

WHY PRIORITISE STORAGE MODERNISATION

Unleashing your data and protecting your business, all while reducing operational costs



in association with



During a recent research study 180 senior finance professionals from medium sized businesses told us about their growing concerns in relation to electronic data, and provided some insights into the case for modernising the storage part of their IT infrastructure.

TODAY'S TECHNOLOGY IS HIGHLY CAPABLE AND EFFICIENT

TRAITS OF MODERN STORAGE SYSTEMS



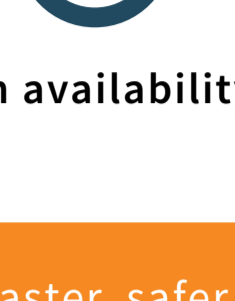
High performance



Cost-efficiency



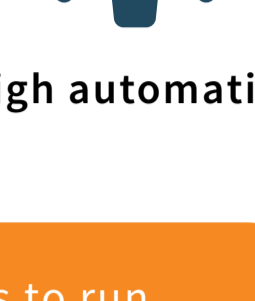
Enhanced security



High availability



Data protection



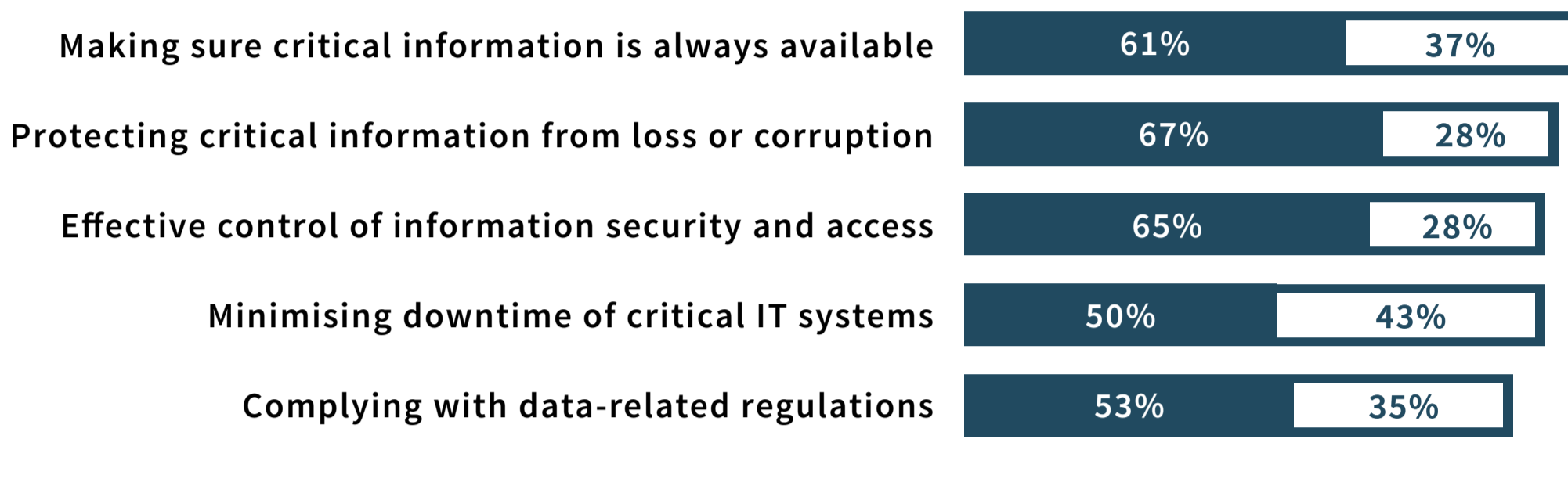
High automation

A new system will be faster, safer and more functional, while costing a lot less to run.

But why does this matter?

CFOs HIGHLIGHT THE DEPENDENCY ON SYSTEMS AND DATA

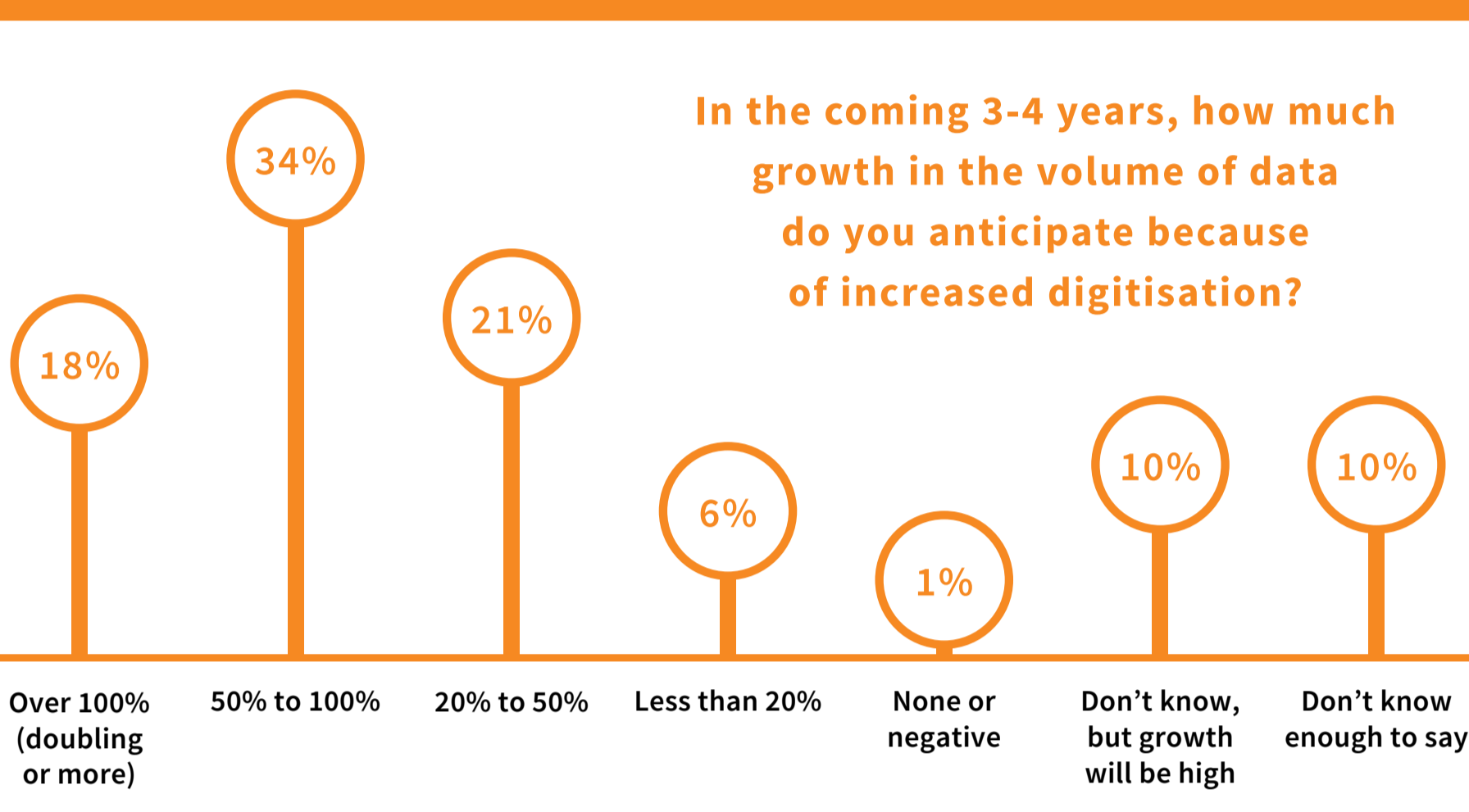
How important are the following to your business?



Are your current storage systems living up to your expectations?

Can they keep up with the way things are changing?

THE INEVITABILITY OF CONTINUED DATA GROWTH



Older, inflexible technologies will quickly feel the pressure.

You need to plan for the expected and prepare for the unexpected.

Ongoing digitisation may lead to data volumes growing in unexpected ways

90% Agree or see as a possibility

THE FEAR OF RUNAWAY COSTS

Situations that cause problems, disruption and distraction for CFOs

Request for significant spend coming out of the blue without warning



Being presented with ultimatums, e.g. approve this spend or accept the consequences



Proposals to replace equipment that's still within its original anticipated life-span



Inadequate solutions lead to nasty surprises. And don't forget the people related costs!

76% agree or see as a possibility



I am concerned about possible escalation of data storage and management costs



69% agree or partially agree

IT staff time and effort to manage and protect data is a significant cost to the business

SO WHAT'S IMPORTANT WHEN CONSIDERING OPTIONS?

Key system characteristics to look out for

We would invest in more automation if we could reduce manual effort and skills requirements



(another 10% say 'maybe')

We could benefit from more flexible systems to deal with high and /or unpredictable growth



(another 21% say 'maybe')

Being able to add capacity, without replacing entire systems, would be highly desirable

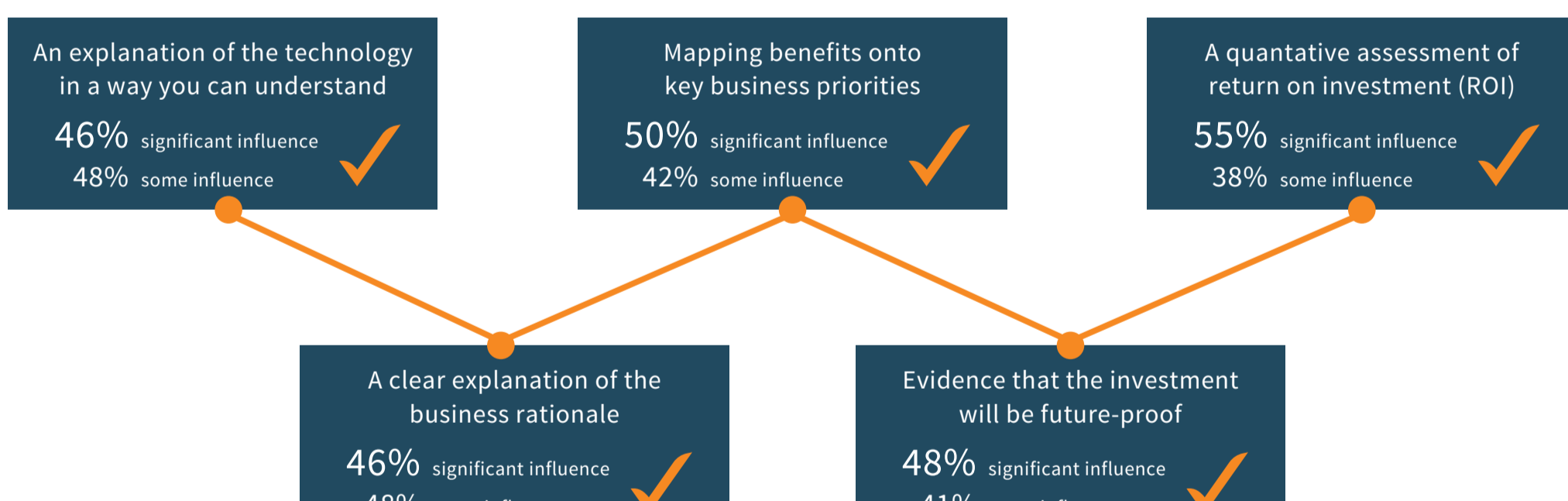


(another 17% say 'maybe')

If you're going to modernise, don't repeat past mistakes. But how do you ensure this in practice?

COACH YOUR IT TEAM TO PROVIDE WHAT YOU NEED

When considering a case for a significant IT investment (including in data storage), how much do the following influence the chances of approval?



CHECKLIST FOR SUCCESSFUL DECISION MAKING

Important system attributes

(to enable growth, risk and cost management)

Expandable systems that scale smoothly and predictably

Level of confidence

High Medium Low

Versatile systems that perform well whatever you throw at them

Reliable systems that recover quickly from disasters with no loss of business data

Secure systems that can encrypt and decrypt your data on the fly without slowing down

Self-managing systems that mostly look after themselves

Efficient, future-proof systems that don't need frequent upgrading or replacing

Supplier considerations

(to ensure good alignment, service and commercial terms)

Scale, heritage and track record in SMB

Breadth of portfolio (unbiased perspective)

Availability and capability of local partners

Availability to help assess your needs and provide advice

Warranties and guarantees

Clear and flexible commercial options

WHERE TO GO FROM HERE

For more information on the items presented on the checklist please see:

INVESTING IN DATA STORAGE
A GUIDE FOR BUSINESS EXECUTIVES

Available from www.fujitsu.com or www.freeformdynamics.com

