

**Host: Jim Larkin, IBM**

**Speaker: Warren Hart, Vice-President, IBM for Data Mobility Solutions**

**Jim:**

Welcome to an IBM podcast series focused on how to optimize your technology infrastructure, I am Jim Larkin of IBM. Through this series we will cover topics that help client's lower IT complexity and improve operating efficiency, along with providing tips and advice on using technology and services to help you and your organization succeed. Today I'm joined by Warren Hart, IBM vice president for Data Mobility Solutions.

Managing and migrating your data is a complex area of a CIO or IT manager's responsibility. To begin with, the amount of data to be migrated is increasing just as storage capacity is growing, and the client needs to manage and migrate this data while keeping their business running. Taking systems and applications down to migrate and move your data is not just down time, it is not an acceptable option these days.

Warren, we have been hearing a lot about this new concept of automating data mobility. What is this about, and how is it helping clients with their data migration and management issues?

**Warren:**

Thanks Jim, data mobility is about helping manage the movement of data inside a data center at the same time ensuring the applications that are dependent on the data have full access to it during any of the migration activities, so it keeps the business processes running, while the data center is being optimized. If you think that the storage, and the rate of growth that were seeing and continuing to see in accelerating rate growth in storage, and continuing to see applications without even greater need for data, having access to the data is critical for the business and at the same time, the CIO and the IT managers need to continue to focus on availability, the right technology for the right environment, taking advantage of new technologies, and total cost of ownership. Data mobility enables you to address the application needs and optimize inside the data center. Data mobility triggers are for things like new equipment, consolidation, relocation, going for example to a SAN environment, or a virtual storage environment, virtualized storage environment and doing it in a way that minimizes risk and is non-disruptive to the applications, that is our focus.

**Jim:**

Warren how does IBM make moving data, empowering true data mobility transparent to the business?

**Warren:**

Well, our clients tell us that one of their big challenges is the need for the applications to have access to the data at all times and clients also tell us that there is challenges in terms of limited maintenance windows and skills in getting data migrated. So our approach is to combine industry leading software with some outstanding services talent and skills that give clients choices in how they move their data, so you can acquire software assets

directly from IBM and use it yourself, you can acquire assets through a business partner, or you can have IBM or a business partner bring in software, use it as tools and give you a defined outcome in terms of getting the data moved in the right fashion, at the right time, without any impact to the application. So we have been doing this at IBM for 10 years in terms of doing services engagements around this and now the IBM company has acquired SoftTech storage solutions, which is a leader in the online data mobility marketplace we are bringing the two together and enabling our clients to move data without impacting the applications.

**Jim:**

How does IBM make these data migrations go faster?

**Warren:**

So IBM helps our clients make data migration faster by using its proven set of methodologies and industry-leading software we start with a structured process to understand the environment and as we see with the increasing complexity of storage environments ranging from traditional mainframe to a broader range of open systems environments some of the storage environments can be incredibly complex, we start with an assessment and will use a series of automated tools to actually move the data from point A to point B and do it in a way that is not disruptive, so it is a combination of highly automated software with some very strong services capabilities, which we can offer to the clients.

**Jim:**

Warren, how does IBM help with clients reduce the risk associated with moving data?

**Warren:**

IBM helps clients manage the risk of moving data with a proven set of methodologies and said is an industry leading software assets. We take those tools, do a complete assessment of the environment, and work through the entire process and use the automated software. For example, a large bank in the US with whom we are working currently is using our software and our services to move a complex set of data in a fashion that the applications are continually available, and the client is able to move to a new set of technology platforms with a lower overall total cost of ownership. The fundamental core thing here, there are two key things pieces, one is industry leading software assets, element two is 10 years of services experience and proven methodologies which we deploy on a frequent and regular basis for our clients. So it's great software, with great people that know how to use the software. It's a great combination for our clients.

**Jim:**

Warren, let's talk about virtualization. There's a trend in the industry towards storage work towards virtualization, creating a shared pool if you will, of storage that increases the utilization and manageability while reducing costs. How does this technology support virtualized environments?

**Warren:**

Good question, organization is certainly a hot topic in the marketplace today and our software assets are a key ingredient in: A) getting existing data from its current environment into a virtualized environment, you have to make a logical structure migration to guess from where you were to where you want to be an optimized virtual environments, that's the first point.

The second point is there still will be data that needs to be managed in a thoughtful way around the entire data center some of which may not be in a virtualized environment so you will still need to have tools in place to help migrate data. In addition, as you move from older technologies to new technologies, you will still need to have thoughtful structured automated approach to moving data.

One example of this virtualization or the new technology like virtualization is the extended address volume in the new Z-series operating systems announcements. In essence, IBM is enabling clients to have much greater access to larger volumes of storage. We have a new tool called the logical data migration facility, which complements our existing transparent data migration facility tools, but LDMF gives our clients the ability to move data sets and to take advantage of some of the new functionality in the Z-series operating systems and what that translates to is better service to the end clients because greater addressability in storage, and a significant decrease in the total cost of ownership in the data center environment and does so by using very thoughtful personalize automated software that goes down to the data set level and does a migration based on data sets. So that's the kind of technology that we are supporting. Virtualization and new feature function in the core operating systems.

**Jim:**

Warren, what is IBM's vision overall for data mobility?

**Warren:**

Our vision for data mobility is clear, we want to help our clients be able to take advantage of new technologies and new capabilities within the storage arena we want to help our clients achieve lower cost of ownership from these new technologies we want to be able to help our clients to things like move to a new data center environment, along the lines of the Green data center, more energy efficient, more cost effective, when you do those movements, do those changes, you have to migrate data. Our goal, our vision is to make that as easy and as odd automated and is risk free as we can and to take advantage of our core strong software assets and are tremendous sense of experience people who could make that software work incredibly well for her clients using are proven methodologies and strengths. That's our vision is to help our clients manage their data and get the lowest total cost of ownership.

**Jim:**

Great. Warren, where can I listeners go for more information on data mobility?

**Warren:**

Nice simple place to go is [IBM.com/services/datamobility](https://www.ibm.com/services/datamobility), one word data mobility. Or of course they can always contact their IBM client Representative.

**Jim:**

Warren Hart of IBM, thank you very much.