

# SOLVING THE DATA STORAGE EQUATION

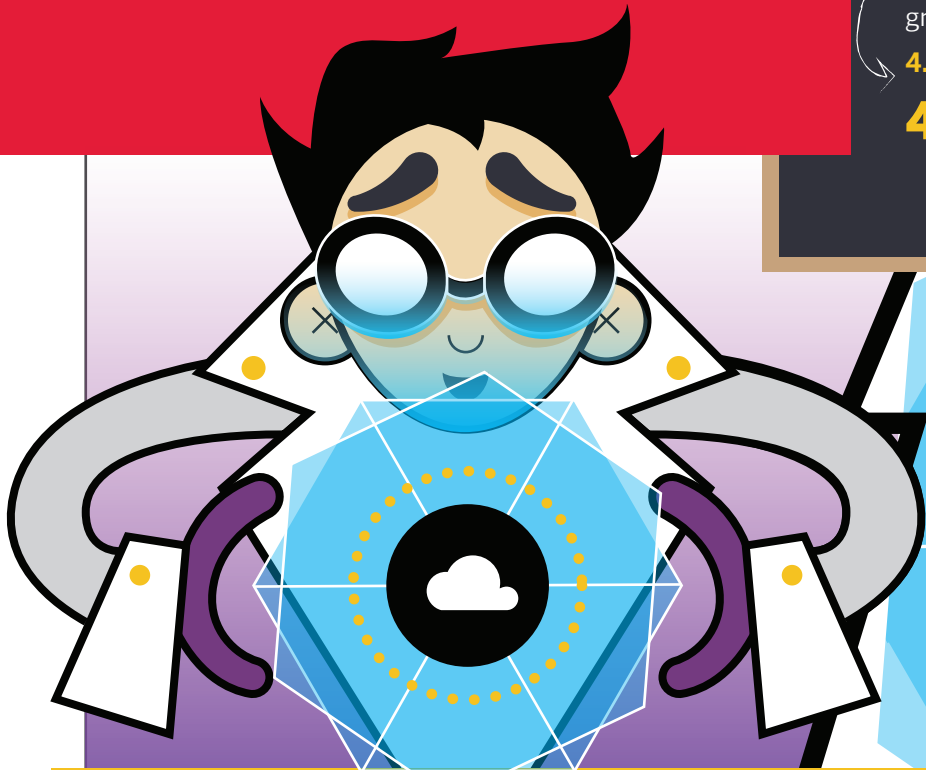
▶ A deluge of data puts pressure on data center operators in a number of ways. They must increase storage capacity on a budget while maintaining flexibility for future workloads and dealing with challenges such as analytics, security, compliance and business continuity. A hybrid cloud solution provides an innovative approach to meet these demands.

## A MASSIVE MANAGEMENT CONUNDRUM

Organizations are inundated with mountains of data, and as technologies such as the Internet of Things take hold, the challenge is only going to grow.

From 2013 to 2020, the digital universe will grow by a factor of 10 – from

**4.4 TRILLION GIGABYTES TO 44 TRILLION.<sup>1</sup>**



## A PROMISING SOLUTION: HYBRID CLOUD STORAGE

By leveraging the cloud and on-premises storage solutions together, data centers can take a more strategic approach to this deluge of information.

**21%** The percentage of organizations that say data storage and management are high-priority areas for their cloud migration plans in 2017<sup>2</sup>

**56%**

The percentage of organizations that listed higher availability among the leading benefits of the cloud<sup>3</sup>

## FLEXIBILITY AND SCALABILITY

The cloud storage option offers quick and easy scaling, so organizations can handle sudden spikes in data traffic.

## AVAILABILITY

With multiple storage options, a hybrid solution can help prevent outages. Cloud storage is unaffected by problems such as local natural disasters and hardware failures.

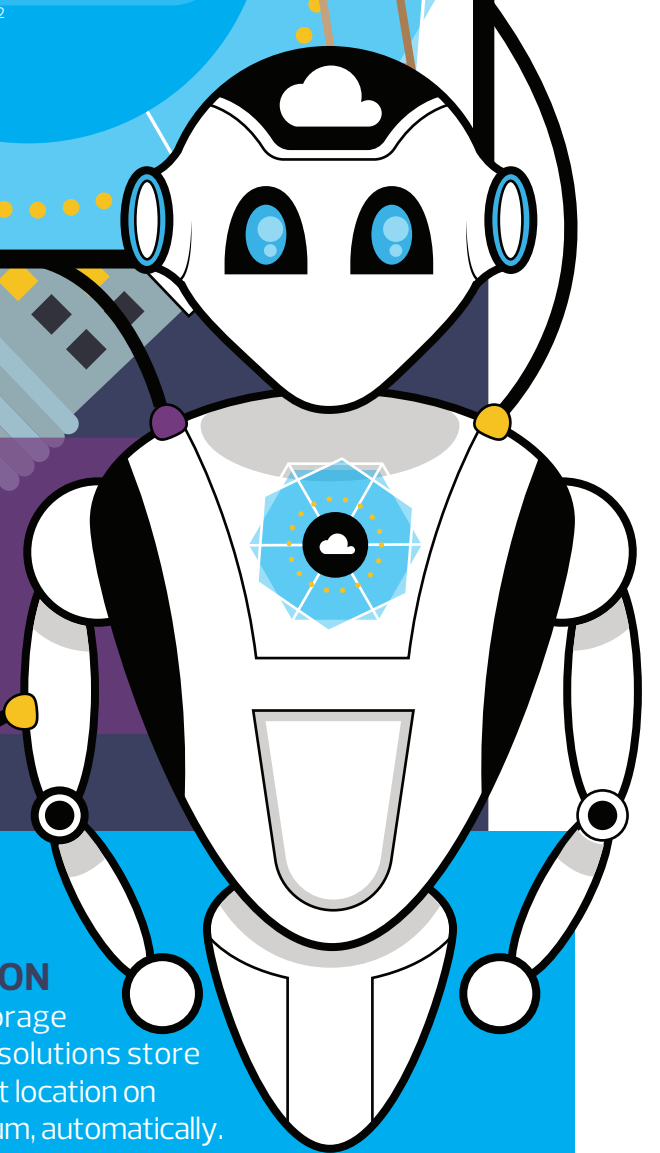
**88%**

The percentage of total data center storage capacity that will be handled in the cloud by 2020<sup>4</sup>

## AUTOMATION

Innovative storage management solutions store data in the right location on the right medium, automatically.

**43%** The percentage of organizations that plan to move data storage and management operations to the cloud over the next three years<sup>5</sup>



### Sources:

- <sup>1</sup>Hewlett Packard Enterprise, "The digital universe will soon grow to 44 zettabytes of data," April 2016
- <sup>2</sup>Forbes, "Analytics, Data Storage Will Lead Cloud Adoption In 2017," November 2016
- <sup>3</sup>Forbes, "RightScale 2017 State Of The Cloud Report: Azure Gaining In Enterprises," February 2017
- <sup>4</sup>Cisco Systems, "Cisco Global Cloud Index: Forecast and Methodology, 2015–2020," June 2016
- <sup>5</sup>IDG, "2016 IDG Enterprise Cloud Computing Survey," November 2016

▶ To learn more about how CDW's innovative solutions and services can help your organization solve its storage challenges, visit [CDW.com/StorageManagement](http://CDW.com/StorageManagement)

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