

Data Mobility Services



Transparent Data Migration Facility

Overview

Softek Transparent Data Migration Facility – TDMF is a host based tool to migrate customer data locally or over distance without any disruption to their business in a single or multivendor Storage HW environment and variety of Operating System platforms like z/OS, UNIX, Linux and Windows. It fits from Mid-Market to Large Enterprise Customers in any Industry, who can't shutdown their systems just to perform the Storage implementation or replacement.

Customer Value Proposition

- For clients that need to move data between multivendor storage arrays without an application outage, IBM offers Softek TDMF, a nondisruptive data migration software suite for open system and mainframe environments.
- Unlike other hardware and software data migration solutions, Softek TDMF offers a proven solution for heterogeneous storage environments and is ideal for technology refresh, server/storage consolidation, data center relocation/consolidation, and implementation of tiered storage.
- No additional hardware, prerequisite software or firmware is required.

How to identify a hot TDMF Prospect

To find a TDMF Business Opportunity you need to look beyond just the Industry of the customer. Their **vital need** to have their **Business up and running without any or minimal interruptions is the key**. There might also be regulatory or legal reasons for the continuous service availability i.e. in the Public Sector. If you **combine** this view with an obvious **'event trigger'**, you will be able to discover the hottest TDMF opportunities.

Industry or Business Need trigger

- **Utilities**
 - Electricity, Gas, Water, Telecommunications
- **Public Sector**
 - Centralised Databases (Police, Healthcare, etc.)
- **Financial Services**
 - Retail & on-line banking, trading & on-line trading, ...
- **Retail**
 - Retail Web Sites & 24/7 open Stores or Chains
- **Wholesale**
 - Continuous replenishment services to Retailers
- **Transportation**
 - Airlines, Railways, Courier services, ...
- **Manufacturing**
 - 24/7 or 3 shift F&A and Automotive Suppliers
- **Process**
 - Paper mills, Oil Refineries, etc.

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Competitors

- **TDMF (open):** EMC Open Migrator, Falconstor
- **TDMF z/OS:** FDR-PAS

Target Audience

- **Target Industry:** cross-industry
- **Customer Size:** Mid-Market – Large Enterprise

TDMF Reference

Customer Objective

- Achieve nondisruptive data migration
- In addition, the company needed to:
 - Keep batch and online applications up and running
 - Perform technology refreshes within a short timeframe
 - Increase storage capacity

Customer Benefits

- Rapid migration
- Continuous application availability
- Maintained data integrity and data protection.
- Additional Benefits
 - Improved input/output (I/O) load balancing
 - Realized time savings for the IT staff
 - Completed the project on time

Technology or 'Life-cycle' Event trigger

- **Storage planning and/or implementation services required**
- **IT infrastructure planning or design session**
- **End of Lease situation**
- **Upgrade or new product placement**
- **Storage Optimization**
- **Storage Consolidation**
- **Tiered Storage**
- **Competitive replacements**
- **Server Consolidation**
- **Data Center move**

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Business Partner Benefits

Tier 1 Service Provider Benefits

- Use TDMF tool to provide the migration services
- Additional services revenue opportunities
- Additional Storage revenue opportunities

Tier 2 HW Reseller Benefits

- Book the HW revenue earlier
 - No need to wait that 'only annual maintenance weekend' or special holidays to do the migration
- Additional Services Revenue Opportunities, if you choose to provide the services
- Additional Services Resell Margin Opportunities, if you resell the GTS delivered services

Call to Action

Introduce Softek TDMF early in the cycle during a hardware discussion or sale, whether for an upgrade or new product placement, end-of-lease, an IT infrastructure planning or design session, a storage optimization, consolidation or data center move, tiered storage or competitive replacements (moving between different storage vendors' equipment).

TDMF Products by Platform

- **Softek TDMF z/OS**—mainframe data migration locally or over distance for storage upgrade, vendor replacement, data center consolidation and relocation (IBM OS/390 v2.10 and all levels of IBM z/OS operating system)
- **Softek TDMF UNIX**—local migration on UNIX platforms (IBM AIX®, HP-UX, Sun Solaris operating systems); ideal for storage upgrade, competitive replace-ments and migration from non-storage area network (SAN) to SAN environments
- **Softek TDMF UNIX (IP)**—network-based migrations on UNIX platforms for distance and/or server migration projects as well as tiered storage (IBM AIX, HP-UX, Sun Solaris, Red Hat Enterprise Linux platforms)
- **Softek TDMF Windows (IP)**—network- based local or distance migration on Windows (Microsoft Windows 2000, 2003)

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