HP Application Information Optimizer reduces total cost of ownership of application infrastructure, increases business productivity, maximizes information value, and mitigates risks associated with increasingly challenging compliance and eDiscovery requirements.

How is your business coping with explosive application information growth?

Organizations of all sizes are struggling to cope with this issue. Increasing regulations, growing amounts of customer information, new database applications, and legal discovery requirements are forcing businesses to keep more data than ever before—and for longer periods of time. This poses challenges to line of business owners, IT, compliance and legal professionals:

1. Increasing data volumes negatively affect database and application performance, availability, and manageability. Correspondingly, it compromises critical business processes—such as financial close, order processing, payroll and management reporting.
2. Retaining and managing large volumes of historical data online in production databases on high-availability servers and storage puts unnecessary pressure on already strained budgets and overtaxed IT staff.
3. Failing to effectively address regulatory compliance and eDiscovery may lead to stiff financial penalties.

HP Application Information Optimizer helps you address these challenges by effectively migrating eligible transactions off of your Oracle, Microsoft SQL Server, DB2, Sybase, or JDBC accessible databases while seamlessly preserving data access and integrity to support long term retention and access requirements.

What are other key considerations?

HP Application Information Optimizer provides unmatched flexibility to harness the power of a holistic approach to information management with the following built-in integrations:

- **HP TRIM** – captures, manages, secures and disposes of information in accordance of corporate and compliance policies
- **Autonomy IDOL** – provides meaning-based computing with contextual and conceptual search and retrieval capability
- **Autonomy Consolidated Archive** – central repository of structured and unstructured data with advanced search, classification, discovery, investigation and surveillance functionality.
- **HP Vertica** – provides high performance analytics so you can gain better business insights from your information.
- **HP Cloud Services and Amazon S3** – leverage as storage to continue with your drive to lower cost and increase ROI for your cloud investment.

HP, world’s largest IT company, experienced similar challenges. HP IT established an application information archiving practice based upon HP Application Information Optimizer (formerly known as HP Database Archiving). Started in November 2009, HP IT has since achieved up to:

- 89% data query duration improvement
- 48% storage space reduction
- 37% full database back-up duration reduction

### File Archive Target | Target Location
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HP TRIM | On-premise
Autonomy Consolidated Archive | On-premise and Cloud
HP Cloud Storage | Cloud
Amazon S3 | Cloud
HP Vertica | On-premise and Cloud

### Database Archive Target | Target Location
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Oracle database | On-premise
SQL database | On-premise
Product overview

HP Application Information Optimizer helps to control the growth of mission-critical databases by automating the migration or retirement of data while preserving its business value and meeting the desired access requirements. Data can be relocated to a separate, online database for fast, transparent access, or to standards-based XML or CSV documents for long-term retention based on retention rules and policies that align with your business. HP Application Information Optimizer includes an integrated set of components that facilitate design, deployment, and ongoing management of archiving processes throughout the lifecycle of applications and data.

In addition, they deliver capabilities which address different levels of application complexity, data volumes, and archive access requirements. The components include:

- **Designer**: Provides a visual interface to model data and create business-aligned data migration rules with ease
- **Data movement**: Makes sure data relocation is performed to meet volume requirements while retaining application integrity at all times
- **Archive access**: Provides a full range of access capabilities to meet requirements for business operations, regulatory compliance, and legal discovery. Simplified access with web-based console does not require third party tools.
- **Job engine**: Automates all archiving tasks with built-in recovery and restart
- **Management console**: Provides system configuration, job monitoring, job launching, and complete audit trail capabilities

Whether you are running applications on Oracle, Microsoft SQL Server, Sybase, DB2, or open standards JDBC environments, HP Application Information Optimizer offers the rich set of capabilities required to control and manage database growth.

IDOL Server collects indexed data from connectors and stores it in its proprietary structure, optimized for fast processing and retrieval of data. As the information processing layer, IDOL forms a conceptual and contextual understanding of all content in an enterprise, automatically analyzing any piece of information from over 1,000 different content formats and even people’s interests. Over 500 operations can be performed on digital content by IDOL, including hyperlinking, agents, summarization, taxonomy generation, clustering, eduction, profiling, alerting and retrieval.

Database-to-database archiving for faster data access and lower costs

Database-to-database archiving gives users the option to relocate data from production databases to a secondary, online archive database, hence enabling them to archive data in its original database format. Reduction in the size of primary databases has a two-fold effect. First, it accelerates end users' access to production data dramatically and still provides transparent access to the archived data. Second, as it does not require additional database design skills or storage technologies, it takes advantage of in-house database administrator skills.

**Features**

- Archives data from production databases directly to a secondary database with commit consistency and transaction integrity
- Allows business users to have access to archived data using their native application interface, the WebConsole or enterprise reporting tools in read-only mode
- Provides simultaneous access to production and archived data using combined reporting—a single query can run without change from standard application screens or reports
- Delivers scalable data movement capabilities to support broadest spectrum of application transaction volumes
- Provides integrity of production and archive data at all times through native database support, and transaction consistency models
- Supports native Oracle partitioning and partition swapping for fast data movement while archiving all related non-partitioned data together as complete sets

**Benefits**

- Boosts performance and availability of database applications
- Streamlines database backup, recovery, and cloning operations
- Reduces infrastructure costs by deferring server upgrades and reducing storage requirements
- Avoids any end user retraining or application modification
- Deploys without costly, error-prone scripting and SQL coding
Database-to-File archiving for long-term compliance and standards-based data access

Database-to-File archiving gives users the option to archive data from the production or archive databases to an industry-standard XML or CSV format. Such automatic migration of data to XML/CSV documents helps achieve database and application independence, and offers long-term viability of your archive, while complying with industry-specific regulations that require data to survive longer than the originating applications. Furthermore, this option encapsulates all relevant reference data with the transaction to make sure that the archive can “stand alone” (for example customer-specific data elements such as name, address, and contact information are archived along with sales orders transactions).

Features

- Archives data from primary or archive databases to vendor-neutral, industry-standard XML/CSV files for long-term retention that is independent of database version, originating application, operating system, and hardware
- Combines database-to-database and database-to-XML/CSV archiving through multi-stage policies, which migrate production database data to secondary online archive databases then as the data ages further, to XML or CSV files
- Allows enterprise reporting tools and standard SQL queries to be run unchanged directly against the XML/CSV archive
- Stores XML/CSV archive data in standard ASCII files on file systems, or on WORM or Content Addressable Storage systems such as Dedicated ‘Rapid Application Retirement’ function lets you choose your application data directly in the WebConsole for retiring. All you need to do is to select the data to retire and then let the Retirement job run automatically

Benefits

- Enables critical data to survive longer than the originating applications or databases
- Assists in meeting industry-specific compliance requirements for long-term data retention
- Deploys without costly, error-prone scripting and SQL codings
- Accelerates application retirement processes to shorten time to cost savings.

Visual design tool for rapid support of third-party, custom and in-house applications

The Designer, a standard component included with the HP Application Information Optimizer license—provides a rich graphical interface for modeling application transactions and creating archive policies that extend archiving support to your third-party and custom applications. The Designer makes it possible for your business analysts and domain experts to focus on business-specific archiving rules, instead of highly-specialized coding techniques. This simplifies the development and testing process. Designer is integrated with the HP Application Information Optimizer software run-time environment for easy deployment and maintenance.

Features

- Enables fast development of archive modules for third-party and in-house applications through visual modeling of data tables, and creation of archive policies and rules
- Provides multi-level rule creation for intuitive and self-documenting design capabilities
- Allows Preview reporting against production data sets to iteratively test archive rules and policies prior to server deployment
- Enables sharing and collaboration of archive projects using transportable design files
- Provides easy integration of custom scripts and external programs into automated archive operations using Business Flows

Benefits

- Enhances return on investment by extending database archiving to virtually any application or database
- Reduces need for manual scripting and SQL coding
- Draws on the in-house development team or preferred database VAR or integrator to build archiving modules quickly

“HP Database Archiving software* allows us to move data with no impact for users, gives us a high level of performance, and helps keep us in compliance in all the countries where we operate.”

Callie Gates, IT Director Global Operations, Tektronix, Inc.

*Now known as HP Application Information Optimizer

HP Application Information Optimizer aligns database management and business policies for improved performance, availability, and compliance, enabling you to have better control over your business databases.
Scalability and security to handle the largest, most complex database applications

Easy to configure, the HP Application Information Optimizer software helps meet business requirements and unique characteristics of large-scale database environments, all the while handling massive data volumes with integrity. Production and archived data are kept in a consistent state because data is either archived as complete business transactions or not archived at all. With retention policies being enforced for the first time means that the initial archiving runs can involve a huge amount of data. Standard archive jobs can be run for ongoing operations. Encrypted passwords and detailed audit trails provide security for archiving operations support.

Features

- Supports chained relationships (multiple recursive relationships) to address business cases with complex transactional dependencies in addition to table level policies and rules
- Automates recovery from failures during archive runs by archiving complete transactions and built-in job recovery capabilities, no matter how many tables are involved
- Restores entire archive runs or individual transactions back into production; safety checks are performed to make sure the data is inserted correctly without jeopardizing production database integrity
- Uses detailed audit trails to capture archive cycle information, messages, and statistics
- Stores any password required for operations in encrypted format to meet compliance with security standards

Benefits

- Provides fast installation, setup, and rapid return on investment
- Enables database archiving deployments across enterprise applications with lesser impact on database administration and operations staff
- Leverages existing investments in IT operations management products
- Supports global and international deployments

Ready-to-run modules for Oracle Applications

HP Application Information Optimizer out-of-the-box modules for Oracle E-Business Suite and PeopleSoft Enterprise. offer comprehensive support for Financials including Sub-Ledger Accounting, Project Management, Supply Chain, Manufacturing, CRM, Human Resources, and Payroll applications.

A complete solution

Comprehensive services, support, and training

HP offers a full set of implementation services and multiple support options to help you realize the full potential of your HP Information Management solutions, enable information availability, mitigate business risk, and achieve superior return on your investment. For more information about HP service and support, visit hp.com/services.

“HP Database Archiving* (HP DBA) brings strong performance and clear return on investment, and enables efficient data growth management.”

Guiqiang Gao, ERP project manager, Jinan Steel

*now known as HP Application Information Optimizer
# Available standard products and options

Choose from the following products and options to customize HP Application Information Optimizer to fit your information infrastructure.

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<th>Products/Options</th>
<th>Description</th>
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| **Base System**                   | - Graphical-based Installer and Deployment Assistant—Provides ease of installation and deployment.  
- Platform support—Offers certified support for Windows Server, UNIX, and Linux as archive server and/or database server  
- Designer—Graphical design environment features rich modeling capabilities, multi-level eligibility rules and policy building, preview reporting, project sharing, and offline cache mode  
- Run-time environment—Delivers powerful job execution capabilities, including native database and platform support, job engine automation, built-in recovery/restart, and extensibility framework  
- Standard Data Movement—Facilitates database-to-database and database-to-file data movement  
- Change management—Synchronizes archive tables with the production tables  
- Business flows—Allows multiple jobs or activities to be consolidated into a single logical run-time operation, including the ability to call custom jobs/scripts/external programs  
- Web-based Management console—Enables configuration, monitoring, administration, and job launch capabilities  
- Support for transactional and batch reload capabilities  
- Advanced Data Movement Option provides support for high-volume and complex data environments by leveraging specialized data movement techniques, including support for table partitioning. Also, provides automated support for source table reorganization during archiving operations  
- Rapid Application Retirement – User friendly GUI to rapidly retire multiple applications with minimal manual processing |
| **Database Connectors**           | - Native support for Oracle database environments, including 8i, 9i, 10g, and 11g  
- Native support for Microsoft SQL Server 2005, 2008 and 2012 environments  
- Native support for Sybase environments, including 12.5 and 15  
- Native support for DB2 environments, including 9.7 and 8.1  
- Mainframe Generic support for open standards JDBC environments |
| **Archive Query Server Option**   | - Direct SQL access to XML or CSV archive files from any ODBC/JDBC/.NET client |
| **Archive Access Transparency Option** | - Support for native application access in query-only mode. Also supports combined reporting for access to current and archive data in a single report or query. Archive access from WebConsole provides remote access to archive stores, and eliminates the need for 3rd party tools or source application |
| **Developers License**            | - Unrestricted capabilities to design, test, and deploy archive modules in development environments |

To find out more about minimizing database footprint and maximizing information value with HP Application Information Optimizer, visit [hp.com/go/AppIO](http://hp.com/go/AppIO)
About Autonomy

Autonomy, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit autonomy.com to find out more.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems.

More information about HP (NYSE: HPQ) is available at hp.com.