

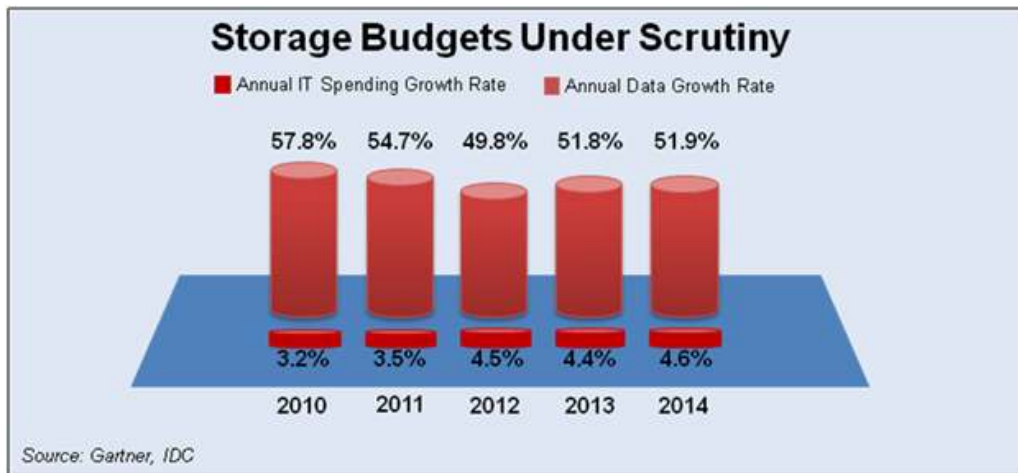
Solving the Data Growth Problem

- **Data Growth worldwide will be 9x in 5 years!**
- **Currently 80% of All Data is Inactive – according to Gartner Research**
- Think about iPads, Tablets, Messaging Phones, even MP3 players with data storage are connecting and sharing data.
- More than 90% of the data was unstructured both user and machine generated.

The challenge is the growth is expected to increase by a factor of 50 but IT professionals will increase by 50% with IT budgets remaining flat for the most part.

For years, most companies relied on a very simple storage management plan. When they needed more they simply purchased more hard drives in some form or another and the problem has continued to grow. VAR's are also realizing that in difficult economic times it's not so easy to survive selling hardware so you need to rely on services to set you apart from your competitors and improve profitability.

Selling storage management software can be one of the easiest sales for a VAR to make, especially because you can bring the customer an immediate return on their investment. That's exactly what Storworks has been doing with FileSense® for Storage Assessments. If you do not think the problem is big look at the recent Gartner, IDC © research:



80% of all data stored is inactive – Gartner Group 2010

If the annual IT spending growth rate is only increasing 3% to 4% each year but data is increasing by over 50% a year the problem is not going away but getting magnified each year. We are finding IT managers are not only interested they are requesting this information to make sound decisions based on hard facts that come from analyzing their own data.

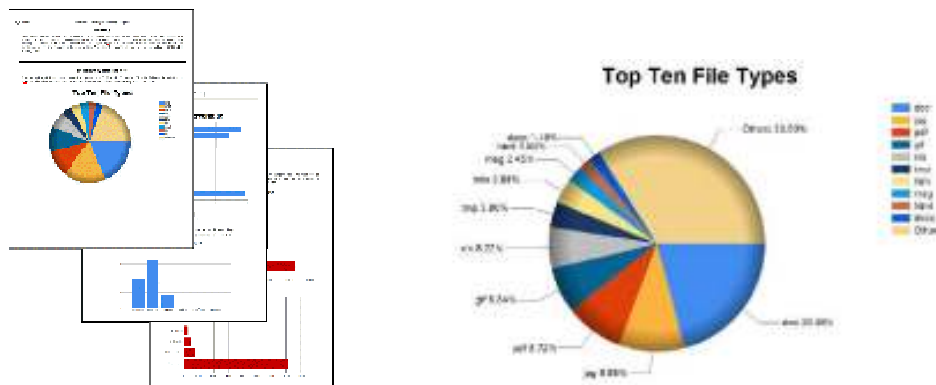
In one particular case it was uncovered that an employee had downloaded the free application from Tivo© that allows you to copy shows from your Tivo© box on a portable hard drive and take them with you. This allowed them to have a pretty healthy collection on the company network of TV shows and movies for lunch time viewing, well hidden within sub folders on the network. After a quick assessment FileSense® identified the users that owned the data on screen and even prepared a 15 page report that included a list of large folders and yes the actual location and owner was quickly identified. All non-approved data was quickly identified and removed all from within FileSense® using the built in Migration features.

Growing Demand And Disparate Systems

IT administrators have been adding storage hardware for years when a project came up capacity was increased but no one ever went back and checked the previous deployment for efficiency, it was too big a task so no one has been managing storage effectively in most IT departments. The typical questions are how do I use what I have more efficiently, how can I determine what is prime for archival, how can I go back 5-7 years to analyze my growth for more accurate forecasting, can you tell me how many files are duplicates or belong to employees that are no longer here – you get the idea and the need for File Sense.

Start With a Storage Assessment

Many customers are beginning to start with a storage assessment using FileSense® from Storworks Software. The software is installed on a single client able to read shares on the customers' network environment. To protect network resources from any risk you can NOT install on a server, only a work station. FileSense® determines how many files exist, it looks at modified compared to accessed, how many files are duplicate files and how many files are non-business related (pictures, movie clips, etc.) to compile an extensive report with a complete analysis even broken down by user if you want that level of detail.



The assessment will provide immediate investment return by identifying where and how data is being stored. Customers then gain control of their storage usage and consumption patterns. FileSense® will generate periodic reports that allow them to monitor their storage resources and usage patterns with the built in scheduler. The software also automates the tedious task of tracking usage and locating where the large files are stored on the network by category and size.

If you want to drive cost out of the data center then you have to start by understanding the profile of the data you are storing. This is something every small and large business environment is attempting to figure out how to control and understand better. FileSense® will simply show customers how they can save money by more effectively managing the infrastructure they currently have.

Competition Comes From Within the Client

IT staff will often say they can write scripts and programs that do the same thing. But we have found that by the time they compile the information and format it into reports that are meaningful to management, the information would be too old, since the process could take six months or more. The information needs to be provided in a reasonable amount of time and in a readable format that management can understand. This is where FileSense® is really separated in the market with a feature called FSP Reporter – A very powerful reporting engine that takes care of graphing, charting and historical analysis including forecasting growth by analyzing up to seven years worth of data.

Management always wants to justify new storage purchases, and just making an educated guess is not good enough anymore, everyone wants to improve efficiency and cut cost. FileSense® is the tool to provide hard data using each customers own data so no guesswork just the real facts. The best part is FileSense® does not employ capacity based licensing or limitations on share size – given the economics of writing an in house tool just does not make sense not to have this data in hand quickly.

Basic features included with File Sense:

- Analyze user data habits
- Forecast growth
- Identify unused data
- Full data migration capabilities with Checksum Verify
- Identify duplicate data
- Provide cost analysis
- Track users on existing data or by specific file types
- Locate data belonging to previous employees