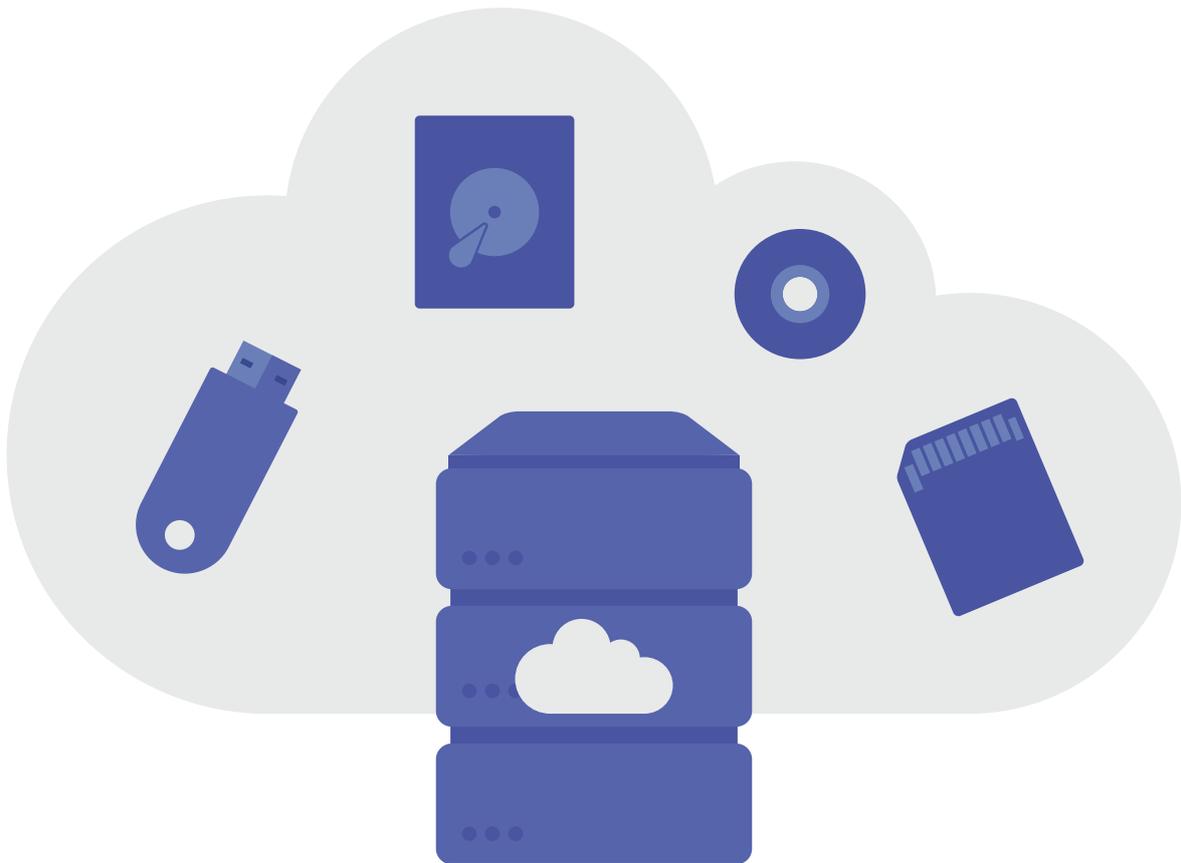
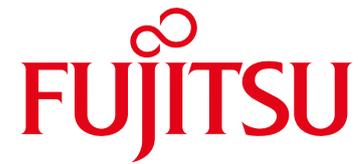




IN ASSOCIATION WITH



# Updating your data storage plans for the era of cloud

An assessment guide for IT teams

*Freeform Dynamics, January 2020*

# CLOUD AND DATA STORAGE: FRIENDS OR FOES?

## ADAPTING TO A WORLD OF REGULATION AND CHANGE

Never before has data storage been so important to smaller and mid-sized businesses (SMBs). As modern technology continues to advance immensely, it brings us systems that are smarter, easier to manage, faster and more capable than their predecessors. Yet at the same time you are probably being asked – or pressured – to “move everything to the cloud” instead. Let’s inject some understanding here and talk about the real implications for the future of data.

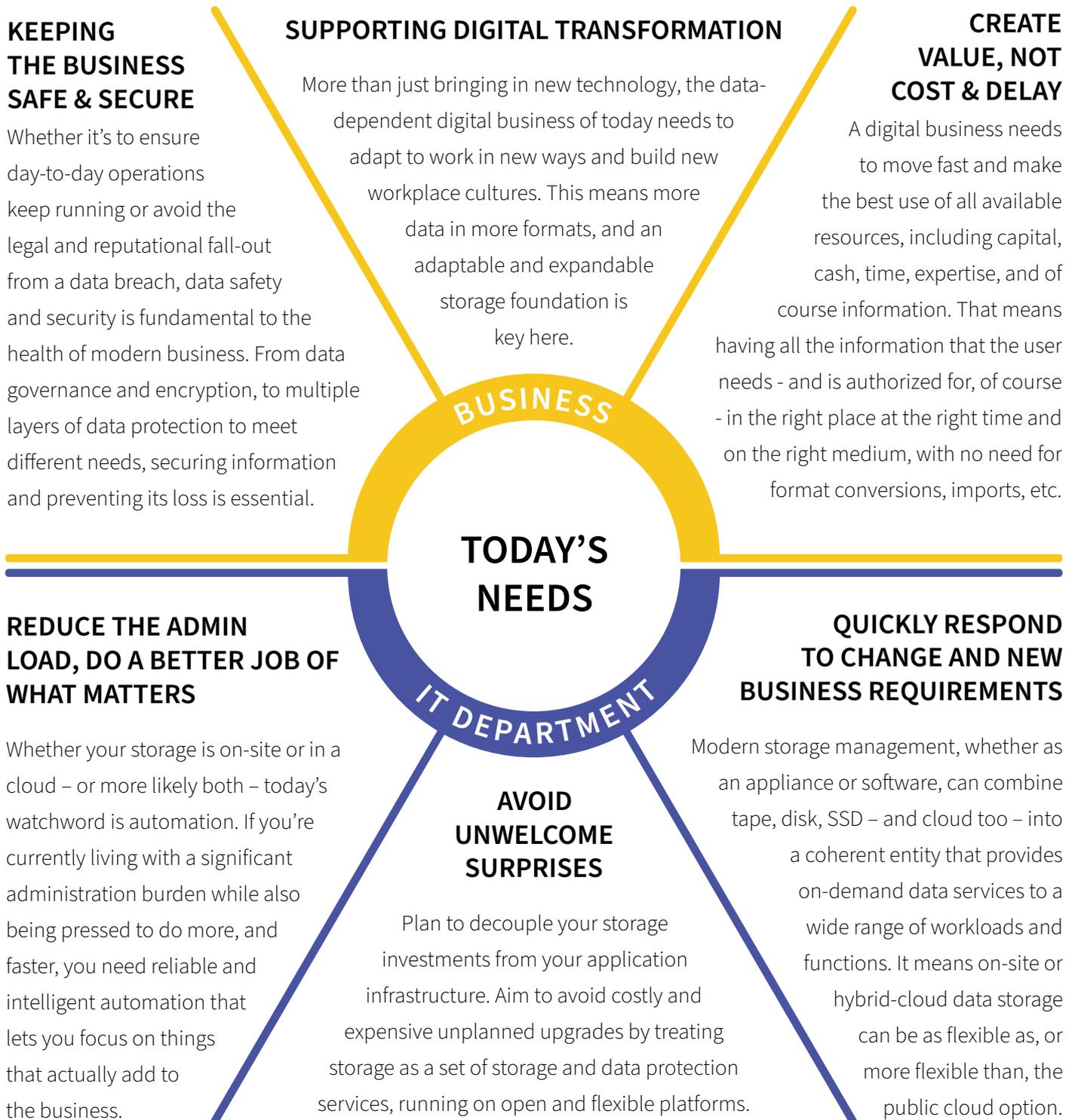


Make a rash bet on an inflexible strategy, and you could be trying to recover from it for years to come. But make the right investments, and it’s possible to procure a storage solution that will allow you to focus instead on adding business value. Let’s look at the needs and priorities that drive decisions, and at how to make them work for you.

# ASSESSING YOUR NEEDS AND PRIORITIES

## FOCUS ON THINGS THAT MAKE A DIFFERENCE

If it was a case of managing ‘business as usual’ then traditional storage solutions would be adequate for some time to come. The truth, however, is that the dynamics of digitalization and cloud are creating new demands and challenges. When considering SMB needs and priorities, it is important to consider both the business and IT perspectives.

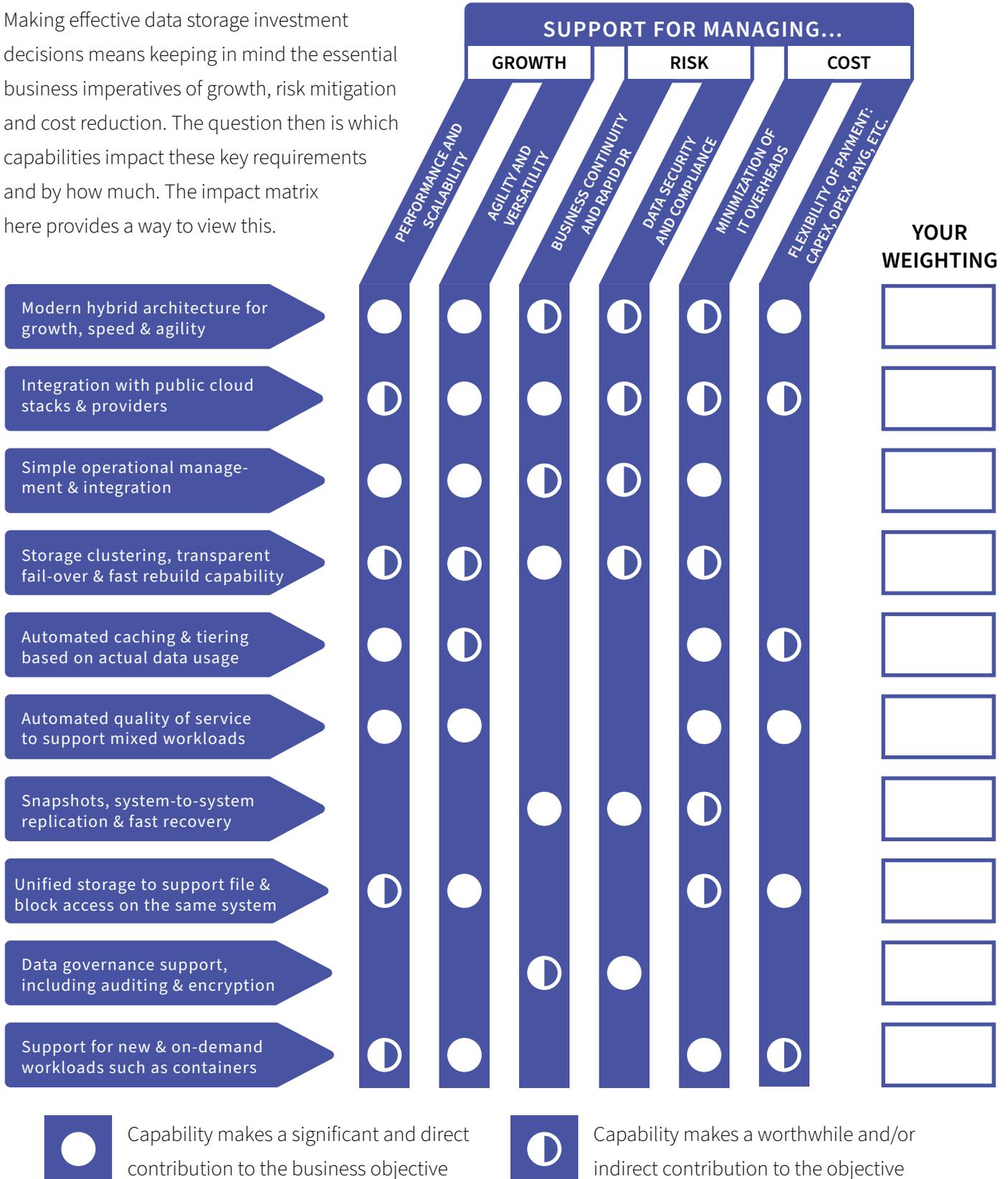


The priorities and needs listed here are by no means exhaustive, but they are the kind of things we hear time and again from IT and Business Professionals involved in driving change in their organizations. If we pull the above together with a more detailed list of modern storage capabilities, we can form an actionable view of what's important and why.

# EVERY BUSINESS IS A DATA-DRIVEN BUSINESS

## 10 KEY STORAGE CAPABILITIES THAT MATTER, AND WHY

Making effective data storage investment decisions means keeping in mind the essential business imperatives of growth, risk mitigation and cost reduction. The question then is which capabilities impact these key requirements and by how much. The impact matrix here provides a way to view this.



The 'weighting' boxes are to acknowledge that some capabilities may be more important to your business than others; use them as you see fit to help guide your thoughts and plans. The overall message for SMBs is that a modern, future-proof data storage solution is essential for digital transformation. We hope our discussion has helped to illustrate this, and has provided useful pointers on how best to choose that solution for your organization.

## **ABOUT FREEFORM DYNAMICS**

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