

Storage Decisions

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Extracting Value From Reference Information

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Reference Information

- **Non-Transactional (static) Data**
 - Images
 - Video, Audio
 - Drawings, CAD
 - Etc.

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My Example

- **Took State-Of-The-Art Digital Technology and made it ANALOG**
- **Hand-Delivered It To The Person Who Needed It**

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My Example

- **Ultimate Reference Data Example – Compared Rev. 1 with Rev. 2 To See If Treatment Worked**

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My Example - VALUE

- **Life or Death To Me**
- **No External Value – Big Mistake**

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Your World

- **Value Of Ref. Information Will Be Derived By Every Department With Access**
 - HR, Engineering, Marketing, Etc.

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Steps To Creating A "Useful" Reference Environment

- **1. Agree On Corporate Policy**
 - What Do We Keep?
 - When Do We Keep It? vs. Kill It
 - Where Do We Keep It?

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Steps To Creating A "Useful" Reference Environment

- **2. Architect A Useful Infrastructure**
 - 1+ tiers of low-cost, lower performing storage
 - **CRITICAL DECISION - The Indexing System**
 - Useless if you can't find anything
 - Eliminate duplicate information.


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Steps To Creating A "Useful" Reference Environment

- **3. Create "MOVE" Policies**
 - What moves when - from transaction systems or between reference tiers?


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WHY BOTHER?

- **Because I'm Sick Of The "PROMISE" Of Technology**
- **We Have A Responsibility To Move Society Forward.**


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Summary

- **60% of all the data you manage will be reference in a few years.**
- **Architect for it now.**
- **Push the "value" envelope.**

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Thank You!!!

Questions???

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Mr. Duplessie will be unable to attend the Ask-the-Expert booth. Please send additional questions to jglossner@techtargt.com.

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