

# TAPPING INTO LEGACY CONTENT

Unlock legacy data for AI and analytics.



**LYVE**<sup>™</sup>  
Data Services

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# THE PROBLEM WITH LEGACY DATA

Data is everywhere, but much of it is siloed in legacy storage media.

Throughout human history, analog archival information has been recorded on stone, paper, film, and photographs—written in old languages and available only to select individuals or privileged small groups. Turns out, this isn't just an analog data problem.

Digital information that's been created over the past century—stored in different media types, including hard drives, tape, optical storage, and flash—is often locked away in physical archives that are inaccessible globally and in real time. To recover and migrate this data requires a tremendous amount of effort and

resources. As such, data that has not been migrated to newer digital recording technologies over the past few decades is seemingly lost.

This means zettabytes of the world's data are trapped in legacy tapes and other storage media, stuck in offsite vault storage. But what if this data could help solve some of humanity's greatest economic, scientific, and existential challenges? The power of artificial intelligence (AI) and data analytics can provide greater insights for massive data sets than ever before.

Today, however, only 32% of business data gets used. The rest—which can be valuable and even necessary for maintaining regulatory compliance—is disconnected, hard to access, and likely deteriorating on aging technology.



# FINDING DATA-DRIVEN SOLUTIONS

Humanity is counting on data to solve some of the world's most pressing challenges.

Legacy data trapped in the world's data archives holds the potential to deliver immense value and potential breakthroughs in research, understanding, processes, and practices in a wide variety of sectors—but only if it's brought in from the cold and made available to us. Bringing decades of cold data to life will release the potential for life-critical data to solve many of humanity's problems, small and large, across a variety of disciplines—including healthcare, education, research, energy and mining, agriculture, environmental and space sciences, and media and entertainment.

In the new Data Age—the age of IT

4.0—data is continuously being created at endpoints, often processed at the edge, and then transmitted to the cloud to be analyzed as part of still-larger sets of relevant data. The migration and activation of all available data sets is crucial for driving digital transformation—and for surviving and thriving as part of the IT 4.0 revolution.

With the current shift to IT 4.0, we're moving beyond the cloud to the edge. As such, tremendous computing capabilities are no longer limited to large, centralized data centers. This means compute-intensive tasks like AI and analytics can occur closer to the data sources themselves. The sheer

volume of data created at endpoints shifts the data gravity to the edge of the network, drawing computing power and applications closer to deliver decisions in real time.

The possibilities that can result from introducing these new analytics capabilities to current and legacy data are endless.







# OLD DATA, NEW TRICKS

Take the guesswork out of data placement with fully managed migration services.

Access and activate legacy content more efficiently with Lyve™ Managed Migration services from Seagate®. Designed for use with Lyve products and services, Managed Migration

services help enterprises maximize their data's potential globally and in real time with data migration, media migration, and digitization. Discover new revenue streams and business opportunities,

meet compliance requirements with ease, and never worry about physical storage fees or technology upgrades again.



# MIGRATION SERVICES



## DATA MIGRATION

Let us migrate and consolidate all your digital data into a single, centralized repository so it can be readily accessible to AI and analytics.



## MEDIA MIGRATION

Avoid pouring time and resources into a data migration workspace. We can migrate data from any tape, optical, disk, or flash storage media.



## DIGITIZATION

Bring analog data online by enlisting our help with digitizing data from any analog format, including paper, photo, film, or microfiche.





# UNFETTERED DATA ACCESS

Eliminate data silos and consolidate storage systems and archives. Make analog data, backups, and data archives securely available anytime from anywhere.

Data in the cloud is always on. But data stored in a decentralized vault is expensive and difficult to access—not to mention always decaying and at risk of deterioration and permanent loss. Lyve Managed Migration services give clients an incalculable advantage by adding years or decades of latent data back into their data sets so it's accessible by AI-enabled deep learning. Maintaining data in the cloud

provides flexibility, whereas being bound to legacy storage infrastructure may inhibit a company's ability to modernize its systems to be more flexible, efficient, and secure.

Seagate understands the unique challenges and regulatory requirements that exist between different industry sectors. We proactively keep up with complex requirements for data retention,

ensuring the migration of legacy archive data complies with all legal and regulatory requirements specific to each industry, while simultaneously safeguarding the integrity and security of the data. Further, we help identify any possible compliance gaps and security vulnerabilities and make sure they are eliminated during the migration process.



# NEW REVENUE STREAMS

Transform cold data from a cost center to a profit center by making legacy content available to innovative tools and applications in the cloud.

You could be sitting on a gold mine. Tap into the massive potential your legacy content holds by liberating it from tape and other media types. With your legacy

data available to innovative tools in the cloud, new opportunities for revenue abound. Maximize untapped enterprise data to gain a competitive edge.



# SIMPLE VERIFIABLE COMPLIANCE

Improve data sovereignty, meet compliance requirements with ease, and benefit from data governance at a glance.

Compliance and regulatory requirements are increasing year after year. Improve data security and governance while maintaining data sovereignty throughout the data life cycle by migrating all data records to a single secure data repository. This will allow you to meet audit requirements with ease while also enabling more informed decision making.





# COST EFFECTIVE & EFFICIENT

Abandon physical storage fees and regular technology upgrades in favor of low-cost cloud options. Save time and resources by letting our data migration experts do the work.

Leave the complicated part to us. Whether you're lacking the time, knowledge, technology, or all the above, we're prepared to put our 40+ years' experience to work preserving your precious data. Our expertise lends itself to optimal storage and organization of your legacy content.



# FULL-SERVICE FLEXIBILITY

Get support for any record, format, media, or size. Managed Migration is designed to simplify and integrate into your existing data management workflows.

Seagate is equipped to support any data record, format, or storage media—including analog records such as paper, books, photos, and film, and digital formats such as tape, optical, disk, or flash storage. But it's more than a generic data read operation. We understand the entire workflow and the hardware and software tools that were used at the time of data creation. As such, we can recover even essential and missing pieces of data. Further, our engineers are programming a software tool that helps with proprietary data formats or hardware that may not exist anymore to retrieve as much data as possible in support of our clients' business or digitization strategy.



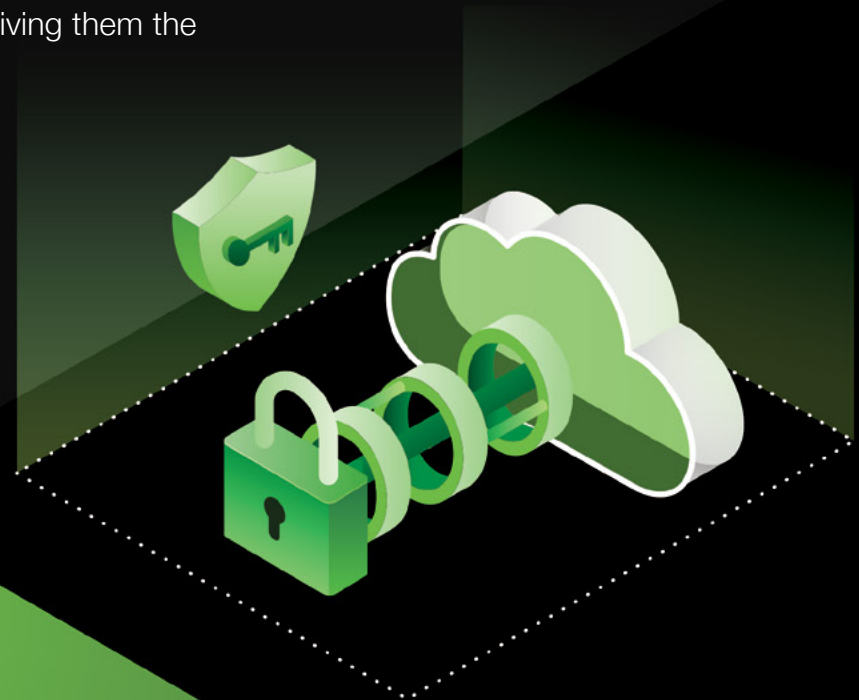
# RELIABLE EXPERTISE

Benefit from peace of mind with our stringent security features, globally recognized certifications, extensive data science experience, and more than four decades of storage innovation.

With more than 40 years' experience, Seagate provides fully managed migration services that enable transformation in the datasphere. Lyve Managed Migration allows you to store your data where it fits your workflow best—on premises in a private or hybrid public cloud.

Additionally, Seagate handles all data with care, observing the most stringent security standards. This commitment to data protection is demonstrated by our ISO 27001:2013 and SOC2 certifications. Our migration experts take inventory of our clients' data while giving them the

option to choose which data they'd like to migrate, thus saving on overhead costs wherever possible.





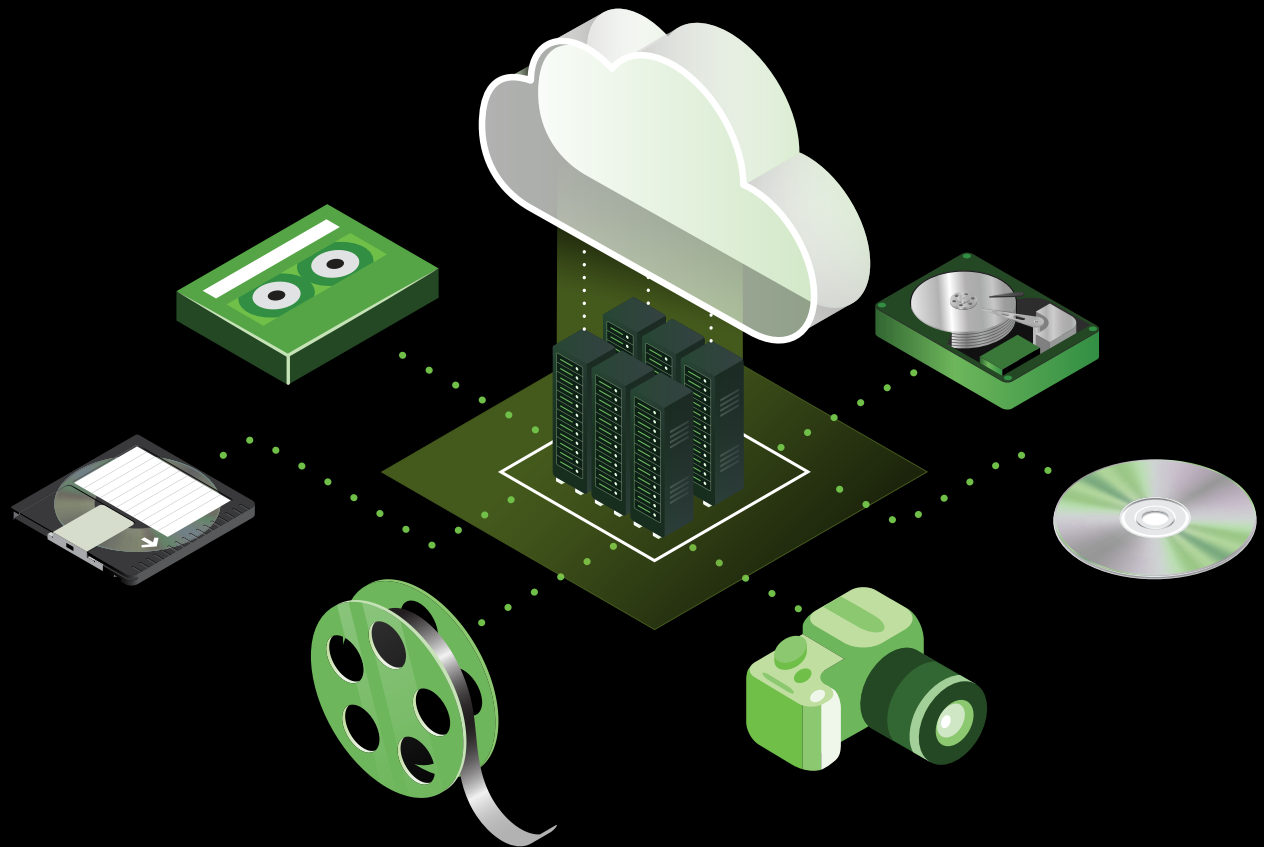
# USE CASES

Seagate's fully managed migration services support several use cases that help customers transform siloed legacy data into new opportunities.

# DO MORE WITH LEGACY BACKUP DATA

Modernize your backups with an always-on cloud storage repository.

Your legacy data is brimming with opportunity, but data silos and obsolete storage media are holding you back from tapping into it. Let us migrate all your digital and analog media to a highly available storage-only cloud for you. Consolidating legacy data in a single repository improves security, compliance, and access while making it easier to retrieve and monetize. Use analytics tools to get a holistic view of your business so you can optimize IT operations and discover new business opportunities.



[Read the Use Case](#) →



# MIGRATE BACKUPS STORED ON LEGACY TAPE MEDIA

Eliminate ongoing tape migration challenges, enhance data access, and improve security for compliance.

Release legacy content from LTO and other tape technologies with Lyve Managed Migration services. Our fully managed migration services eliminate ongoing tape maintenance tasks and regular technology upgrades. Save costs and reduce complexity of data protection without compromising data security, comply with ever-changing regulatory requirements for data backups with ease, and confidently access your data anytime.

[Read the Use Case](#) →





# DIGITIZE YOUR LIBRARY OF MEDIA ASSETS

Digitize, restore, and manage media assets in the cloud so you can maximize their value.

Your media assets are constantly at risk of deterioration. And recently, there's been a growing desire to reuse, share, and monetize old analog film rolls, videos, and picture/image data from analog archives. Let us help you digitize, store, and manage your film library of assets in Lyve

Cloud. We'll create a backup copy for you in the cloud so you can easily access your data and manage new productions. We'll also inspect, catalogue, and digitize your films with different resolutions, frame rates, and digital movie formats in our secure ISO 20071- and SOC2-certified

lab. Digital assets aggregated in the cloud are easier to search, manipulate, and stream. Further, digital copies in the cloud enable better remote collaboration while mitigating the risk of deterioration.



# INDUSTRY-SPECIFIC BENEFITS



## HEALTHCARE & MEDICAL RESEARCH

Healthcare and life sciences is a data-intensive sector, and its data is among the most sensitive. Research and scientific discovery, clinical trials, hospital records, and individual patient information all generate large volumes of data that require long-term, secure storage.

Not long ago, patient data was maintained in hard copy files on site, but after a slow evolution, most records and data are now stored on disk, tape, and optical media—in on-site data centers and off-site storage facilities—and often involve multiple copies spread across multiple locations. While many organizations are putting new data into the cloud, enormous volumes of aging data still reside in cold storage, which is becoming increasingly difficult and expensive to maintain and access.

Moving historical and legacy patient and scientific research data into the cloud doesn't just make it more accessible and easier to manage, it also opens the door for big data opportunities and breakthrough healthcare research analytics. It can increase the pace of innovation and discovery, potentially bringing treatments, medicines, and cures to market sooner.





## MEDIA & ENTERTAINMENT

The media, entertainment, broadcast, and publishing sector has seen exponential data growth over the past 20 years. Media assets such as video, animation and effects files, audio, security, and news footage require durable high-volume storage that can grow to multi-petabytes on demand. Improved access to that data at the production, commercial, and consumer levels can drive big market advantages.

The media industry has conventionally maintained tens of thousands of tapes with historical media content. The tapes are often stored offsite, with the media deteriorating and the hardware necessary for reading the tapes becoming increasingly obsolete. Digitization and long-term preservation of analog films, photos, and media formats enables clients to better track and manage assets—as well as to recut, remix, upres, restore, and monetize their content. By managing digitized media assets in the cloud, distributed media teams can better collaborate near and far.



## ENGINEERING & CONSTRUCTION

The building industry is realizing significant new benefits from data mining and analytics, including better site selection, enhanced design complexity, and forecasts for material and labor costs earlier in the planning process. Throughout construction, there is a recurring need to review project data for adherence to code regulations. This becomes an expensive and time-consuming endeavor when information is decentralized and stored off site. Additionally, that data must be stored to demonstrate compliance for retention periods of up to 100 years or more, depending on which regulatory mandates it's subject to. Storing that data in the cloud means no costly technology upgrades and fast access for verifiable compliance.







## ENERGY, ENVIRONMENT, & MINERALS

The mining, energy, and environmental sectors must comply with complex corporate data retention requirements and regulations. Additionally, this sector generates large volumes of research, meteorological, geological, seismological, and production data that is often used more than once, requiring ongoing access for years and even decades.

Geophysical and meteorological data recorded up to half a century ago is still very relevant to understanding resource and climate models today. This is even more pertinent with the addition of new technology, software, and data analytic tools that were not available when the data was first recorded. One example of how the application of big data analytics to environmental data is producing new insights is green energy. This data is being used to plan for future energy supplies that can replace carbon-based energy sources—such as wind energy parks and solar power plants.



## RETAIL

Data management and storage in the retail industry has undergone many changes in the past quarter century, evolving continuously as market trends become more global and ecommerce dominates. Retail companies need access to both real-time statistics and historical data to gain a deeper understanding of trends and customer needs, as well as to improve inventory management and sales forecasts. Predictive analytics systems rely on historical data to inform projects. As data management transforms from a cost center to a revenue generator, all data must be on hand. Further, backup data can be retrieved and analyzed for added customer insights and trends.





## FINANCIAL SERVICES

Finance is a heavily regulated industry. As such, the handling and storage of financial services data is subject to an array of complex laws and regulations. The management of financial services data may also differ between public, private, and not-for-profit organizations, and is further complicated by the size of the organization and whether its financial data relates to a domestic or global field.

Data covers many subsectors, including accounting, banking, stock market, superannuation, investment, insurance, credit, taxes, and other related services. In addition to being highly complex, most of this transactional information is confidential, requiring high levels of security, encryption, and traceability. Further, it is subject to periodic audits by governing bodies, with data retention periods varying significantly between each subsector or type.

For many organizations, the complexity of managing various data sets presents challenges regarding what data needs to be retained, what data can be destroyed securely, and what data is needed purely for compliance and auditing matters. With most financial services data residing on backup tapes in offsite vaults, it's difficult for organizations to proactively manage.

Business acquisitions can also benefit from managed migration services. Interested parties can request a prospective business to supply backup tapes and migrate that data to the cloud for big-picture analysis. This can provide a more holistic view that will ultimately minimize risk and lead to better business outcomes.



## EDUCATION & RESEARCH

Universities have one of the largest collections of backup tapes in the world, including historical and cultural information spanning the disciplines of archaeology, aerospace, biology, chemistry, and more. The rules that govern management of student records and research projects are complex and far reaching. Vast sums of money are wasted each year in this sector storing cold data that the industry must retain off site—data that's inaccessible to research and learning without significant cost and time implications.





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# READY TO TALK TO AN EXPERT?

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