



“Coolspirit’s impressive customer relationships and professional approach enable an excellent client experience.”

**Martin Gibbons**  
Commvault

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### Office hours

mon - thurs 8:30am - 5:30pm  
fri 8:30am - 5pm  
sat - sun Closed

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I N T R O D U C I N G

# SIMPANA<sup>®</sup>

DATA & INFORMATION MANAGEMENT SOFTWARE



Solve physical, virtual, **and all that lies between.**

# Today's Data and Information Management Challenges

Runaway data growth is hardly a new problem. Enterprises and companies of all sizes worldwide have been treading water in the data deluge for many years now. Without the right management tools in place, primary data, increased seven to tenfold by the chain of copies for backup, recovery, disaster recovery and archive, can be untenably expensive and time consuming to manage.

Unfortunately, the broken legacy backup infrastructures these organizations are saddled with can make putting the right management tools in place extremely difficult, if not impossible. That's because legacy software was simply not designed to foresee or handle the daunting demands of the modern data center.

In these outmoded configurations, converged assets are over-utilized, with no available resources for protection/copy. And while primary data growth is rising, the operations window is shrinking—opposing forces that break the backup architecture.

## **A bad situation gets worse.**

Now, factor in extremely tight budgets and the unprecedented new challenges and complexities brought on by seismic changes inside the data center.

New technologies, new regulatory requirements for data, the priority shift from retention to recovery, the move to cloud computing, the advent of virtualized storage, and the unprecedented proliferation and scale of virtualized servers are wreaking havoc in IT operations that simply don't have the management tools to support them. Operations are suffering, labor is stretched too thin, and SLAs are slipping.

Consequently, organizations are forced to spend more time and money than ever on storage and maintenance of inefficient legacy systems.

## **A better way.**

Simpana® 9 data and information management software enables companies to effectively bridge from the expense and frustrations of their existing situation to an efficient, scalable, and cost effective modern data center.

For many enterprises, a switch of this magnitude, while potentially life altering, has been considered just too lengthy, difficult, and costly to pursue. Now, however, new migration tools and functionality in Simpana 9 make breaking free from limiting legacy tools and techniques and graduating to a superior modern approach easier than ever before.

But before we explain how much easier it is for you to switch to CommVault and Simpana 9, let's delve deeper into exactly why you should...

# A Solving Forward® Philosophy

At CommVault, everything we do is driven by what we call a Solving Forward® philosophy. What does that mean? In a nutshell, it means thinking beyond the status quo and commonly accepted limitations—no matter how entrenched—to develop solutions that deliver better ways to solve the challenges our customers will face today and far into the future. We lead the industry in innovation because we are always thinking many years ahead about the potential future needs of our customers.

We act very decisively and can execute more quickly than our competition because of this Solving Forward philosophy, and because of the singular architecture of our product...



## Simpana® Software:

# A Common Platform. Uncommonly Smart Solutions.

*“The closer we looked at Simpana software, it became clear that we could take advantage of a single platform to deal with rapid business growth as well as facilitate fast data recovery without overburdening our infrastructure... CommVault Simpana software’s flexibility, scalability and ease of use combined to clinch the deal. We also were able to project a 12-to-18 month ROI in Simpana software, which enabled us to build a compelling business case for standardizing on CommVault.”*

**Terry Tick**, Vice President of Infrastructure at CI Investment.

Simpana® software delivers the unparalleled advantages and benefits of a truly holistic approach to data management. It is one product that contains individually licensable modules—all built on a single unifying code base and platform—to Analyze, Replicate, Protect, Archive and Search your data.

Leveraging the strengths of this “common” platform, each module, deployed by itself or in combination with others, delivers unsurpassed feature-for-feature performance against alternative point-level solutions. And because modules are individually licensable, users have the flexibility to choose those that meet their current needs and activate additional modules as new needs emerge.

### The Common Platform

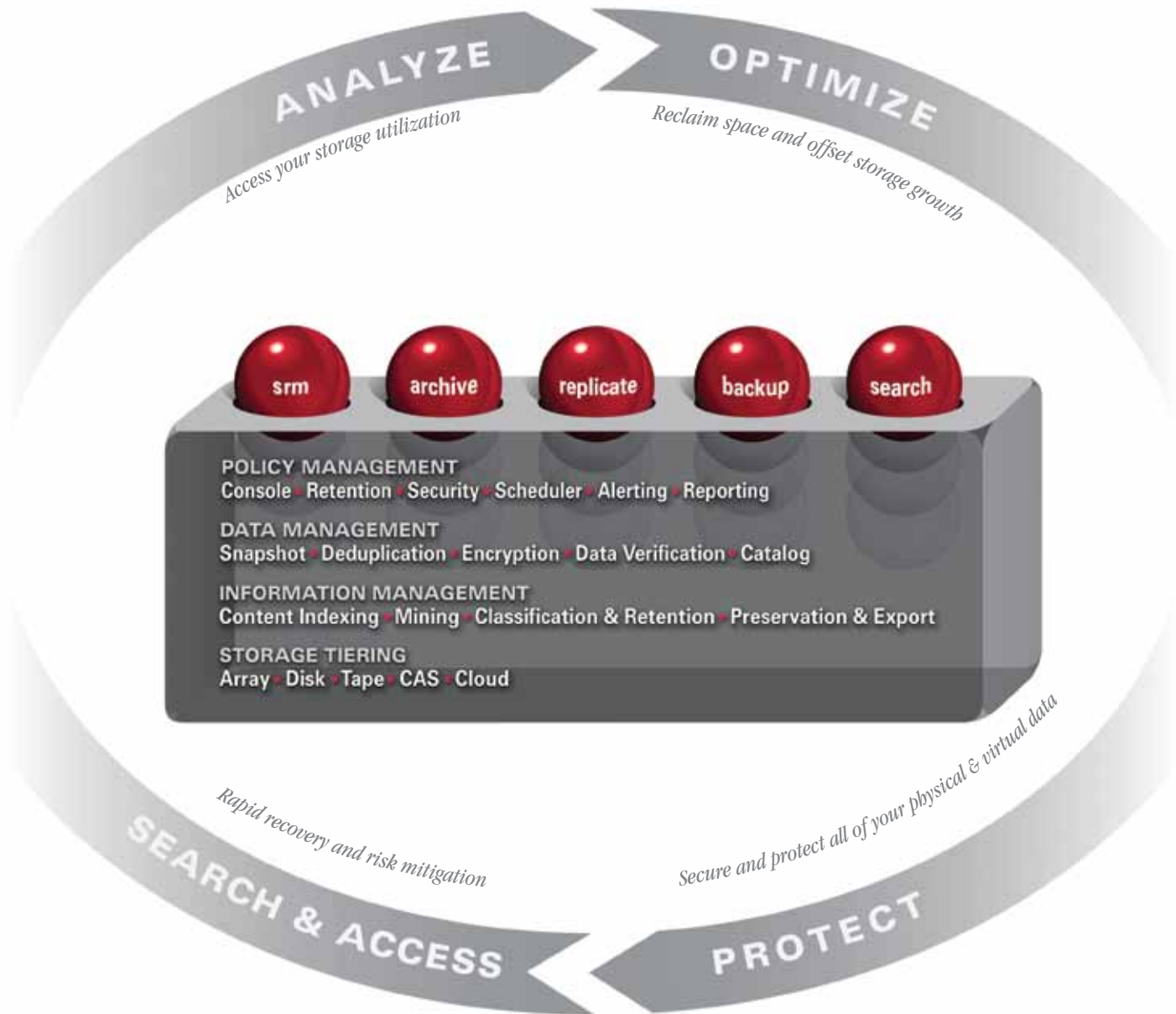
Simpana software modules share a common set of back-end services and advanced capabilities, and effortlessly “talk” to one another through the common platform. There is no need to purchase fragmented, expensive third-party tools, hardware, or appliances. This truly unified, or “singular,” architecture performs all data management functions quickly, easily and reliably from a single platform. Managed data, content indexed into a single virtual pool, can be viewed across all applications, platforms, devices and locations. The advanced features and capabilities unique to this architecture solve myriad problems related to the storage and access of your data and information.



## Simplicity, Flexibility and



Every Simpana configuration begins with the Simpana common platform & at least one activated module.



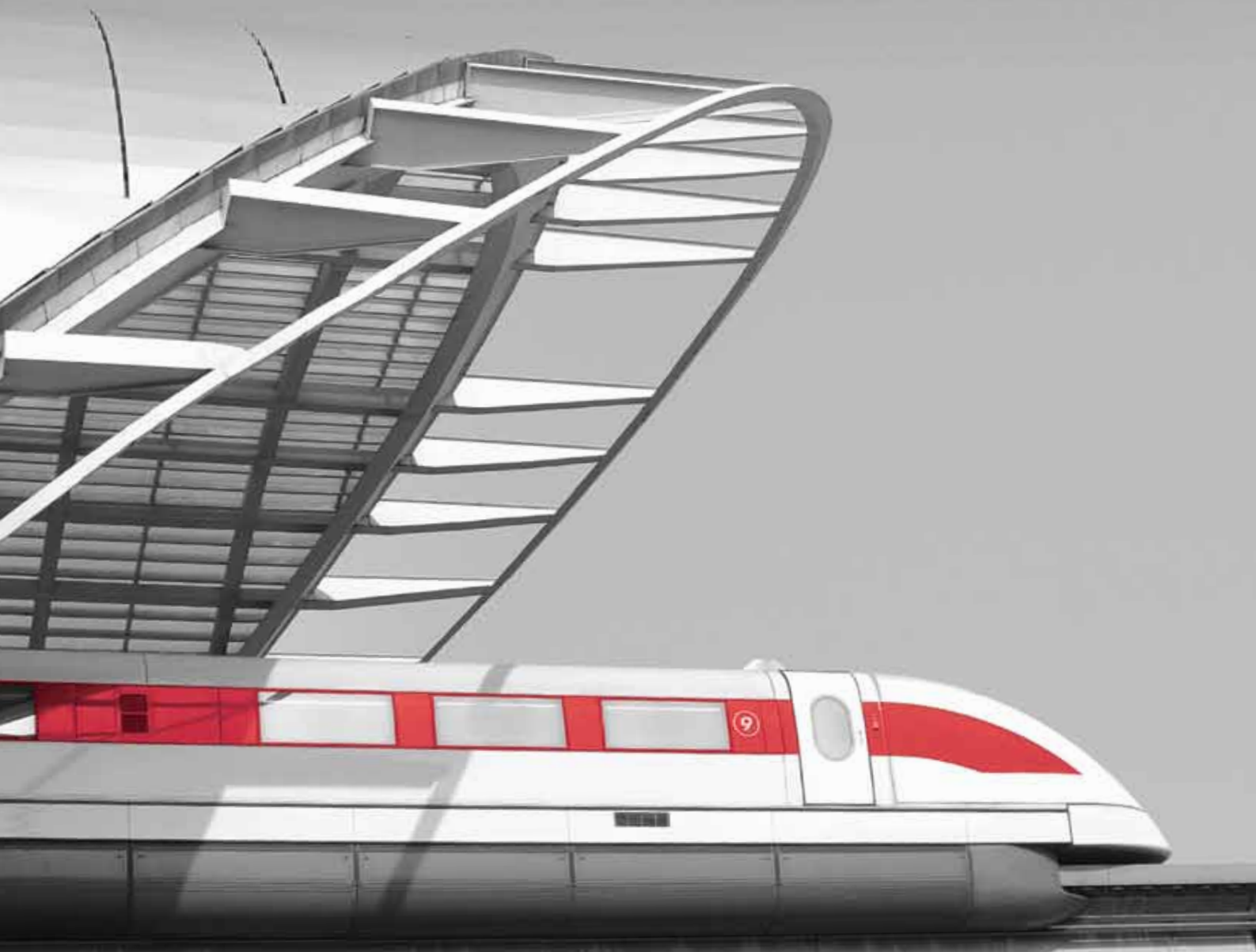
## Scalability Built In



Additional modules, latent within the software, can be quickly & easily licensed & activated at any time to meet new needs.



All modules "talk" to each other & share a set of superior services and technologies. New modules can be easily delivered to meet future needs.



# Modern Data Management

Up to **50%**  
**reduction**  
in storage  
related costs

Modern data management is a tightly integrated blend of snapshot, replication and persistent copies that are secure, deduplicated, managed, and accessible through a single, unified platform. Simpana 9 is application, operating system and disk aware. It quickly creates copies that are highly available, by integrating and leveraging hardware array-based snapshot technologies. Copies of data are deduplicated, and efficiently moved to appropriate tiers of storage—whether it be disk, tape, or cloud. This data can be seamlessly retrieved for multiple possible uses, including disaster recovery, data mining, eDiscovery, compliance, or regulatory requirements. This end-to-end activity is what truly modern data management is all about.

## **Data Protection: The Bridge To A Modern Data And Information Management Strategy**

With the ability to create instant content-aware recovery copies from snapshots, eliminate backup impact to production hosts and applications, and eliminate LAN bottlenecks for recoveries and backups, Simpana 9 provides a data protection solution that:

- Provides consistent data protection, recovery and access capability across a storage independent architecture
- Embraces the leading hardware array vendors
- Accomplishes protection jobs faster and shrinks the backup window
- Improves data recovery SLAs, producing multiple rapid, low-impact recovery points per day
- Prioritizes protection and recovery of mission critical applications
- Forms a bridge between the application and storage array for recovery, backup and data access
- Drives effortless management with automatic policies
- Eliminates the need for multiple point solutions
- Eliminates waste by leveraging current storage assets
- Postpones expensive network upgrades, such as the jump to 10GigE, to feed “faster backups”

### **Key Simpana® 9 data protection technologies include:**

- Transparent heterogeneous array-based snapshot control from single protection policy
- Application-consistent snapshots, seamlessly tied into tiered data management lifecycle
- Script-free array integration, featuring automatic mapping and discovery
- Simplified application recoveries at the LUN, Database, or object level
- Application persistence traversing the tiered storage strategy
- Offload indexing, content aware copy, and granular object extraction away from critical production I/O
- Automated tiering, including cloud storage

*“Demands for backup modernization are elevated as CIOs seek ways to reduce costs and risk, while ensuring that IT decisions yield maximum value. With its new Simpana release, CommVault is breaking barriers with improved scalability, increased levels of protection, faster recovery, and greater efficiency for managing physical and virtual server environments. With new licensing options and migration enablement, CommVault is also making it more feasible for organizations to replace inefficient point solutions with Simpana 9 and realize the lower overhead and increased efficiency benefits CIOs care about most.”*

**Lauren Whitehouse**, Senior Analyst  
for Enterprise Strategy Group

Protect **500 VMs**  
in under 17 minutes,  
offering full recovery  
of any VM in the set

*“Organizations have been reluctant to fully embrace virtualization for their vital applications and data due to the lack of scalable and efficient data protection. With the latest Simpana 9 software release, CommVault delivers more of the functionality and tools customers need in one singular platform, which enables them to more easily and economically manage data for critical and operational applications in large-scale virtualized environments.”*

*Simon Robinson, Research Director  
for storage at The 451 Group*

Eliminate **90%**  
of redundant data  
at the source

### **Virtual Server Data Protection: An Intelligent, Automated, and Scalable Third-generation Bridge Between Physical and Virtual Data Management**

Simpana 9 can protect 500 virtual machines in under 17 mins and scale to thousands, offering full recovery of any VM in the set. It delivers robust, reliable virtual server data protection that:

- Offloads backup processing away from critical production I/O
- Balances consolidation, utilization, and protection for faster ROI while mitigating data loss risks
- Improves data recovery SLAs, producing multiple rapid, low-impact recovery points per day
- Prioritizes protection and recovery of mission critical apps
- Drives effortless management with automatic policies

#### **Key Simpana® 9 virtual server data protection technologies include:**

- Virtualization Protection Agent (native integration with VM, MS, XEN)
- Auto-discovery and protection of VMs (vCenter/HV), eliminating risk of an unprotected VM
- Deep integration with storage array, using persistent hardware snapshots at data store layer
- Application aware methods for app consistent protection

### **Data Reduction: A bridge to global deduplication and better performance**

With the ability to eliminate 90 percent of redundant data at the source and produce up to 50 percent faster backups, Simpana 9 gives you a data reduction solution that:

- Dramatically reduces data transferred over the network
- Requires a smaller storage footprint and uses less media
- Improves backup performance, helping you work smarter and get done faster

#### **Key Simpana® 9 data reduction technologies include:**

- Integrated source and target dedupe from a common platform
- Deduplication across all movement and copies—on disk, tape and cloud

Cut deployment time by **30%** using new automatic discover and deploy options

*"With CommVault Simpana software, we have a single solution with fully integrated capabilities for protecting our data while also improving how we collect, analyze and produce massive amounts of information for eDiscovery. As a government entity, we prefer to invest in integrated solutions that reduce refresh cycles and enable us to invest incrementally."*

**Dale Jablonksy, CIO**  
for the California Employment  
Development Department

Up to **50%**  
**faster** backups—  
dramatically cut  
your backup window.

### **Simple Migration:** **Easy to buy, easy to deploy, easy to support**

New capacity-based pricing and migration tools make it easier than ever to graduate from obsolete legacy configurations to a modern infrastructure with Simpana 9. It's the bridge to a future of agility, adaptability and dependable long-term support that:

- Simplifies purchase and increases needs-based flexibility
- Cuts deployment time by up to 30 percent
- Proactively identifies and addresses support issues

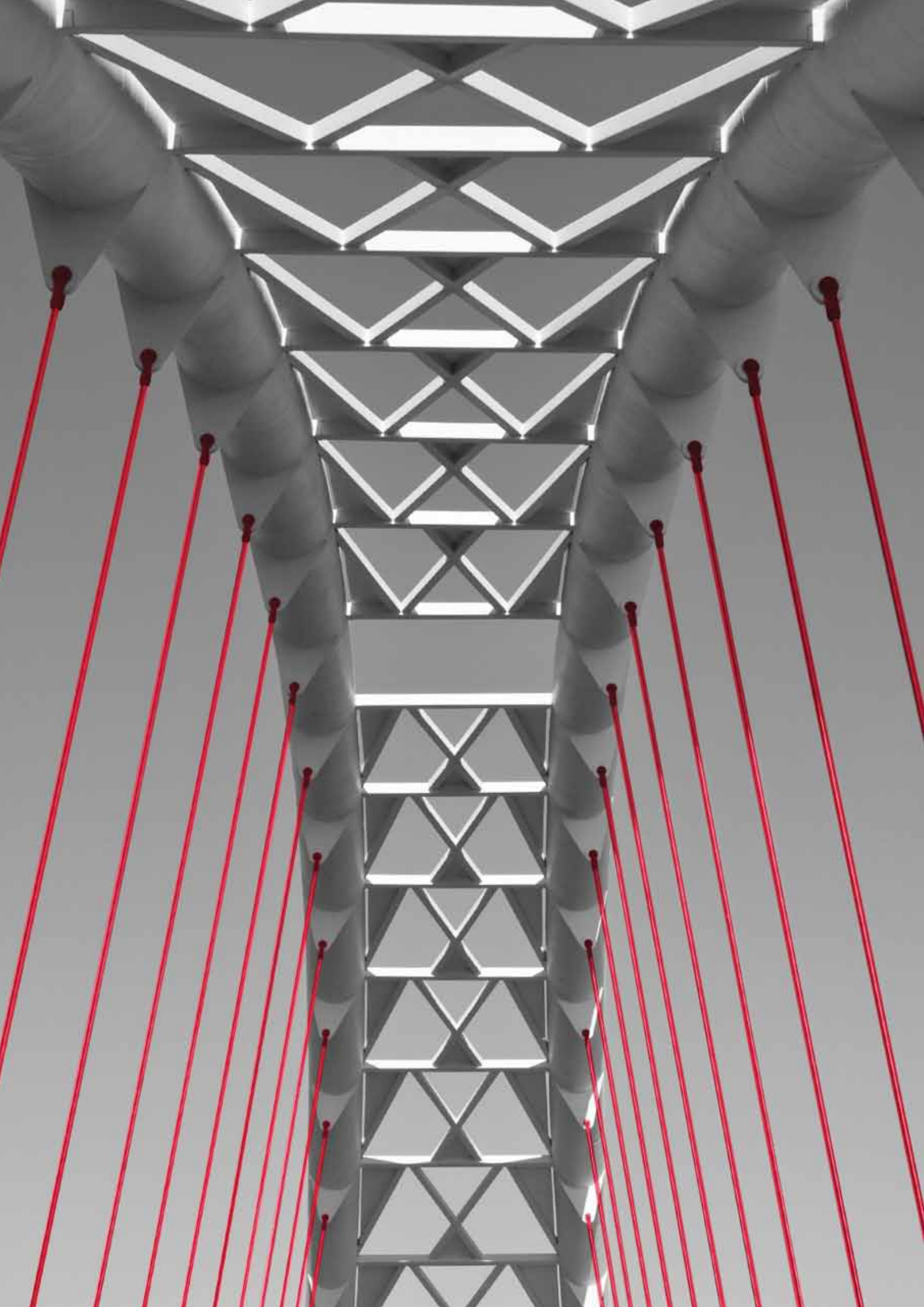
#### **Key Simpana® 9 migration and support technologies include:**

- New automatic discover and deploy options
- New migration tools import NBU and TSM client configurations
- Free Remote Operations Management Service (ROMS®) test drive
- ROMS augments your IT staff, reduces support turnaround time, proactively corrects issues, and establishes oversight

### **Information Governance:** **The bridge from data to intelligently retained and accessed business information**

While traditional information management is based on a top down, application-driven approach to siloing data, Simpana 9 employs a far more flexible "bottom up" approach for intelligent acquisition, retention, and access of unstructured business records. The result is a unique information governance solution that:

- Unifies data assets across the enterprise for cost and storage management and operational efficiency
- Virtualizes data assets from the unified platform across the enterprise
- Returns much needed control of information to business users
- Deduplicates all data for ease of records access management and controlling records retention
- Ensures the correct information policies are in place for effective retention lifecycle management



# Standing behind Simpana® Software: CommVault® Services

When companies discover Simpana software, they also discover the world-class team of service and support professionals that stand behind it. With a U.S.-based support hub and regional support centers located throughout the world, CommVault will be there wherever and whenever you need us to help you meet your data management challenges. Our ultimate goal is to reduce needless downtime and give you unlimited data access to increase your company's competitive edge.

Designed with your technical and business objectives in mind, CommVault's Design, Build and Manage service methodology help companies like yours optimize data management, access, and protection in data centers of all sizes. We offer a full spectrum of services that optimize your proficiency with Simpana software and meet your business needs.

## **Design**

CommVault Design Services enable fastest time to value and optimum operational efficiencies. Our goal is to help you analyze your current operation and create high-impact strategies or implement services to exceed your IT goals.

## **Build**

CommVault Build Services speed your time to proficiency with Simpana software implementation and optimization. Our experts work with you to assess your needs and recommend the proper product mix and configuration to meet your business needs.

## **Manage**

CommVault Manage Services help you optimize your Simpana software deployment. Our experts work with you to ensure high availability and maximum software performance. If necessary, they team with you to redefine integration and provide customization to maximize results.

## **Remote Operations Management Service**

CommVault's Remote Operations Management Service (ROMS®) combines software, systems and personnel to provide managed monitoring for the CommVault-powered enterprise. ROMS® support provides monitoring of key data management, access and protection systems for alerts that indicate Data MAP failures within the CommCell® deployment.

If these alerts occur, ROMS monitoring transmits all the relevant information associated with the failure via encrypted web service to the CommVault ROMS Operations Center. Here, alerts are analyzed and responded to, based on SLAs that have been established by the customer for each monitored server. ROMS support captures alerts as they happen, helping expedite resolution of issues affecting your critical systems before they become morning headaches.

# Who is CommVault

Officially, CommVault is a publicly traded data management software company headquartered in Oceanport, New Jersey. We first made our mark with the industry's leading backup software product. But, from the beginning—over a decade ago—our founders were passionately committed to going beyond backup, giving companies a better way to organize, protect and access business information.

Many of our 12,500+ customers started talking with us in search of a better alternative to their existing backup systems. But, ultimately, they were won over by CommVault's unique philosophy and ability to deliver complete data and information management solutions with simplicity, infinite scalability and unprecedented control over data and costs.

In 2008, CommVault was one of only two data management software companies to receive a "Positive" rating from Gartner in their Enterprise Backup/Recovery Software MarketScope (no other company rated higher). And leading technology companies worldwide have formed strategic partnerships with us, including Dell, HDS, HP, Microsoft, NetApp, VMware, Novell, Oracle, Sun Microsystems and Bull.

A wealth of accolades, and revenue growth greater than 3 times the software industry average, further reflect the industry's burgeoning enthusiasm for CommVault's revolutionary approach to data management.

## Learn more

The dramatic economic and operational value Simpana software delivers to our customers can only be touched upon in a small brochure. We invite you to visit [CommVault.com](http://CommVault.com) or call 888-746-3849 to start a conversation and discover what CommVault and Simpana 9 can solve for you!



[www.commvault.com](http://www.commvault.com)

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