



Elevate Business Continuity with Superior Data Management

How High-Caliber Storage and Data Standards Mitigate Risks





Control. It's perhaps the single most crucial element of any successful business enterprise. Maintaining a steady grasp on company operations is what keeps people organized, on-task, and successful.

From overseeing your workforce to engaging with IT infrastructure, keeping tightly attuned to everyday functions serves a critical role in remaining competitive. On the flipside, lacking manageability can cloud your company's vision, hurtling you into financial limbo.

Data no doubt serves as the pulse of any organization, be it the aggressive startup or the established industry giant. But it is the quality of your data that ultimately generates innovation, revenue, and growth. In 2018, our cutthroat business culture has reached a fever pitch, and your data needs to be more accessible, mobile, and protected than ever before. Operating across a scalable, high-functioning IT ecosystem allows today's professionals to reach new heights while remaining economically stable. As such, data management is where all facets of your business come together to drive excellence and prosperity. Solid data management arms executives with the foresight to adapt to unpredictable trends and thrive among industry rivals with the utmost poise and control.

The Downsides of Modern Data Technology

Sustaining a modern data center has become a taxing affair. The demands of ensuring rapid service deliveries, quality protection, and seamless computing can become a strain on personnel and budgets alike. Surprisingly, an estimated 75% of today's small businesses have not established business continuity plans. And with the emergence of the mobile workspace, professionals need to be aligned with anywhere, anyplace data accessibility to remain in stride with industry peers. The widespread use of mobile devices and virtualized environments can further complicate your infrastructure. Therefore, today's managers are faced with a host of concerns amid the current state of data technology:

Costly downtime. Network outages pose a colossal threat to your company's productivity as well as the satisfaction levels of your customer base. Companies devoid of a dependable recovery platform can suffer considerable economic consequences.

Security risks. On any given workday, hackers are vying to penetrate your network's defenses and steal your confidential data. That's why substandard security leads to significant data loss, tarnished brand equity, and sometimes expensive legal battles.

Complex management. Advanced storage systems lack simplicity and require tedious management, monitoring, and reporting in real-time.

Outdated technology. Conventional IT solutions are ill-equipped to handle the growing challenges of today's business demands. Second-tier technology can prevent enterprises from achieving industry breakthroughs.

The Dynamics of Data Management

Data management solutions are fast becoming a proven method for enhancing security, availability, and performance within the modern workplace. Outsourcing data management to a trusted partner comes with all the benefits of fast, dependable infrastructure. Elite storage and data management could be defined by five integral factors:

Sound security. Data is only as valuable as the measures taken to protect it. A sturdy protection platform is imperative for holding precious data in — and keeping malicious intruders out.

Disaster recovery. We work in perilous times. The impending threat of cataclysmic outages and network failures are very real. A reliable disaster recovery plan not only minimizes the impact of a full-scale security breach, it also allows companies to sustain high productivity levels through rapid system restoration.

Data availability. Few scenarios in modern enterprising seem as daunting as the inability to access important data. With today's professionals working in unconventional environments at unorthodox hours, the need for high data availability is constant.

High scalability. Businesses are forever expanding and building toward exciting new ventures. Data storage that can swiftly align with your business needs remains essential for growth and development.

Sound economics. Whereas shoddy storage protection can lead to dire consequences, attaining cutting-edge technology and data provisioning can wreak havoc on your budgets. A sensible data management model must fit comfortably within your economic confines.

Solutions that Protect and Serve

Today's leading storage offerings are being designed with advanced security technology with ample protection against outside attacks. With data records being compromised at an increasingly high rate, security modules are now an indispensable component of mainstream storage solutions. Although many products combine data management with protection functionality, others are packaged as a complete security lifecycle application. With the emergence of public and private cloud environments, solutions are now being developed to safeguard in-house hardware as well as virtualized data. While global hackers and cybercriminals are penetrating your defenses like never before, the criteria for high-standard data security continues to evolve, with:

Enterprise-class protection. The world's most renowned security solutions are highly robust, conformable to ever-changing conditions, and can operate dependably across a plethora of devices and networks.

Simplification. Security platforms supported by SLAs and centralized policies can significantly reduce headaches and eliminate complexities for IT managers.

Rapid restoration. On-premises or cloud-based data protection must rebound quickly from system mishaps and allow files to be aptly retrieved.



Averting Downtime and Disasters

Every moment of a system failure can translate to thousands in lost revenue. Infrastructure devoid of a solid disaster recovery platform can drive your business into a proverbial tailspin. Shockingly, 93% of businesses that lack disaster recovery technology will collapse within one year of a major data catastrophe.¹ More than half of corporations today lack the economic funds to regroup from a devastating attack.² On the flipside, a hefty 96% of such businesses will ride out these debacles relatively unscathed when disaster recovery plans are firmly in place.¹

However, employing firm disaster recovery policies in 2018 extends well beyond securing your local environment. With today's complex backdrop of hybrid infrastructure, businesses aren't truly safe without on- and offsite protection at both the local and statewide levels. Furthermore, businesses adopting strong disaster recovery standards instantly become more alluring to potential business partners. Some of today's top-caliber disaster recovery platforms include these essential capabilities:

- Reliable disaster recovery that can be ensured through automated verification and inflight verification of backup images
- Immediate recovery that can be achieved via advanced techniques, like booting up backup images as VMs
- High-quality disaster recovery outlets that can conform to hardware and virtual discrepancies while initiating bare metal restores
- DRaaS (Disaster Recover as a Service) utilizes cloud resources to avert hazards and can be safely integrated with numerous data management platforms

The New Face of Data Management

In 2018, managing data storage has become a highly convoluted process. Whether properly provisioning data, operating hardware, utilizing cloud platforms, or performing complex configurations, the need for enhanced visibility and control has become universal throughout corporate America. Today's executives are pining for a streamlined process of overseeing data usage across a plethora of devices and systems. Therefore, more businesses are depending on insightful analytics to guide future actions. Since it's critical to remain abreast of business trends that change from one day to the next, data management solutions are provided with all-encompassing dashboards and interfaces to facilitate decision making. Real-time monitoring and reporting help companies ensure that sufficient data is properly availed — where it's needed, and *when* it's needed.

Superior Storage on a Grand Scale

Since the conception of enterprising, never has a budding startup opted to go small — and remain there. Today's business startups are continually striving for the stratosphere with plans to expand their workforces, business models, and annual revenues. Hence, it is critical to align company infrastructure with business initiatives. Scalable data storage has fast become a prerequisite for organizations of all types and sizes. Fortunately, many data management solutions are designed for maximizing scalability that conforms to your dynamic business needs.

Scale-out capacity is swiftly becoming the new standard for storage excellence. Whereas the *scale-up* approach depends upon the limitations of the storage controllers, *scale-out* methods allow new nodes to be added to a cluster, which thereby expands capacity and enhances storage performance. Leading storage solutions, including scale-out designs, come with a host of added benefits:

- Seamless expansion of data capacity without reconfiguring the application
- Scalable capacity provided across primary and secondary workloads
- Deduplication and compression features that enhance efficiency by increasing capacity levels





Balancing Business with Your Budget

Maintaining a firm grip on your data operations often requires a multitude of IT resources to go with a sizeable budget. Siloed infrastructure only compounds the complexities, elevates the expenses, and dampens company morale. Cutting-edge storage and data management solutions serve to expedite productivity and secure precious intel — a venture that has hardly proven cost prohibitive — while diminishing overall expense. Why is superior data management a key component to cost-effective infrastructure?

- **Flexible provisioning options** allow business executives to acquire capacities on an as-needed basis, eliminating overspending for data not being used.
- **Converged platforms** combining scalable storage with quality data protection help downsize infrastructure and reduce acquisition overhead.
- **Compression and deduplication** functionality compacted into storage solutions expand capacities that drive efficiency levels and lower your TCO.
- **Site licensing model** for many software data management products is a simple, cost-effective approach to integrating quality platforms.
- **Scale-out storage** for secondary workflows drives down expenses on hardware resources and personnel.
- **Efficient copy data management** significantly abates cooling, power, and floor space requirements.
- **Elite protection and disaster recovery** helps businesses maintain economic stature and avoid astronomical losses.

Building Business Continuity

In the fervor of 21st-century enterprising, company success delves far beyond achieving breakthroughs in your respective industries. In a highly tumultuous business climate, mitigating the risks and threats to your operation have proven equally paramount. The hazards posed to your infrastructure loom larger than ever, as global cybercrime is expected to reach an astounding \$6 trillion annually by 2021.¹

Perhaps nothing can foil an aspiring enterprise quite like an unforeseeable data catastrophe. That's why many leading businesses today are embracing technology that provides insightful data analytics, dependable security, and advanced disaster recovery. Why is effective data management such an essential ingredient to your business scope?

Continuity. Like an athlete sustaining an injury, it's virtually impossible to produce results while wallowing on the sidelines. Instrumental to your success is the seamless flow of business operations and the ability to overcome untimely mishaps.

Simplicity. Remaining at eye level with industry rivals can be stifling enough. Seasoned corporations and callow startups alike are often hampered by the complexities of managing effective data security. Outsourced data management allows organizations to channel time and energy toward innovation.

Modernization. Maintaining obsolete, second-rate technology equates to sinking your company initiatives into proverbial quicksand. Modern solutions like data management systems can serve as the launching pad toward scaling new business heights.

Prosperity. The upside to limiting downtime comes in the form of higher productivity levels that expand your bottom line. Furthermore, businesses engaged with solid security and recovery are deemed more attractive to possible business partners.



Ready to learn more? Contact us today and discover the advantages of sound data management.

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¹ PhoenixNAP "2018 Disaster Recovery Statistics That Will Shock Business Owners" August 2018.

² Black Hat, "2017 Black Hat Attendee Survey: Portrait of an Imminent Cyberthreat," July 2017.

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