Enterprise Cloud Storage Creates a Modern Data Protection Strategy: A Leading Industry Analyst’s Perspective

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Today's Presenters

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Leading Storage Challenges for IT and Storage Professionals

Most Pressing Storage Challenges

- Meeting SLAs on performance, availability or recovery (42%)
- Successfully troubleshooting potentially storage-related problems (31%)
- Time and/or budget to implement advanced storage features
- Time in planning/doing storage migrations/technology refreshes
- Quickly fulfilling storage provisioning requests
- Complexity in managing too many storage product architectures
- Other

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Source: General Storage QuickPoll, #243511
Changes in Protection and Recovery Landscape

In the Past …
- Backup
- Back-office
- Structured
- Data center
- Data only
- 300 GB
- Initial SANs

Performance

Today …
- + Options
- C-level focus
- + Unstructured
- + Edge
- Data and image
- Multi-TBs
- Silos

Consolidation

In the Future …
- Native formats
- -as-a-Service
- ++ Objects
- ++ Endpoints
- Storage pooling
- Reuse

Unified Mgmt
### Buyer Insights: Mapping Challenges to Investments

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Investment Areas</th>
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<tbody>
<tr>
<td>Meeting SLAs on Performance</td>
<td>Flash – Host, Hybrid and All-flash arrays</td>
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<tr>
<td>Meeting SLAS on Availability</td>
<td>Active/Active DCs, Scale-out architectures, Replication and continuity services</td>
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<tr>
<td>Meeting SLAS on Recovery</td>
<td>Disk-based data protection, replication services</td>
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<td>Troubleshooting storage issues</td>
<td>Integrated infrastructure/platforms</td>
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<td>Time/budget to implement advanced storage features</td>
<td>IaaS – both public and private, arrays with built-in features, Appliances</td>
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<td>Time/planning for migrations/refreshes</td>
<td>Public IaaS, Hosted services, storage virtualization</td>
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<td>Fast provisioning of storage</td>
<td>Saas, IaaS (public and private), service catalogs, Integrated infrastructure/platforms, scale-out architectures</td>
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<tr>
<td>Complexity in managing too many storage architectures</td>
<td>Consolidation, standardization, IaaS, Integrated infrastructure/platforms</td>
</tr>
</tbody>
</table>
Purpose Built Backup Solutions

- Data protection & recovery Software
- Tape Drives & Automation
- Backup-as-a-Service
- Purpose Built Backup Appliances
- Integrated Appliances
- Target Appliances
Use of Public Cloud Storage Reaching Majority

Q: Given this definition, what is your organization's use of Public Cloud Storage today?

- Use it today: 42%
- Plan to use in next 12 months: 15%
- Still evaluating: 28%
- No plans to use: 4%

Q: How are you using it or plan to use it??

- Primary data for applications running in the cloud: 33.5%
- Backup data: 14.8%
- File sharing/serving: 19.3%
- Fixed content long term retention: 4.0%
- Web serving: 28%
- Other: 0%

Source: General Storage QuickPoll, #243511

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Questions?

For more information:

Learn more about Seagate’s EVault Enterprise Backup and Recovery Appliances at evault.com/products/onsite/appliances/EBA

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