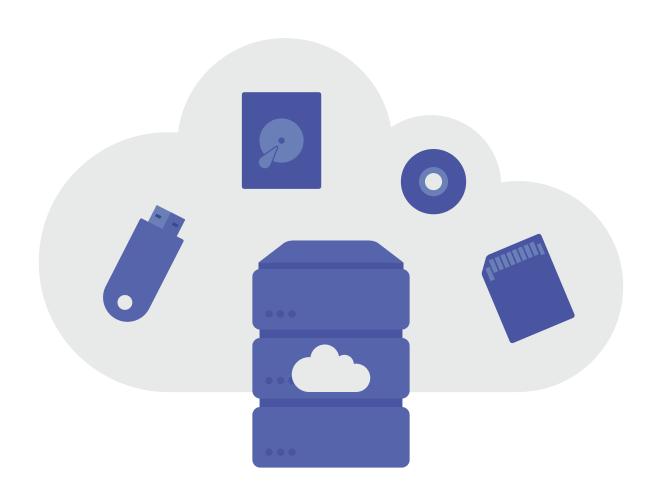


IN ASSOCIATION WITH





Updating your data storage plans for the era of cloud

An assessment guide for IT teams

Freeform Dynamics, January 2020

CLOUD AND DATA STORAGE: FRIENDS OR FOES?

ADAPTING TO A WORLD OF REGULATION AND CHANGE

Never before has data storage been so important to smaller and mid-sized businesses (SMBs). As modern technology continues to advance immensely, it brings us systems that are smarter, easier to manage, faster and more capable than their predecessors. Yet at the same time you are probably being asked – or pressured – to "move everything to the cloud" instead. Let's inject some understanding here and talk about the real implications for the future of data.

LOCATION

Managers and others who talk of 'the cloud' usually mean public cloud. But cloud is actually a delivery model elastic and service-based - which can also be supplied as private or hybrid clouds with a range of payment models.

The data storage architecture of the future will most likely be hybrid, mixing on-site disk, tape and flash, public and private clouds, automated tiering, data protection, archiving and more, providing each workload with the service level it needs.

FLEXIBILITY

PREDICTABILITY

The public cloud model suits some applications very well, but can have latency, cost, regulatory and bandwidth issues. A storage appliance may provide cloud capabilities more predictably, and still allow growth as required.

Intelligent automation and orchestration is essential to a modern data storage infrastructure, hybrid or not. Look for reliable systems and services that will be easy to run and will integrate with your existing systems and software.

EFFICIENCY



SECURITY / LEGAL

As data volumes grow and regulatory issues multiply, data management and governance has become a top priority. The ability to secure your data, audit access to it and manage its lifecycle is essential.

Make a rash bet on an inflexible strategy, and you could be trying to recover from it for years to come. But make the right investments, and it's possible to procure a storage solution that will allow you to focus instead on adding business value. Let's look at the needs and priorities that drive decisions, and at how to make them work for you.

ASSESSING YOUR NEEDS AND PRIORITIES FOCUS ON THINGS THAT MAKE A DIFFERENCE

If it was a case of managing 'business as usual' then traditional storage solutions would be adequate for some time to come. The truth, however, is that the dynamics of digitalization and cloud are creating new demands and challenges. When considering SMB needs and priorities, it is important to consider both the business and IT perspectives.

KEEPING THE BUSINESS **SAFE & SECURE**

Whether it's to ensure day-to-day operations keep running or avoid the legal and reputational fall-out from a data breach, data safety and security is fundamental to the health of modern business. From data governance and encryption, to multiple layers of data protection to meet different needs, securing information and preventing its loss is essential.

REDUCE THE ADMIN LOAD, DO A BETTER JOB OF WHAT MATTERS

Whether your storage is on-site or in a cloud - or more likely both - today's watchword is automation. If you're currently living with a significant administration burden while also being pressed to do more, and faster, you need reliable and intelligent automation that lets you focus on things that actually add to the business.

SUPPORTING DIGITAL TRANSFORMATION

More than just bringing in new technology, the datadependent digital business of today needs to adapt to work in new ways and build new workplace cultures. This means more data in more formats, and an adaptable and expandable storage foundation is key here.

BUSINESS

TODAY'S NEEDS

17 DEPARTMEN

AVOID

UNWELCOME

SURPRISES

Plan to decouple your storage

investments from your application

infrastructure. Aim to avoid costly and

CREATE VALUE, NOT **COST & DELAY**

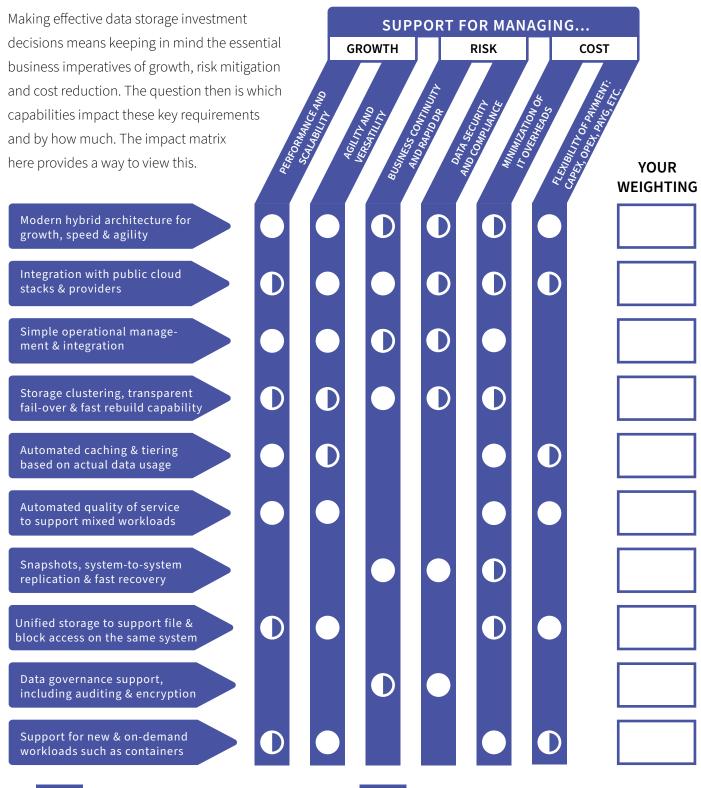
A digital business needs to move fast and make the best use of all available resources, including capital, cash, time, expertise, and of course information. That means having all the information that the user needs - and is authorized for, of course - in the right place at the right time and on the right medium, with no need for format conversions, imports, etc.

QUICKLY RESPOND TO CHANGE AND NEW BUSINESS REQUIREMENTS

Modern storage management, whether as an appliance or software, can combine tape, disk, SSD - and cloud too - into a coherent entity that provides on-demand data services to a wide range of workloads and functions. It means on-site or hybrid-cloud data storage expensive unplanned upgrades by treating can be as flexible as, or storage as a set of storage and data protection more flexible than, the services, running on open and flexible platforms. public cloud option.

The priorities and needs listed here are by no means exhaustive, but they are the kind of things we hear time and again from IT and Business Professionals involved in driving change in their organizations. If we pull the above together with a more detailed list of modern storage capabilities, we can form an actionable view of what's important and why.

EVERY BUSINESS IS A DATA-DRIVEN BUSINESS 10 KEY STORAGE CAPABILITIES THAT MATTER, AND WHY



Capability makes a significant and direct contribution to the business objective

D Capa

Capability makes a worthwhile and/or indirect contribution to the objective

The 'weighting' boxes are to acknowledge that some capabilities may be more important to your business than others; use them as you see fit to help guide your thoughts and plans. The overall message for SMBs is that a modern, futureproof data storage solution is essential for digital transformation. We hope our discussion has helped to illustrate this, and has provided useful pointers on how best to choose that solution for your organization.

ABOUT FREEFORM DYNAMICS

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