic reduction in speed of data access, companies replicate data nearline to provide a copy of data in the event online data is compromised.

DataVaulting is an incomparable service designed specifically for this tier. It is a Perpetual Storage (PSI) provided service for the high-security data transport & storage of an organization's data, perfect for the financial services industry where security is of the utmost importance. While this data effectively resides within the organization's firewall, it is resident at PSI's high-security data center/vault system. Access and control allows for an enhanced storage solution that should ensure the data from being improperly accessed by unauthorized personnel or compromised due to natural or man-made disasters.

### DataVaulting Benefits

- Virtual security within a maximum security vault facility purpose-built inside of a granite mountain
- Organization maintains control over their vital records assets
- Cost effective, scalable solution
- Storage becomes an operational expense rather than a capital expense





## Offsite Tape Storage for Tier 3

Tier 3 is the offline storage tier maintaining archival data at a physically remote location. The best data management solution includes removable media, most often LTO Tape, to be easily transported to a remote site. LTO tape has made significant improvements since 2000 including drive reliability, cartridge capacity, media life and data rate making it the best media for this tier. Features for enhanced performance include data encryption and Write-Once-Read-Many (WORM) for security and LTFS dual partitioning functionality to facilitate file management for long-term archival requirements.

Perpetual Storage provides off-site storage of digital media (LTO Tapes, Hard Drives, Microform, etc.) within its maximum security vault. The vault does not store paper making it a fire-proof facility. Having critical data at PSI's maximum security facility ensures a business's most important asset is available in the event of a disaster.

### PSI Offsite Storage Benefits

- Nonflammable vault
- Controlled environment
- Outside the flood and liquefaction zone
- No other natural or man-made structure as secure

## The Expertise of Perpetual Storage

Perpetual Storage, Inc. (PSI) provides financial institutions scalable, cost-effective storage solutions within a maximum security facility ensuring their greatest asset is always accessible. PSI's unique granite mountain vault protects critical backup, disaster recovery and archival data from hackers, unauthorized personnel, natural and man-made disasters.

### What makes PSI Unique?

- Safe From Natural Disasters
- Self-Sustaining
- Non-Flammable Vault
- Maximum Security
- Controlled Environment
- 24/7/365 Availability



**Perpetual Storage, Inc.**

To learn more about Perpetual Storage and how we may be of benefit to your organization, please contact us at 800.753.2200 or visit [PerpetualStorage.com](http://PerpetualStorage.com)