



# SoDA



## Understanding Costs

SoDA predicts the cost of data transfers, giving you the intelligence you need to make smart business decisions.



## Storage Agnostic

SoDA is agnostic and multilingual, designed to put you in control over all the systems in your facility including SAN, NAS, Object and cloud protocols.



## Tracking Data Movement

SoDA enables organizations to monitor, track and tag all every job by user, group, project, or department to quickly and easily know who moved what data where and when the transfer occurred.

## Don't fear your data migration – predetermine time and resource requirements to minimize cost

Unstructured data migration is extremely complex, and missteps can lead to high costs and unnecessary downtime for small and large organizations alike. When devising a plan for an on-premises to cloud data migration, many factors are in play simultaneously. Whether you're archiving data on-prem or to public or private clouds, you need a comprehensive and executable data management application that is flexible enough to contend with the complexities of managing multiple storage targets.

Organizations struggle to effectively manage the complex world of data storage where the use of public cloud processing and storage augments some of their on-premise operations. However, public cloud pricing for various services including storing and egress of data can be an enigma, and as a result many customers are shocked by their cloud costs. Choosing the right tier of storage, whether on-prem or in the cloud is important and understanding the value of your data and where it belongs on the right tier at the right time is critical. Without insight into costs of data movement and the right tier of storage, these organizations may put data on the wrong tier without understanding the implications of retrieving their data both in terms of cost and time.

The cloud migration services market is expected to grow by USD \$7.1 billion during 2020-2024, according to Technavio. This growth is fueled by expanding implementation of cloud-based migration, leading to a wide range of innovative software solutions to reduce expenditures.

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By 2025, 49% of all data will be stored in public cloud environments – source IDC

**THE CHALLENGE:** Migrating unstructured data, both on-prem and to and from the cloud within budget and in a timely manner

**THE SOLUTION:** SoDA, The Unstructured Data Migration Solution

### Understanding the value of your data

The number one question asked by customers is: how much is this going to cost? Insight into the cost of migrating data both on-prem and to and from the cloud before execution is imperative. SoDA allows you to make intelligent decisions as to what data to migrate in real-time utilizing your actual data sets. Cloud calculators are available and tout the ability to give you predictive cost, but these are extremely complex, not ultimately accurate, and only give small glimpses into actual costs. SoDA gives you the tools to filter and locate data sets, select different tiers of storage, estimate costs associated with each tier, select different buckets of their actual data and execute a “dry run” to give an accurate cost estimate for the migration intended.

### Understanding the time it takes to move data to and from the cloud

The cost of data migration is extremely important but understanding the time it will take to migrate that data to and from the cloud is not something to take for granted. By monitoring the network infrastructure both on-premises and in the cloud, SoDA allows you to understand how much time it will take to push data sets to the cloud and the retrieval of that data. Service Level Agreements (SLA) from the cloud can differ depending on what tier your data is being stored on; SoDA intelligently deciphers these differences, scans the data and allows you to use things like standard bulk and expedited to get your data in a timely manner while considering the cost implications of doing so. SoDA analyzes the time and cost of previous data migrations in order to predict future expenditures both in terms of time and money.

### Which data am I going to migrate?

With overwhelming amounts of data constantly being collected, it has become increasingly more important to filter these data sets to ensure only the most valuable data is being migrated to the cloud. For instance, organizations may want to skip temp files and folders, filter by date modified, or last access to the files. SoDA has a robust filter mechanism to set policies by file, type, age, access, or modify to organize and plan which data sets to migrate up to the cloud. SoDA allows data to be viewed in its native format on the cloud making it easy to find and migrate back.

### How is this data going to need to be accessed in the future?

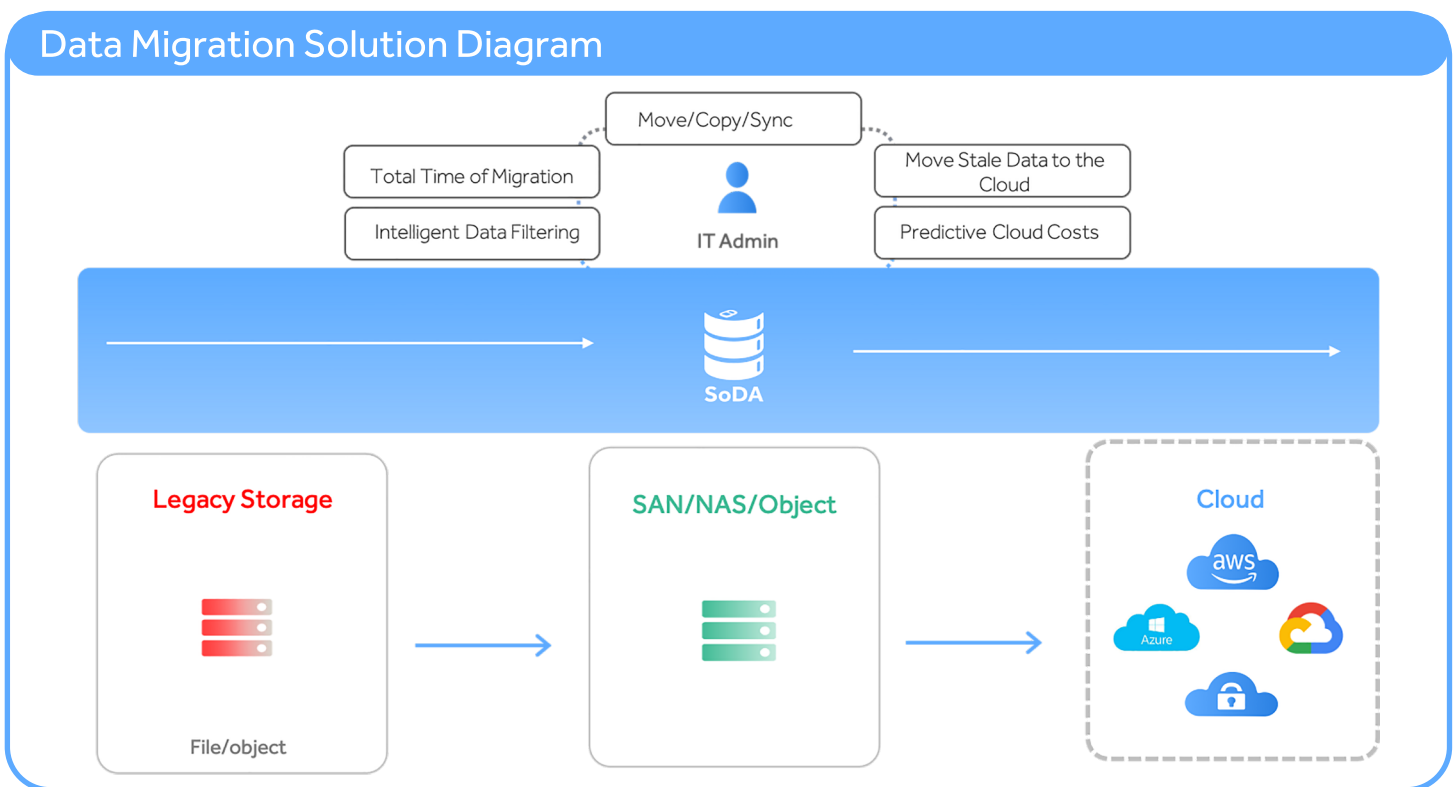
How frequently data is being accessed can have major implications as to which tier of storage to choose. Depending on data access patterns such as real-time analytics, machine learning, artificial intelligence, proxy-based video editing or transcoding in the cloud, or simply archive and disaster recovery, a strategy that involves multiple tiers of storage is likely necessary. SoDA gives the insight to ensure you are migrating the right data to the right tier, saving time and money.

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## Tracking data movement by user/group/project

Typically, applications used for data migration are connecting to the cloud as a single user, but many organizations have multiple departments and multiple groups, each needing to track and budget separately. As these organizations attempt to consolidate their data management into as few as possible data infrastructures, challenges occur when trying to identify data costs on a more granular level. Data administrators and CFOs are wasting valuable time trying to figure out and categorize data movements and costs after the fact. SoDA enables these organizations to track all data movement by user, group, project, or department to quickly and easily know how much data is being migrated to and from the cloud for intercompany chargeback and billback purposes.



## Why SoDA:

SoDA provides all the information and tools you need to administer on-premises and cloud storage movements within a single application. SoDA keeps track of who is initiating the moves while automating repetitive archive and backup tasks. To top it all off, SoDA is so easy that it requires no special training to operate. Refreshing data management never tasted so good.

## The secret ingredient:

SoDA supports major file-based storage (SMB and NFS) and private and public clouds. It has a policy-based engine to move and analyze data between different cloud tiers and on-prem. SoDA's "dry run" feature is paramount in predicting cost and time of data migration. As real-time and historical reporting of cloud spending is imperative for ongoing cost management, SoDA's dry run feature compares options for data movement in order to predict costs and performance.

