

# Master three data lifecycle pillars with AiRE

Tomorrow's way of managing the data lifecycle is here today.

Performance, sustainability, cost-efficiency, scalability, availability, productivity, and security - we'll show you how to get more of this throughout the entire data lifecycle.

Our unified data platform AiRE IntelligentFiler has been designed to deliver everything you need.

**Our mission is to reimagine how data is stored, managed and protected. Let's look at what that means:**

## Reimagining data management\_>

No more separate management of data in different protocols, clouds or physical units. This mean being able to manage all your data wherever it is from a single unified interface.

No workloads are alike and they change over time. This means workloads must be continuously optimized with AI to maximize performance, redundancy and efficiency.

## Reimagining data storage\_>

Data storage must be more flexible, not only in the cloud but also on-premises. This mean instant, non-disruptive scalability, dynamic pricing, powerful customization and easy upgradability.

More sustainable and cost-efficient ways of storing data should no longer be nice to have but a necessity. This requires 4. More intelligent management, optimisation and availability.

## Reimagining data protection\_>

No more reacting to data incidents and unexpectedly losing data to silent corrauption. This demands proactive cyber defense and end-to-end data integrity.

Geographically separated backup, immutable snapshots, MFA and access controls are all established best practices. But they should be so common that everyone has them by default.