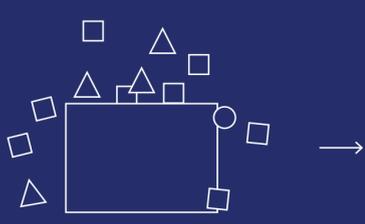


# Why you need a hybrid cloud storage strategy

Mobile and social technologies are constantly changing how customers communicate – which means a massive increase in data and analytics. By integrating low-cost, easy-to-implement cloud services with existing internal IT systems and private clouds, businesses can react faster to market changes and customer expectations. And that means staying ahead of the competition.



Traditionally, businesses used to buy more and more storage capacity to keep up with increasing data demands.



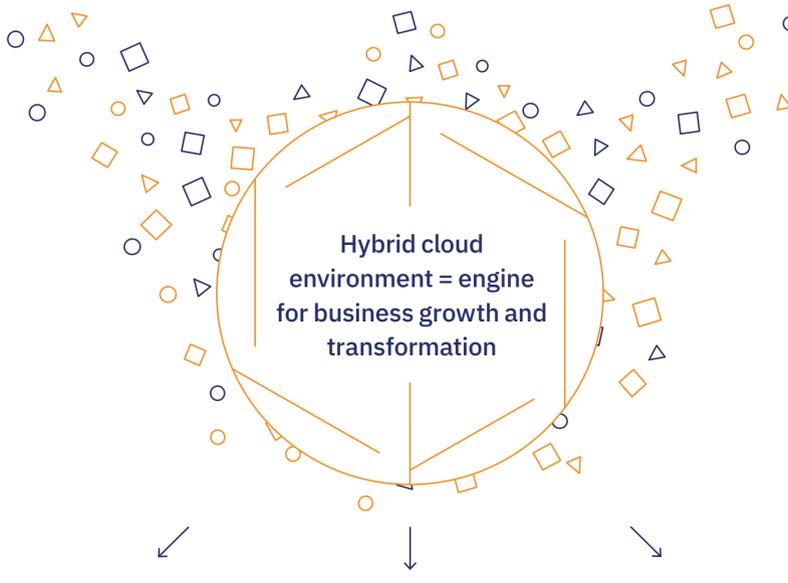
New file- and object-based storage technologies would be added to support unstructured data types and related applications – in addition to block-based storage.



This led to disjointed, difficult-to-manage storage environments.

The solution? A hybrid cloud services environment that enables the seamless unification and central management of all storage infrastructure.

## On-premise      On-public      Private



Combination of on-premises and public cloud services working together to deliver value to customers, suppliers, employees and partners

All workloads (including compute, applications and storage) effectively orchestrated to act as one unified system

Hybrid clouds change the way companies do capacity planning because they no longer have to over-provision enterprise data centres for peak periods

## Requirements of a hybrid storage environment

1

Plan for changes in storage requirements based on where data needs to be placed because of performance, efficiency, and security. This planning must be based on the service level demanded by the business.

2

Understand how to use public cloud services while retaining the appropriate level of control and protection of your data.

3

Provide a policy that dictates which data should be stored on the cloud and which data should remain on premises.

4

Have an effective way to manage all of your storage resources based on a combination of business and IT requirements.

## Benefits of a hybrid cloud storage strategy



Scalability based on changing storage needs



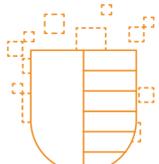
Predictability of storage usage



The ability to control and understand costs



The ability to leverage existing storage investments



Prevention of business disruption



Management of multiple hybrid cloud resources as a unified environment

## Looking ahead

Software that coordinates and manages storage is integral to ensuring successful hybrid cloud deployments. Although hybrid cloud resources expand your organization's storage capacity, you must also extend your approach to data protection, data security and data access when implementing a hybrid storage strategy. These are important aspects of enterprise computing that must be maintained in the cloud environment.

Adopting a hybrid cloud storage strategy is the best way to address the data explosion, which might otherwise outstrip the capacity of your on-site data centre storage resources or drive costs to unsustainable levels.

By planning now, you will be able to store and manage more data, more effectively, while taking a comprehensive approach to managing hybrid cloud resources.