



Helping Our Joint Clients Overcome Cloud Migration Failures



Cloud migrations are notoriously difficult. A partnership with Archive360 provides your customers with end-to-end cloud migration to enable stronger security, better performance, more control and a solution to the most common cloud migration challenges.

The cloud has become the center of workplace technology, and with that shift, the need to migrate data archives has become increasingly important. But as IT departments set out on their journey to move massive volumes of data from on-premises stores to cloud services, they quickly faced a number of unforeseen obstacles. Projects failed, overhead increased, and cloud migration soon became one of IT's biggest headaches.

A search of "cloud migration failures," yields some staggering figures. Studies have reported as high as 88 percent of cloud migration attempts involve at least one major unexpected challenge.

The causes of these issues vary between organizations, but in an estimated 90 percent of projects, issues originate with the source system, not the migration tool. Archives are overloaded by excess data and cannot handle the strain of moving data with conventional practices.

At Archive360, we get archiving, and to compliment your own product portfolio, we have developed an end-to-end, fully-managed solution to upend migration failures and address longstanding challenges.

Archive360
migrations by
the numbers

>30 PETABYTES moved

>1,000 MIGRATIONS
completed

6 MILLION MAILBOXES
moved successfully

100% OF DATA
accounted for

78% MIGRATE
1 terabyte per day

Move as much as
5-10 TERABYTES DAILY

Our approach to Office 365 migration



Move data
compressed over
the network into
Azure



Messages stay intact
and unchanged to
workaround Exchange
Web Services



Eliminate
batches to
keep migration
moving quickly



Withhold data explosions
until it is moving from
Azure to Office 365



Uphold journaling to ensure
compliance and keep legal
holds intact

**"At least 50 percent
of our customer
engagements are
to replace another
migration tool that
has failed."**

Tibi Popp,
Chief Technology Officer,
Archive360

Top migration challenges

Understanding the many factors that can contribute to failures is key in establishing a strategic and effective migration plan. Most migrations are executed using an API that connects the archive to the cloud provider. But when the index or metadata are corrupt, the API approach will exacerbate the problem, porting and creating more corrupt data into the cloud store. More, migrating an archive with terabytes or petabytes of data can take months—sometimes a year or more with conventional methods. Additional issues that arise include:

Network & Security

- Premises-based migration tools require pervasive network access
- Tools require a large hardware footprint to handle large datasets
- Internal and external data transfer speeds bottleneck extraction
- Lengthy completion times

Indexes & Databases

- Most archives experience index and database corruption
- API-based migration approaches rely on index accuracy
- Corruption leads to data loss and breaches in chain of custody
- Problems are often hidden until it becomes too late to fix them

Inactive Mailboxes

- Mailboxes belonging to inactive users account for 30-60 percent of archive data
- While these are easy to overlook in a migration plan, inactive user data is still subject to retention, legal hold, eDiscovery and compliance requirements
- Monthly user-based pricing makes storing inactive data expensive
- Moving inactive mailboxes adds costs and slows down the movement of data

Stubs

- Often overlooked, stub rehydration can be IT's biggest migration nightmare
- Original message ID, metadata, and attachments are lost
- Metadata changes lead to file corruption
- IT overhead increases when support tickets skyrocket in response to separation of attachments from original emails

Office 365

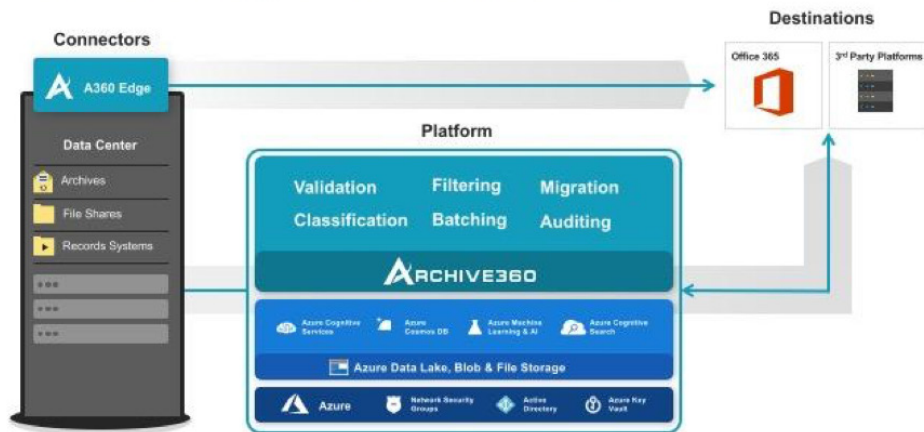
- Archiving infrastructure in Office 365 is significantly different than on-premises systems
- Throughput and throttling limits create an impasse wherein the full dataset cannot be migrated
- Exchange Web Services impacts the way messages are modified when migrated, introducing significant legal implications
- Journal archives do not automatically copy emails to the archive
- Batch size limits create additional work for IT to manage the movement of more batches



The Archive360 Difference

Our unique approach to archive migration is cloud-based, fully managed and doesn't require cloud experience from our customers. We offer complete data accountability and migrations at 10-20x the speed of our competitors. More than 1,000 brands have turned to Archive360 to unlock archive value trapped in on-premises environments.

Archive360 Migration Architecture



Archive360 solves the hurdles of cloud migration through a unique approach to:

Extraction. We don't rely on APIs, and instead go straight to the source of the data. This low-touch approach means less disruption to the network, no API or speed restrictions, full data accountability and autonomy from unhealthy or corrupt databases and indexes.

Cloud infrastructure. Archive360 works through Azure to transport data, making our approach completely cloud-based and Microsoft centric. We provide a faster start and a faster finish, all while remaining cost competitive.

Execution. Migrations with Archive360 are fully managed by our experienced team and require no cloud experience from our customers. We take full accountability for the performance of our tools and environment, which reduces risk for our customers and ensures that we can adapt to unexpected circumstances and comply with data protection requirements.

Stub rehydration. IT saves time, money and headaches when stubs are handled properly in migrations. Our solution provides complete preservation of stubs, so that attachments and critical message identifiers are not lost from emails when they move to the cloud.

eDiscovery enablement. With built-in solutions for journaling, inactive users and records classification filtering, Archive360 proactively addresses legal and regulatory issues that can stop a migration in its tracks. More, it provides a foundation for ongoing data management and data discovery.



From Archive to Asset

As an organization founded by people devoted to file and email archives, we see the enormous value that IT teams miss out on year after year. We've made it our mission to break through the outdated black box model of archiving of the past, and thanks to powerful partnerships, our joint customers can realize the immense benefits locked inside their corporate data.

That's why we've built end-to-end, enterprise-grade solutions for eDiscovery, compliance, and privacy for the enterprise data lake archive. Our archiving solutions enable organizations to capture, store, and manage data of all kinds in their chosen cloud environment, meet the most rigorous needs, and have total freedom to innovate with their data.

Use cases

GDPR AND DATA PRIVACY | CRM MIGRATION ANOMALY DETECTION |
SALES ACTIVITY MAPPING CONTRACT MANAGEMENT |
IN-FLIGHT DATA

Archive360's value to Microsoft

100% Microsoft to our core

- Co-Sell Prioritized in the OCP Catalog
- Preferred supplier status in the Microsoft's Supplier Program
- Member of Global Azure Advisory Board

Key stats YTD in FY19

- 61 approved Co-Sell deal registrations
- \$200k average contract value

Digital transformation begins with onboarding to Azure and O365

- 100+ data sources supported
- Compliant and validated to assume immutability

Fanatically committed to the Co-Sell motion

- Hit your targets for IP Co-Sell motions plus earn your full incentives for Co-Sell wins

Light up the Modern Workplace

- 8 million+ O365 seats influenced
- 1,000+ enterprise-scale projects
- 100% project success rate

Premier Connectors

Cloud Archives

- Veritas Enterprise Vault.cloud
- McAfee MX Logic
- Micro Focus Digital Safe
- Mimecast
- Smarsh
- Global Relay
- Proofpoint

On-Premises Legacy Archives

- Veritas Enterprise Vault
- ArchiveOne / C2C
- Autonomy EAS
- Autonomy NearPoint
- Autonomy Consolidated Archive
- EMC EmailXtender
- EMC SourceOne
- Gwava Retain
- HPCA
- Opentext AXS-One
- Opentext Email Archive
- Opentext IXOS
- Commvault Simpana
- Zovy Archive
- PST



Archive360 Differentiators

Our archive migration opens the door to high-value consulting opportunities around privacy, compliance, discovery, records management, and more across all human- and system-generated data. This puts you in position to drive ACR and ACA for Microsoft plus earn Azure usage incentives.

With Archive360 as your strategic data migration vendor, you can extend your migration practice far beyond email archives, as well as beyond anything FastTrack offers for free.

Migrate your archives ahead of time, rather than just in time. Don't risk the velocity of your O365 rollout—and subsequent usage incentives—on an unreliable archive migration tool.

CUSTOMER TESTIMONIAL

"We engaged Archive360 for a customized engagement to migrate from a legacy to modern email storage technology after an unsuccessful outcome with other vendors. The Archive360 team delivered a solution that met the needs of both the User base and the IT Group, despite multiple changes in scope and duration at our direction. I would strongly endorse Archive360, and will engage them again for additional projects."

Jon Knox, Infrastructure Technical Lead | MMG, Limited



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