

## The Role of Analytics in Data Management

Here's how businesses can use data to analyze the health of their networks.



In virtually every industry, businesses rely on the power of data to streamline processes, spur innovation and inform decision-making at the highest level. But doing this rests on one crucial assumption: that the data is available in the first place.

Analytics play an equally important part in the realm of data management, with the most successful businesses not only leveraging the data itself, but relying on a slew of metrics to gauge the health of the systems and networks governing it. We spoke with Danny Allan, vice president of product strategy at Veeam, about how businesses should be thinking about this other, deeper layer of analytics—and get a handle on the data behind the data.

### THE VISIBILITY OF YOUR DATA IS ONE THING, BUT PUTTING THAT DATA TO WORK IS SOMETHING ELSE. WHAT'S THE RELATIONSHIP BETWEEN THESE TWO IDEAS?

Danny Allan: It's first one, and then the other. The first component of visibility is being able to see and understand the context of your data no matter where it is. When you have that, it drives you to make business decisions that are informed by that data—which is a positive business outcome.

If you don't have the visibility to know which VMs are not protected, for example, you can't take the action to say, "hey, I need to protect that particular VM," or, "I'm running out of capacity in my on-premises data center in terms of secondary storage." So my action is to move the repository or put a capacity tier in the public cloud, where I have infinite storage. So again, it's visibility first, which is driving an action by the business—that results in a better outcome.

### WHEN IT COMES TO DATA MANAGEMENT, WHAT METRICS SHOULD BUSINESSES PAY SPECIAL ATTENTION TO?

I think there are primarily three categories. One is the infrastructure itself. This is the infrastructure assessment of your storage, your compute and your networking—in other words, the factors required to maintain availability and ensure business continuity. This is critical not only for capacity planning, but also projection. Beyond knowing where you stand today, you'll want to know if you're going to run out of space tomorrow or next week. So performing analytics on the infrastructure is incredibly important in a proactive manner as well as a reactive one.

The second category is the metadata of the data itself, and whether it falls under compliance or regulatory restrictions. It has nothing to

do with infrastructure, but it makes all the difference in the world in terms of where the data can go, and doing analytics at a metadata level helps you to make some of these important distinctions. Lastly, the third category would be digging into the data itself—which is obviously incredibly important.

### HOW DO SOLUTIONS LIKE VEEAM ONE HELP BUSINESSES APPLY ANALYTICS TO THEIR DATA MANAGEMENT STRATEGY?

Veeam ONE does all the agent monitoring and reporting across an environment. It will tell you when you are in compliance and, more important, when you're out of compliance. It performs infrastructure assessment, so it looks at whether you have the adequate storage to support your retention policy not only today, but in the future.

It does performance assessment as well. One of the things that people don't often talk about is that doing backup also has a performance impact. For example, if you're doing backup and replication, is it impacting your actual production systems? You don't want to do a backup in the middle of the day when your core customers are doing their shopping, or whatever it happens to be. So it can give you the information you need to plan your backup windows for the most appropriate times.

With Veeam ONE, when it sees certain keywords and triggers within the environment, it actually proactively notifies the organization of a particular issue. This gets really interesting, because it enables you to basically do a self-service performance analysis and a self-service consulting engagement that helps your organization run better. We call this feature intelligent diagnostics, and we continuously update it.

### ULTIMATELY, HOW SHOULD BUSINESSES BE THINKING ABOUT THE CONNECTION BETWEEN ANALYTICS AND DATA MANAGEMENT?

One of the things that people fail to do, and we have the ability to strongly encourage, is to take a business-centric view of your IT. This is a far more efficient way of viewing IT, rather than looking at it exclusively as a series of problems to be solved around an operating system, registration system, CRM and so on. These questions are all directly tied to company revenue and company success—it's not only about backup, but recovery and business continuity. So you should be thinking about data management from a business impact analysis perspective, rather than an IT-centric one.