A deluge of data puts pressure on data center operators in a number of ways. They must increase storage capacity on a budget while maintaining flexibility for future workloads and dealing with challenges such as analytics, security, compliance and business continuity. A hybrid cloud solution provides an innovative approach to meet these demands.

A MASSIVE MANAGEMENT CONUNDRUM
Organizations are inundated with mountains of data, and as technologies such as the Internet of Things take hold, the challenge is only going to grow.

From 2013 to 2020, the digital universe will grow by a factor of 10 — from 4.4 TRILLION GIGABYTES TO 44 TRILLION.1

AVAILABILITY
With multiple storage options, a hybrid solution can help prevent outages. Cloud storage is unaffected by problems such as local natural disasters and hardware failures.

FLEXIBILITY AND SCALABILITY
The cloud storage option offers quick and easy scaling, so organizations can handle sudden spikes in data traffic.

AUTOMATION
Innovative storage management solutions store data in the right location on the right medium, automatically.

A PROMISING SOLUTION: HYBRID CLOUD STORAGE
By leveraging the cloud and on-premises storage solutions together, data centers can take a more strategic approach to this deluge of information.

The percentage of organizations that listed higher availability among the leading benefits of the cloud1

56%

The percentage of total data center storage capacity that will be handled in the cloud by 20204

88%

The percentage of organizations that plan to move data storage and management operations to the cloud over the next three years5

43%

The percentage of organizations that say data storage and management are high-priority areas for their cloud migration plans in 2017

21%

Sources:
1 Hewlett Packard Enterprise. “The digital universe will soon grow to 44 exabytes of data.” April 2016

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