



# FIVE TIPS FOR IMPLEMENTING A HYBRID STORAGE STRATEGY THAT SUPPORTS YOUR BUSINESS GOALS

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## FIVE TIPS FOR IMPLEMENTING A HYBRID STORAGE STRATEGY THAT SUPPORTS YOUR BUSINESS GOALS

If your company is like most, you're deep into plans for "digital transformation" of your business. In discussions involving the entire C-suite, business leaders in every industry are considering how to best leverage technology trends, such as artificial intelligence, mobility, and Internet of Things, to survive and grow in an increasingly volatile economy.

For the IT organization, business transformation demands "IT transformation"—retooling organizational skills, processes, and technology to support new and urgent business needs. IT leaders are investing in data center infrastructure and cloud solutions to provide the optimal foundation for speed, agility, innovation, and intelligence required for success.

A key driver of change is data—the exponentially growing volumes and types of data that are increasingly collected and analyzed to drive business decisions. To support the escalating data needs, it is essential that any infrastructure transformation include a modern, hybrid approach to storage. Yet, even as businesses celebrate the value of data analytics, many fail to recognize how storage solutions can affect their ability to derive value from the data. They may think of storage as overhead, deferring investments as long as possible, and basing investment decisions on cost-per-GB. Such short-sighted thinking can be harmful.

Instead, IT leaders need to ensure they have the right storage foundation in place to support the ever-growing volumes and types of data requiring analysis.

### Tips for Building an Effective Hybrid Storage Strategy

As you develop your storage strategy, consider the following tips:

#### ***Tip #1 – Think of storage as a strategic investment.***

Business leaders may consider storage as nothing more than an ever-increasing budget line item. To ensure that your storage project has the support and budget you need, be sure to clearly communicate the extent to which forward-thinking businesses (perhaps even your competitors) are relying on data as a critical corporate asset that can yield valuable insight. Many business leaders consider data as key to their own success—and their competitors' use of data as a potential threat. In a recent Frost & Sullivan global survey of CEOs,

- 53% say data and analytics are critical to achieving growth in their own business
- 45% say competitors' use of data and analytics represents the greatest potential to disrupt the industry.

Since data is a strategic corporate asset, and the applications that access it are important to business operations, then it stands to reason that storage (the critical infrastructure that supports, protects, and enables access to data) needs to be considered in the same light—not as a separate decision or an afterthought.

**Tip #2 – Build your storage strategy around your business goals.**

Your storage strategy shouldn't be about what to buy—but about what you want to achieve. Therefore, you should align your storage goals with your company's business goals. For example: among businesses, top drivers for a hybrid cloud environment include:

- Manage data growth (cited by 71% of IT decision-makers)
- Deliver service and applications faster (69%)
- Support business agility/market responsiveness (58%)

By focusing on goals, rather than storage systems or configurations, you are not constraining yourself to a hardware refresh cycle or migration initiative; instead, you can make investments based on overall business value.

**Tip #3 – Make storage part of your hybrid cloud strategy.**

In a hybrid cloud environment, some applications will be hosted in the company data center; others in one or more public clouds; and many will be split across deployment options and environments. Users may be located anywhere in the world, and require access to data via a range of devices and networks. To support the myriad needs, your storage needs to be accessible, secure, scalable, and cost-effective.

As you assess workload placement as part of your hybrid cloud strategy, consider storage in the same light. Even if your storage today is confined to a single environment, knowing that you will eventually require a hybrid environment will enable you to start investing in platforms that are designed to support hybrid solutions.

**Tip #4 – Ensure you implement the right storage solution.**

The right storage solution offers flexibility, scalability, high performance, and strong data resilience and security. A software-defined platform enables you to manage your storage across multiple hardware systems and deployment models—including integration with cloud storage services. Such a solution meets IT goals for a fully integrated hybrid environment, with common management and reporting tools, and the ability to migrate or share data and workloads among environments. According to the recent Frost & Sullivan survey, 76% of businesses are looking for a “single pane of glass” to manage components; and 62% want to be able to easily migrate data. The right storage solution can help simplify the IT burden, while increasing the value to the business.

**Tip #5 – Partner for success.**

Implementing a hybrid storage solution isn't easy. But the benefits of doing it right (and the risks of doing it poorly) are too great for your business to ignore. That's why many businesses turn to a trusted partner for assistance in designing, implementing, and maintaining their hybrid cloud. The right partner will help you choose the right combination of storage options for your business, and provide whatever assistance you need in migrating or deploying storage.

In the future, success will belong to companies that use data to develop innovative products, anticipate market changes, and counter competitive thrusts. To ensure your company has the right foundation to support data growth and analytics, start building your hybrid storage strategy today.

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For a replay of the webinar, *Why Your Storage Strategy Must Evolve to Support Your Data-Driven Business*, presented by Frost & Sullivan, CompuCom, and Dell; or to sign up for future webinars in the Hybrid Cloud Exploration series, click [here](#).

For information on how CompuCom and Dell can help you optimize your hybrid cloud, visit <http://compucom.com/services/cloud-solutions>.

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