INVESTING IN DATA STORAGE

A GUIDE FOR BUSINESS EXECUTIVES

WHY CARE ABOUT STORAGE?

As you drive for better business performance through key development initiatives and modern working practices, you will inevitably stress your IT infrastructure in new and different ways. This includes the storage systems that hold your business information - customer data, transaction records, employee documents, and other digital content your business relies on to function. While this may not be something you have thought much about, it's becoming an important consideration in the new world of 'digital'. So what do you need to know to discuss storage requirements and investments with your IT team in an informed and objective manner? Let's start with a look at how the pursuit of business objectives creates data-related challenges that ultimately translate to storage system requirements:

SUPPORTING BUSINESS GROWTH AND DEVELOPMENT

BUSINESS OBJECTIVES	CHALLENGE	STORAGE REQUIREMENT
Drive for customers, market share, revenue and profit	More users, more data, more business transactions	Expandable systems that scale smoothly and predictably
Transformation to digital business and modern working practices	Richer, more diverse and faster-flowing information	Versatile systems that perform well, whatever you throw at them

KEEPING THE BUSINESS RUNNING SAFELY AND SECURELY

Assure continuous operation of the business	Ensuring critical data is always available when and where it's needed	Reliable systems that recover quickly from disasters, with no loss of business data
Protect brand reputation and assure regulatory compliance	Ensuring that data is only accessed by those authorised to do so	Secure systems that can encrypt and decrypt data on the fly without slowing down

MANAGING RESOURCES, COSTS AND OVERHEADS EFFECTIVELY

Focus IT staff on activities that deliver real business value	Pressure on IT to spend less time on routine administration	Self-managing systems that mostly look after themselves
Reduction of overall IT-related Capex and Opex		cient, future-proof ems that don't need equent replacing

Download this White Paper to learn more.