Next Generation Data Availability Management

The exponential growth of Big Data technologies - Hadoop, NoSQL databases, and emerging data warehouses (HP Vertica, Hive) - has resulted in new applications that are increasingly at the center of a company's business operations. These applications enable executives to better understand customer behavior, detect potential fraud, and even optimize sensors. However, they require an industrial-strength data availability management solution to ensure rapid application iteration, prevent data loss, and minimize compliance risk.

The petabyte-scale Talena solution enables organizations to support their full data lifecycle management needs while simultaneously reducing their storage footprint by up to 80%. Through its "one copy, multiple use case" design and policy-driven engine, Talena enables enterprises to easily automate workflows and support multiple use cases.

(1) **Test, Development and Analysis:** Automatically mask and filter data to enable data science, engineering and DevOps teams to rapidly use data subsets for test, development, and analysis in non-production clusters. Free up valuable engineering resources, eliminate wait time, and minimize creation of multiple data workflows.

(2) **Backup and Disaster Recovery:** Instantly make data available in the event of application corruption or user error. Quickly find objects that need to be restored via Talena FastFindTM. Recover data at various levels of granularity and significantly reduce storage footprint.

(3) **Archive and Retention:** Automate the archival of older, less frequently used data to different tiers, including Amazon Glacier. Run secondary workloads with Talena's compute infrastructure. Enforce compliance and retention via WORM policies to prevent data modification or deletion.

KEY FEATURES

Intuitive GUI
Manage multiple Big Data platforms and use cases from a "single pane of glass"

Recovery-centric design
Enable granular, application-aware recovery from managed data sources at the table or partition level

Optimized secondary storage
Reduce storage footprint via de-duplication, erasure coding and compression

Consistent sampling and masking
Allow organizations to enforce consistent sampling when moving data to non-production clusters, and simultaneously mask credit card, PII and other confidential data

User defined policies
Automate the process of moving data and define the "who, what, when" policies without scripting

BENEFITS

Support rapid application iteration and free up engineering resources

Save significant CapEx and OpEx via up to 80% reduction in storage footprint

Adhere to compliance and privacy standards via masking of PII and confidential data

Rapidly recover data at various levels of granularity

Please contact us for more information at **info@talena-inc.com** or visit us at **www.talena-inc.com**.