

## Effective Data Migration with Varonis DatAdvantage

### EXECUTIVE SUMMARY

Why is unstructured file server and NAS data backed-up, archived, consolidated, segregated, etc., almost constantly? Because organizations recognize that this data is a critical business asset that must be actively protected and managed. At the core of many of these activities is *data migration*, the process of moving data between storage devices. Oddly, few organizations are able to identify data owners, the people who best understand the business importance of data assets. Varonis DatAdvantage helps you identify data owners so you can build data migration, management and governance policies that map to your business needs. Equally important, Varonis DatAdvantage identifies who should and should not have access to your data, allowing you to incorporate permissions clean up as part of your overall data protection and management strategy.

### DATA MIGRATION – PLANNING

Data migration – moving data from one storage device to another – is at the core of numerous data management initiatives. The primary driver for data migration is increased operational efficiency: reducing the number of resources managed (e.g., consolidation, migration to NAS, data integration, etc.) and protecting data (e.g., backup, archiving, segregation, etc).

Of course, literally moving the data from one place to another is a well understood operational process, and there are many products that help. A much more complex and critical success factor for data migration is the planning and policy making that must be done beforehand.

### STARTING POINT – ESTABLISHING DATA OWNERSHIP

Data migration processes and policies that truly achieve their intended objectives can only be built once the importance of the data is understood. The natural starting point for developing this understanding is through a dialog with the people who own the data. However, as anyone who has tried to find a data owner knows, it can be a daunting task. IT organizations simply do not have lists of data owners – let alone any sort of formal repository that is periodically updated to reflect business changes. This is especially true for unstructured data on file servers and Network Attach Storage (NAS) devices.

### THE CHALLENGE

Business intelligence about unstructured data is hard to come by for several reasons. First, organizations have a tremendous amount of unstructured (over 80% of business data is unstructured according to IDC). Even for mid-sized companies, this can easily mean terabytes of data to analyze. Second, unstructured data

typically doubles for an organization every twelve months. So there is always new data for which owners must be identified. Third, the process of identifying who owns the data – and not just who created a directory or file – is nearly impossible to do in an operationally

efficient manner. Finally, recognizing data that is going unused – taking up storage space – may be better protected in a data archive.

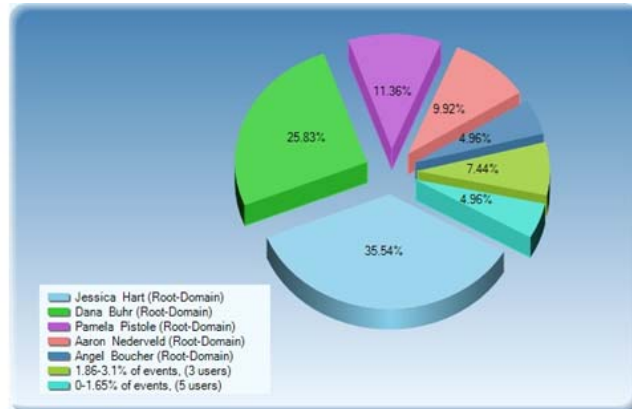
As a result, building data migration policies that map to the true business value of data is a highly manual, time consuming process for most organizations that results in policies that fall sort of the mark.

#### Unstructured data migration, foundation for...

- Storage consolidation
- File server consolidation
- Storage virtualization
- Migration to NAS
- Backup and archiving
- Hierarchical storage management
- Segregation of sensitive data
- Refresh of storage technology
- Data integration post-merger/acquisition
- Data disaggregation before a spin-out

## THE SOLUTION – AUTOMATED DATA OWNER IDENTIFICATION

Varonis DatAdvantage is uniquely able to identify the data owners and data users for unstructured data on file servers and NAS devices. It does this through comprehensive data access auditing that has no performance impact on storage servers. For any directory, Varonis DatAdvantage shows a sorted ranking of the data users. Those users who most frequently access the data are typically the data owners or, as the chief consumers of the data, can quickly identify the data owners. Armed with the names of these people, IT and storage administrators can quickly establish the business context and value of the data, and craft appropriate migration policies.



The users and likely owners of a directory

## AUTOMATED STALE DATA IDENTIFICATION

Stale data can be identified through this data access auditing as well. Because Varonis DatAdvantage sees every file access for every user, you can instantly recognize data that is rarely, or never, accessed. Based on the business objectives of your data migration project, policies can be built to handle this data, ensuring proper data retention, archiving, etc.

## ENTITLEMENT REVIEWS

During the planning phases of a data migration project is the logical time to factor in a data entitlement review. This is the process of reviewing, assigning, changing and especially revoking file and folder access permissions. There are natural synergies between entitlement reviews and data migrations. First, you need to communicate with data owners in order to effectively perform each of these activities. It's a much simpler process to have one conversation about how to manage their data and control access to it. Second, cleaning up access control as part of a migration ensures that the data will not just end up in the right place, but that once it has been migrated it will be accessible only by those who have a business need. Finally, during data migration projects, you already have resources focused on migration, management and protection. Leveraging these project teams to clean up access requires just a small incremental effort and provides a significant payoff: data that is accessible only by those people with a business need.

## CONCLUSION

Building data migration policies and processes must involve both IT operations staff and data owners. Data owners understand the business context of their data, and can help identify proper migration objectives. Equally critical, data owners are in the best position to define who should and should not have access to their data, and the perfect time to enact such changes is during data migration planning and execution. Varonis DatAdvantage is unique in its ability to identify data owners to automate data access entitlement reviews.



## **ABOUT VARONIS**

Varonis is the foremost innovator and solution provider of comprehensive, actionable data governance solutions. Our installations span leading firms in financial services, health care, energy, manufacturing and technology worldwide. Based on patent-pending technology and a highly accurate analytics platform, Varonis solutions give organizations total visibility and control over their data, ensuring that only the right users have access to the right data at all times.

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Learn more about Varonis data migration solutions at [www.varonis.com](http://www.varonis.com)