

# 20 Years in the Making, the Future of Data Management Has Arrived

Mention data management to almost any seasoned IT professional and they will almost immediately greet the term with skepticism. While organizations have found they can manage their data within certain limits, when they remove those boundaries and attempt to do so at scale, those initiatives have historically fallen far short if not outright failed. It is time for that perception to change. 20 years in the making, Commvault [Activate](#) puts organizations in a position to finally manage their data at scale.

Those who work in IT are loath to say any feat in technology is impossible. If one looks at the capabilities of any handheld device, one can understand why they have this belief. People can pinpoint exactly where they are almost anywhere in the world to within a few feet. They can take videos, pictures, check the status of their infrastructure, text, ... you name it, handheld devices can do it.

By way of example, as I write this, I was present to watch [YY Lee](#), SVP and [Chief Strategy Officer](#) of [Anaplan](#), onstage at [Commvault GO](#). She explained how systems using artificial intelligence (AI) were able within a very short time, sometimes days, became experts at playing games such as Texas Hold'em and beat the best players in the world at them.

Despite advances such as these in technology, data management continues to bedevil large and small organizations alike. Sure, organizations may have some level of data management in place for certain applications (think email, file servers, or databases,) but when it comes to identifying and leveraging a tool to deploy data management across an enterprise at scale,

that tool has, to date, eluded organizations. This often includes the technology firms that are responsible for producing so much of the hardware that stores this data and software that produces it.

The end for this vexing enterprise challenge finally came into view with Commvault's [announcement](#) of Activate. What makes Activate different from other products that promise to provide data management at scale is that Commvault began development on this product 20 years ago in 1998.

During that time, Commvault became proficient in:

- Archiving
- Backup
- Replication
- Snapshots
- Indexing data
- Supporting multiple different operating systems and file systems
- Gathering and managing metadata

Perhaps most importantly, it established relationships and gained a foothold in enterprise organizations around the globe. This alone is what differentiates it from almost every other provider of data management software. Commvault has 20+ years of visibility into the behavior and requirements of protecting, moving, and migrating data in enterprise organizations. This insight becomes invaluable when viewed in the context of enterprise data management which has been Commvault's end game since its inception.

Activate builds on Commvault's 20 years of product development with Activate's main differentiator being its ability to stand alone apart from other Commvault software. In other words, companies do not first have to deploy Commvault's Complete Backup and Recovery or any of its other software to utilize Activate.

They can deploy Activate regardless of whatever other backup, replication, snapshot, etc. software product you may have. But because Activate draws from the same code base as the rest of Commvault's software, companies can deploy it with a great deal of confidence because of the stability of Commvault's existing code base.

Once deployed, Activate scans and indexes the data across the company's environment which can include its archives, backups, file servers, and/or data stored in the cloud. Once indexed, companies can do an assessment of the data in their environment in anticipation of taking next steps such as eDiscovery preparation, remediate data privacy risks, and index and analyze data based upon your own criteria.

Today more so than ever companies recognize they need to manage their data across the entirety of their enterprise. Delivering on this requirement requires a tool appropriately equipped and sufficiently mature to meet enterprise requirements. Commvault Activate answers this call as a software product that has been 20 years in the making to provide enterprises with the foundation they need to manage their data going forward.