

Managed Migration for Tape Technology Upgrades

Let us handle your next-gen LTO upgrade so you can put more of your data to work.



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INTRODUCTION:

Legacy Data Meets the Cloud

Lyve™ Managed Migration from Seagate® enables businesses to breathe new life into their legacy data. By liberating content from tape and other media types and

making it available to innovative tools in the cloud, data digitization helps enterprises leverage existing content for new revenue streams. The elimination of physical storage reduces

overhead while stringent security features assure the protection of your content. With Managed Migration, you can have secure and easy access to your data—anytime.

THE CHALLENGE:

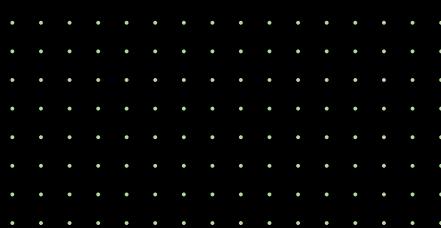
Tape Technology Upgrades

Managed Migration is a great option for businesses that want to move on from tape and other physical storage media in favor of cloud-based data management. But not all businesses are ready to say goodbye. Companies across many industries—including media and entertainment, health care, science and research, education, and more—rely on tape for its air-gap data protection and low-cost offline storage. That said, tape is far from a perfect solution. Continuous technology upgrades make managing tape archives a costly and time-consuming endeavor. And to top it all off, tape is still incapable of affording visibility into insights and trends that lead to new business and revenue opportunities.

The recent announcement of a new generation of Linear Tape Open (LTO) further emphasizes the ongoing problem of tape technology upgrades. The first seven generations of LTO drives can read tapes from two generations prior. But the current generation, LTO-8, is only compatible with one generation back. The same will be true of LTO-9, which is slated for release in 2021. As upgrades become more frequent and tape capacities and technology becomes more sophisticated, businesses will need to plan for more regular technology transitions and data migrations. Unfortunately, this is an extremely burdensome affair.

Tape migration is a big undertaking that requires complex planning and

sufficient resources. Additionally, they can be highly disruptive to business operations. In some cases, a tape migration may go on for months. And throughout the life of the project, companies will have to dedicate valuable resources to hiring personnel with specialized tape migration knowledge, planning the migration effort, and renting temporary and long-term storage equipment. With your IT staff focused on tape migration at the expense of other business operations, revenue loss may occur.



THE SOLUTION:

Migrate Your Data & Bring It Online

Overcome your LTO migration challenges by sending your LTO media and archived legacy data to Lyve Managed Migration—an easy, streamlined solution for migrating large data sets from physical storage such as LTO to Lyve Cloud. Seagate data migration experts can support your next-generation tape upgrade by making legacy data stored on tape media available in Lyve Cloud or on Seagate storage systems, supporting repatriation to your data center if desired. With Lyve Cloud, your untapped legacy tape turns into an active archive that can be analyzed and subsequently monetized, thereby transforming your tape backup from a cost center to a

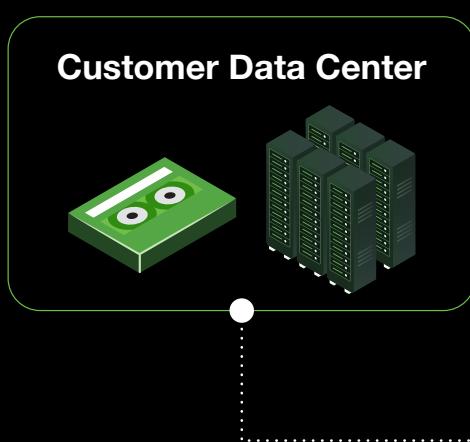
profit center via integration with your enterprise data lake.

This is perhaps the greatest benefit of migrating data from tape to the cloud—that it enables businesses to activate cold data for new insights and business opportunities. No matter how central tape archives may be to your business operations, the truth is, tape will never put your data to work in the same way the cloud can. The business value of gaining visibility into insights and trends, and of applying innovative cloud-based applications such as advanced analytics, cannot be overstated.

In addition to turning existing data resources into new revenue streams,

Lyve Managed Migration provide a more economic approach to data storage than the time and cost investments associated with regular technology upgrades. Legal compliance requirements vary across industries, but all companies that rely on tape media will be faced with data access and migration challenges at some point or another. This is especially relevant for companies that operate within industries such as health care, telco, law and legal, research, and engineering, which require data to be archived for decades or more. By leveraging Lyve Managed Migration, businesses can protect their data archive over the long term and respond to compliance audits with ease.

Tape Migration Solution



**Secure and Encrypted
Data Transfer**

**LYVE™
Managed Migration**



CONCLUSION:

Leave the Hard Part to Us

Don't overcomplicate your next LTO upgrade. Let Lyve Managed Migration and Lyve Cloud take care of the hard part while you continue to focus on building and evolving your business in this increasingly digital and transformative world.



Ready to Learn More?

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