

## Why APTARE

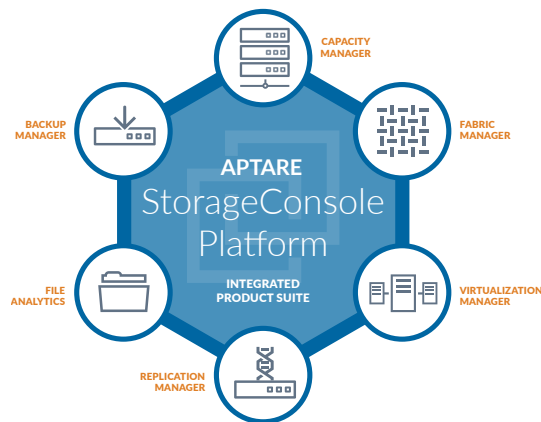
APTARE offers you unmatched and comprehensive IT analytics for precise, on-demand access to technical, financial, and business information.

Gain broader and deeper insight into the critical components of your IT world to make better decisions, lower costs, and reduce risks while delivering better service to the business.

## APTARE StorageConsole Overview

With APTARE, your IT organization gains actionable, high-definition analytics. This market-leading platform allows you to easily adopt new storage and data protection solutions that address rapid growth, declining budgets, and pressures to reduce costs

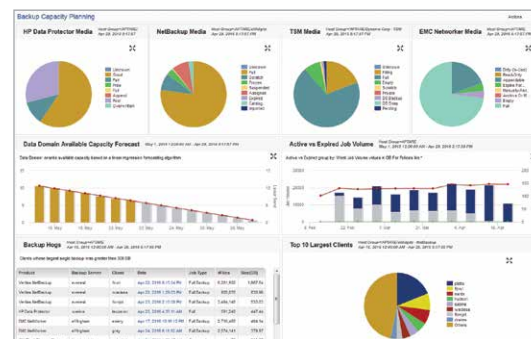
APTARE StorageConsole is the industry's only vendor-independent, open, and scalable IT analytics platform. It extends its unmatched functionality and single-pane-of-glass view with support for OpenStack, software-defined storage (SDS), Flash, and hybrid infrastructures.



## Performance Monitoring:



## Manage Backup Capacity:



## Supported Platforms:

**Cloud:** Amazon Web Services, Microsoft Azure, OpenStack

**Backup:** Commvault, IBM, Veritas

**Storage:** Dell EMC, HDS, INFINIDAT NetApp, Pure Storage

For complete list, see: [www.aptare.com/supportedenvs](http://www.aptare.com/supportedenvs)

## IT as a Service

Discover true data usage for accurate chargeback to business units and customers.

## Storage Efficiencies

Optimize capacity, utilization, and performance across heterogeneous IT environments.

## Backup Compliance

Gain confidence in backup audits and SLAs with analytics that prove success.

## Reports That Meet Your Business Objectives

Generate custom reports with our easy to use Dynamic template designer.

## Fast Facts

- Founded 1993 in Campbell, California
- 1,000+ Worldwide Customers
- Exabyte of Storage Managed
- Millions in Backup Clients Managed
- 35% of the Fortune 100 rely on APTARE

## Useful Links

Website: [www.aptare.com](http://www.aptare.com)

Demo: [www.aptare.com/requestdemo](http://www.aptare.com/requestdemo)

Report Library: [reportlibrary.aptare.com](http://reportlibrary.aptare.com)

Email: [sales@aptare.com](mailto:sales@aptare.com)

Call: 866-9-APTARE / +1 408-871-9848



## Unified Visibility

**Value Proposition:** APTARE helps you get the most out of multi-vendor environments by providing a single-pane-of-glass for heterogeneous environments.

**Benefits:** Reduced risk by allowing analysis of environments in a uniform way regardless of the underlying platform. Reduced cost by showing all resources in a consolidated view, easily maximizing load balancing. Better service to the business by showing reporting in a unified, business-suitable manner regardless of the underlying technologies.

**Triggers:** *New vendor/platform, merger/acquisition*



## Chargeback/Metering

**Value Proposition:** APTARE provides the most comprehensive chargeback platform to drive demand management for both storage and backup.

**Benefits:** Manage cost and demand for resources by showing costs for consumed storage and backup resources. Tiering models drive users to the right level and cost of storage for their needs. Backup chargebacks bring reasonableness to retention requirements.

**Triggers:** *Emergency purchases, headcount freezes/cuts, implementing ITSM, tiering or service catalog, storage reclamation programs*



## Auditing/Compliance

**Value Proposition:** Sleep well at night knowing that your infrastructure is audit-worthy based on the data provided by APTARE reporting.

**Benefits:** Get exactly the data you need to see success/failure/partial for every job every day. See jobs that did not start. See jobs that have failed on consecutive days. Use this data to fix the underlying infrastructure issues and bring your backup environment to top success levels. Use reporting to prove your success to the business and auditors.

**Triggers:** *Regulated industry (FDA, SOX, HIPAA, GLBA, etc.), failed audit, business loss of confidence*



## Capacity Planning

**Value Proposition:** APTARE forecasting gives you the visibility to simplify budgeting, avoid surprise purchases, and optimize vendor negotiations.

**Benefits:** See how storage consumption projects into the future at multiple levels. See backup target, tape or disk, consumption forecast with expirations automatically accounted for. Use forecast data to optimize vendor negotiations, avoid overbuying, and prevent emergency purchases.

**Triggers:** *Emergency purchases, outages due to storage shortages, storage reclamation programs.*



## Backup Reporting and Compliance

**Value Proposition:** APTARE tells you when something is wrong before it impacts the business.

**Benefits:** Automated notification of shortages at the LUN, Host, or Application level helps you respond proactively to prevent outages. Failures in critical backup jobs can also generate automated alerts. Reports quickly show a "Big Picture" view of backup success/failure/partial and points out the jobs that have been failing most consistently.

**Triggers:** *Outages due to storage shortages, emergency purchases, audit failures, restore failures, business loss of confidence*



## Utilization/Optimization

**Value Proposition:** APTARE gives storage and backup engineers the detailed performance and capacity data they need to get the most performance and efficiency out of their infrastructures and avoid or delay capital purchases.

**Benefits:** Detailed performance reporting on storage arrays and fabric helps identify bottlenecks and facilitate load balancing. Backup reporting including long running jobs, tape and disk throughput, and allows for backup window optimization.

**Triggers:** *Emergency purchases, reclamation programs, missing backup windows, performance issues*