



REAL-TIME UPDATE

News and Information for DR/VFI® Users

Welcome to *Real-time Update*, your resource for information and ideas from 21st Century Software. This newsletter is geared toward providing you with all the exciting news and information you need to know about DR/VFI® to help empower your business.

In this issue of *Real-time Update*, we have a lot of useful information to share with you. For example, you'll hear more about the key takeaways from the 21st Century Software Users Conference. You'll also learn more about how real-time monitoring can help you ensure data recoverability while achieving an agile, proactive IT environment that supports your business objectives. In addition, we'll explain how to best cope with the recoverability exposures that multiple servers in a mixed environment can create. Plus, we'll share the vision of several key thought leaders—Gartner, Forrester and the Storage Networking Industry Association—on the hot topic of Continuous Data Protection.

If you have any questions about anything you read in *Real-time Update*—or if you'd like to suggest a story or topic for future issues—contact us at (800) 555-6845.

We hope you enjoy this issue of *Real-time Update*—and that the information here helps you maximize the benefits you derive from DR/VFI®.

The Whys and Hows of DR/VFI®

If you've been in the technology industry for a while, you've likely seen claims of "next generation capabilities" attached to re-branded and repositioned products that really haven't changed much beyond a new name, interface or consolidation of some code. Your experience also likely tells you that true leadership isn't a matter of repositioning; it's a direct result of skills, investment and downright determination on the part of the software vendor to make a difference for users.

That's the key value that we've heard our customers recognize in 21st Century Software. For example, DR/VFI® for Mainframes is a dynamic, evolving product that has outpaced competitive development and customer requirements for more than 15 years. 21st Century Software has consistently updated and improved DR/VFI® to proactively address customer challenges in a rapidly-changing application and storage management environment.

Our most recent DR/VFI® upgrade added several new capabilities that are unmatched in the industry. DR/VFI® v4.2 features real-time monitoring and analysis functionality, allowing companies to manage their backup and recovery strategies in response to real-time application requirements, not static policies or templates. In addition, our new simulated recovery feature provides immediate validation and verification that your critical data is indeed recoverable, while saving considerable expense of testing the backup of each application, function or process.

Now for the "hows"

However, our commitment to solving our customers' continuity management challenges answers "*why we do what we do.*" The "*how we do it*" is a much more technical answer, but it's a story that everyone at 21st Century Software loves to tell.

The fact is that the mainframe and continuity management worlds are constantly changing; IT administrators need flexibility and speed in how they ensure recoverability of files deemed critical for recovery. Topics we've recently discussed with customers like you:

- >> **Application interdependencies:** Many datasets are required by multiple applications; however, if those interdependencies aren't identified upfront, they may not always be available for recovery. DR/VFI® identifies those interdependencies and ensures they are synchronized for recovery.

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"DR/VFI®" continued

- >> **Customization:** One of the greatest strengths of DR/VFI® is the ability to tailor the product to meet the needs of your organization and not limit you on how you meet your objectives.
- >> **Auditing:** Knowing what data has been backed up—mirrored or otherwise—is a basic requirement of a continuity management system. Many past versions of DR/VFI® have including auditing functions; our newest version of DR/VFI® features real-time monitoring, analysis and reporting, so you'll always know what data is currently being used and where it's being backed up.
- >> **Mirroring:** For more than five years, DR/VFI® has enabled you to see what data is mirrored versus not on mirrored volumes and optionally build job streams to move these data to mirrored volumes. Additionally, DR/VFI® identifies data that is not critical but on mirrored volumes so that it can be moved off

these devices. DR/VFI® provides extensive reporting of data placements to allow storage administrators to update their storage rules.

21st Century's long-term commitment to our customers is proven by our ongoing product development, consistent high-levels of customer satisfaction, and ongoing communications with the mainframe community. We recognize that DR/VFI® is an important part of our customers' long-term continuity management programs, and we take pleasure in elevating their activities from tactical backup methodologies to full-scale enterprise continuity strategies.

Questions or comments? Contact our Technical Support Team anytime! (866) 891-4834.



5 Great Takeaways from the 2007 21st Century Users Conference

On April 12-13, 2007, 21st Century Software held our Users Conference in Philadelphia. Valued customers came together with our developers for informative discussions about what's new with DR/VFI®.

This exciting event sparked some key takeaways and important reminders for our customers, such as:

1. There are simple steps you can take to optimize our newest DR/VFI® release. For example, meeting with your internal disaster recovery team to discuss the advantages of the virtual recovery functionality of DR/VFI® v4.2 is a great way to really maximize the cost-saving benefits of our newest release while proactively addressing your critical recoverability concerns.
2. Attendees learned more about 21st Century Software's new DR/VFI® for UNIX solution. We recommend talking to your UNIX administrator peers to tell them about your experience with DR/VFI® for Mainframes, and encourage them to explore how they can use our UNIX solution to their best advantage.
3. Consider the implications that real-time monitoring and analysis can deliver for your organization. When used properly, these tools can help you achieve better compliance, improve resource management, increase business agility, gain certainty in the recovery process, and cut costs.

4. We learned from Renate Noone, VP of Professional Services at SunGard Availability Solutions, that there are significant HR and IT implications with a potential pandemic like the Avian flu. A widespread outbreak of this type of influenza wouldn't damage physical or IT assets the way a natural disaster does—but pandemic planning is still a matter of enterprise survivability. Consider the fact that—in the face of a disaster of this nature—up to 40% of staff could be made unavailable and transportation/supply chains could be severely disrupted. Best practices suggest several technological means organizations should employ to properly prepare, such as:

- >> Increase the use of advanced data storage that does not require staff to be actively involved or present.
- >> Review alternate tape storage transportation options.
- >> Increase capacity for remote users, audio and video conferencing, Internet communications and automated online ordering.
- >> Determine trigger points to freeze system changes.

5. And finally, please keep in mind that our team of experts is always on hand to help you. If you have questions or specific challenges about 21st Century Software solutions, we welcome you to connect with our technical staff. You can gain fast support by calling (866) 891-4834.

Real-time Monitoring and Continuous Data Protection is Critical to Your Recovery Success

Many organizations recognize how effectively they cope with daily data retention and storage management challenges significantly impacts the recoverability of their critical data.

That's why it is so crucial to proactively create effective recovery strategies in the face of today's increasing data volumes, increasing resource utilization, tightening budgets and a growing focus on retention and reporting.

As you work to create an effective storage strategy, it is critical to secure what 21st Century Software refers to as intelligent data protection. This means identifying the data you really need, saving it properly, and knowing how you'll get it back in the event of a disaster. Tools like real-time monitoring are critical in helping you ensure success in this area.

What is real-time monitoring?

What advantages does it deliver?

With real-time monitoring and analysis of file use, you can gain instant insight into what data is being used by your applications, and you can help ensure the recoverability of that data at any time. Real-time monitoring is critical to achieving an agile, proactive IT environment to support your business objectives.

When it comes to data protection and recoverability, you need stellar performance and proven reliability. With the right software product, you can enable the automatic identification, backup and recovery of files vital to your mission-critical applications in order to ensure recoverability, as well as address regulatory compliance requirements around data retention. What's more, you should be able to simulate a recovery exercise at any time before you go off-site to test your recovery plan in order to identify any exposures in your recovery of any applications.

How can 21st Century Software's new DR/VFI® v4.2 help?

Based on extensive research and user input, DR/VFI® v4.2 has now been optimized and enhanced for expanded functionality, reduced runtime and even higher performance. With DR/VFI® 4.2, real-time analysis and simulated recovery features raise the levels of data protection and recoverability to provide the highest degree of performance and reliability yet.

Like prior version releases, DR/VFI® v4.2 also successfully integrates with all major vendor backup products, allowing you to extend the value derived from long-term backup and recovery investments.



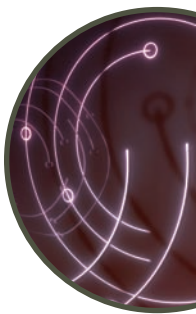
Solving Recoverability Challenges in Distributed Environments

Most companies have more than one platform in their organization. And, having many distributed servers can be a major exposure point in your recoverability. Distributed computing environments have significant challenges in ensuring backup and recovery across many servers and locations, and enterprise backup and recovery strategies are often wrought with problems such as missing or inaccurate files, the inability to separate critical data from historical data, replicating far more data than necessary, or the inability to test recovery of specific files.

That's why centrally monitoring file use across all UNIX servers—and managing the backup of that data based on real-time use—is so critical to an organization's security. Today, standard backup protocols—be it daily, weekly or monthly—just aren't enough.

By addressing the complexity of UNIX environments with efficiency, 21st Century Software's new DR/VFI® for UNIX solution is designed to help. No other recovery management solution can monitor critical file use in real-time to ensure backup and recovery—while also offering the ability to conduct a simulated recovery at any time.

DR/VFI® for UNIX interfaces with backup software to initiate and audit backups of critical files—and significantly reduces the size and time for backups. It only restores the files needed to run each application, and ensures that high priority applications are restored first. When it comes to mirrored applications, DR/VFI® for UNIX identifies which files should be mirrored, and allows the remainder to move off of mirrored frames so they can be backed up with traditional tools.



Industry Snapshot: Continuous Data Protection

According to the Storage Networking Industry Association (SNIA), Continuous Data Protection (CDP) represents a major breakthrough in data protection. Historically, data protection solutions have focused on the periodic backup of data. Complex issues like backup windows, protection of open files and databases, and heavy impact to production systems during the backup operation have all arisen from this scheduled backup paradigm.

Today, CDP dramatically changes the data protection focus from backup to recovery. With CDP continuously safeguarding all changes to your important data, the IT administrator need never think about backup again—it just works. And when disaster strikes, CDP-based solutions offer the utmost in flexibility and performance by allowing for the rapid recovery to any desired point in the past.

“Continuous Data Protection (CDP) is a methodology that continuously captures or tracks data modifications and stores changes independent of the primary data, enabling recovery points from any point in the past.” —SNIA, 2005

In addition, according to the SNIA, CDP offers more flexible Recovery Point Objectives (RPO) and faster Recovery Time Objectives (RTO) than traditional data protection solutions, which were designed to create, manage and store single-point-in-time (SPIT) copies of data. CDP, on the other hand, captures and protects all data changes, not just at select, pre-determined points. This provides access to data at any point in time (APIT), thereby reducing data loss and eliminating costly downtime. Data retrieval is reliable, fast, and granular.

Gartner notes that while many technologies have provided snapshot copies, CDP offers additional flexibility and reliability by creating snapshots at logical or critical times, such as every time a new function is done (“True-CDP”) or during file closing or other specific policy-driven timelines (“Near-CDP”).

On a related note, Forrester comments that as enterprises shift their backup and data protection strategy from tape to disk, IT operations professionals can choose from continuous data protection, rotating point-in-time snapshots, and backup to a disk target solution.

Based on the observations of Forrester, Gartner and the SNIA, 21st Century Software created the concept of “Application-Driven Data Management” (ADDM). We believe that ADDM—managing data backup and recovery based on the requirements of critical applications—should be a key consideration for IT managers and storage administrators when walking the line between redundancy and recoverability.

ADDM is a revolutionary approach to backup and recovery. Instead of retaining data simply based on last-used date or some random retention policy, ADDM strategies determine what files are most needed by enterprise applications, thus determining which files need to be recovered first. ADDM can also contribute to achieving the vision of the real-time infrastructure. Business agility is predicated on capturing and analyzing the right data throughout the application and data processing environment. ADDM is a Near-CDP solution that ensures data that is most critical to applications is being backed up—leading to certainty and confidence in the recovery process.



For more information about ADDM, visit our dedicated webpage: www.21stcenturysoftware.com.

We'll see you at SHARE in San Diego August 12-17!

Like you, we always attend SHARE to learn about new mainframe trends and talk to mainframe users about their storage management and disaster recovery challenges. And this year, we're taking to the stage to spread the word!

During the SHARE sessions, 21st Century Software's Senior Vice President, Rebecca Levesque will take an in-depth look at the strategies and technologies implemented by application, storage and recovery managers to help address key challenges and deliver business value. She will also explore how individuals in these roles can join together to present a unified continuity management plan that ensures success.

Be sure to stop by her session—and be generous with your applause! We also invite you to join us at the 21st Century wine-tasting event during SHARE.



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