

Content Mobility Checklist

7 QUESTIONS TO ASK CONTENT MOBILITY SOLUTION VENDORS

With an increasingly mobile workforce, many organizations are struggling to efficiently and seamlessly manage content mobility across a number of disparate user interfaces. And it's only going to get worse. By 2020, IDC states that 1 in 5 Internet users will be mobile only. ¹

So how do you cut costs, improve data security and still allow your mobile users to sync, share and store files? You need a content mobility solution that offers the best of public and private clouds. You need the flexibility to rebalance cloud usage as conditions change.

To get the kind of solution you are looking for, ask these 7 questions of any content mobility vendor.

❑ 1. HOW DO YOU ENSURE DATA SECURITY AND PRIVACY?

Securing content is getting complicated. With content stored and delivered from disparate mobile devices and increasing data privacy regulations, it's essential that you know how and where your data is secured. Additionally, remote and branch offices also require consistent data protection practices.

Advantage: A content mobility solution should ensure your data's security, whether it's stored on a device or in a private cloud, or being transmitted between devices. In fact, none of your data and user activity has to leave your data center, unless you choose to move it.

❑ 2. DO YOU BUILD COMPLETE CONTENT MOBILITY SOLUTIONS?

Many vendors offer 1 or 2 pieces of content mobility, which can limit the solution's capabilities and effectiveness, and complicate integration, support and management. You need an integrated solution that streamlines content mobility.

Advantage: Leveraging hybrid cloud mobility, file sync and share, content mobility, and cloud filer gateways for data mobility simplifies integration, testing, support and management.

❑ 3. WHAT'S YOUR SUPPORT MODEL FOR THE ENTIRE STACK?

Keeping your content mobility solution running smoothly requires a robust support model that covers the entire stack, not just a vendor's object storage, file sync and share, or cloud gateway solution.

Advantage: The components of your content mobility solution should be designed, built and tested together. The entire solution should also be supported by a single, well-respected vendor with 24/7 availability to eliminate unnecessary downtime.

❑ 4. WHERE IS MY DATA STORED?

Your solution vendor should be able to store data in the right place at the right time. Whether storing data in your primary data center, in a remote data center, at a cloud storage service provider, or in a mix of these storage environments, your vendor should optimize costs and provide appropriate performance.

Advantage: By maintaining control of storage environments, your data will always be in the right place at the right time. In addition, you won't get locked into a particular public cloud service and can move content between environments as your business requirements change.

¹Gens, Frank. "IDC Predictions 2013: Competing on the 3rd Platform," 2012.

❑ 5. WHERE IS USER REGISTRATION AND ACTIVITY TRACKED?

Registering and tracking user activity is essential to ensure compliance with regulations. Without the right resources, these processes can be inefficient and introduce vulnerabilities to advanced attacks.

Advantage: With the flexibility to keep all your user mobility registration and activity tracking information on-site, you retain complete control of your data and are able to audit how data is being used and shared. The ideal vendor should also be able to manage enterprise mobility registration and activity tracking for you on-site, as a remote service, or by using an as-a-service model via cloud offerings.

❑ 6. IS THERE A SINGLE POINT OF CONTROL?

Your content mobility solution should include a single point of control that allows you to manage data across the entire IT landscape. No single point? Not good.

Advantage: A single point of control enables resource-efficient management across your entire IT environment. This unified management spans your data center, remote and branch offices, mobile devices, private cloud and public cloud services.

❑ 7. WILL YOU STILL BE AROUND IN 5 TO 10 YEARS?

As the adoption of mobile devices continues to grow, new vendors are popping up with enterprise mobility solutions to address the content mobility challenges. But will they be around when you need them?

Advantage: Working with a well-established company gives you the added confidence that they'll always be there to help you, no matter what happens in the marketplace.

THE POWER OF A SINGLE-VENDOR, TIGHTLY INTEGRATED PORTFOLIO

"In 2014, there are now 2 billion smartphones globally."² — Forrester

There are hundreds of content mobility solutions today. Trying to cobble these solutions together can lead to integration, maintenance and management problems that may haunt you forever. Do your homework and choose a solution that will provide the greatest benefits for your organization.

The Hitachi Content Platform (HCP) portfolio can help you mobilize your data across devices, locations and clouds while retaining control and visibility.

Hitachi Data Systems is the only vendor today that can bring together a content mobility solution that keeps you in control of your data and your destiny as you evolve to embrace the cloud.

HCP
Portfolio
Overview

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²Forrester, "Predictions 2014: Mobile Trends for Marketers."