

NEWS FLASH

3 things you can't afford to miss
when buying flash storage

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**Hewlett Packard
Enterprise**



Aberdeen research has shown that when organizations harness the power of Flash, they are able to more effectively implement a digital transformation, build hybrid infrastructures, and gain increased agility and competitive advantage.

In this eBook, we'll explore how leading businesses can better their future with flash arrays that are Predictive, Cloud-Ready, and Timeless.

NEXT



1

2

3

4

5

6

7



Is an out-of-date infrastructure sabotaging your digital transformation?

Businesses today are driven to be more innovative, competitive and ready for the future. In order to achieve these goals, many are turning to digital transformations and implementing hybrid IT. However, they are finding that if their infrastructure is behind the curve, then taking these innovative steps becomes nearly impossible. For example, when a business is still relying on out-of-date storage technologies, they find themselves increasingly challenged and unable to meet the needs of their customers.

BUSINESSES IMPLEMENTING HYBRID IT ARE CHALLENGED BY THE FOLLOWING:

42%

The need to improve infrastructure agility through predictive analytics

30%

Requirements for strong integration between Cloud and on-premise systems

36%

Current infrastructure can't grow to meet emerging needs and technologies

Modern storage requires more than just faster performance. It must have predictive analytics, support multi-cloud mobility, and deliver a better, simpler storage experience.

NEXT



1

2

3

4

5

6

7



Isn't it time for storage to be less painful?

Managing storage has always brought with it frustration, headaches, and wasted time. It is fraught with disruptions, endless troubleshooting, and painful vendor support. The Cloud presents new opportunities, but has its own challenges. And while vendors say they are your partners, their pricing, consumption, and upgrade models don't make it feel that way.

EVERY DAY BUSINESSES ARE NEGATIVELY IMPACTED BY:

Disruptions and the need to react to the unexpected.

Increasingly **complex environments** that have data silos sprawled across public cloud and on-premises

Forklift upgrades and other unpleasant surprises

Many organizations have implemented flash-based storage to only run into roadblocks and challenges. While flash storage is fast and improves storage performance, they have found that new capabilities are needed to take their infrastructure to the next level.

NEXT



1

2

3

4

5

6

7



With the right predictive analytics solution, IT can expect advantages in the following areas



PREDICTIVE SUPPORT

Beyond proactive, a support experience that predicts and prevents problems.



EFFORTLESS MANAGEMENT

Advanced analytics for storage to virtual machines that eliminate guesswork



UNIQUE PRODUCT EXPERIENCE

Infrastructure gets smarter and self-improves

Predictive analytics keeps apps running fast and takes the heat off IT

As much as IT wants to move their business ahead, infrastructure continues to hold them back. It's no longer acceptable to find out about a disruption or delay after it has occurred. Predictive analytics can ensure performance and availability and bring an end to wasted time and headaches.

Predictive analytics gets ahead of issues by analyzing the rich telemetry from a global installed base and applying advanced machine learning. Ideally, these analytics see beyond what's happening in storage, as application-impacting problems can occur anywhere across the infrastructure stack (i.e. storage, network, host, hypervisor, VMs, etc.). In fact, research has shown that only 10% of issues that cause disruptions and impact performance are related to storage.

NEXT

WHAT IS PREDICTIVE ANALYTICS?



Predictive analytics is a form of advanced analytics that uses big data, statistical algorithms, and machine learning to predict a future state.

The purpose is to go beyond reacting to a situation to anticipating the future so the outcome can be improved.

Cloud ready storage works seamlessly with public cloud

Your flash storage needs to work seamlessly with public cloud out of the box and should evolve with your cloud strategy. Cloud ready storage makes it easy to implement Hybrid IT by moving data between your own data centers and public clouds of your choice.

CLOUD READY STORAGE ENABLES YOU IN THE FOLLOWING AREAS:



ANY WORKLOAD

Run any workload, anywhere you need it, including primary, secondary, and backup/DR workloads on any cloud, private or public



NATIVE CLOUD INTEGRATION

Natively integrate with public cloud without the need for additional hardware and software to reduce complexity and costs



DO MORE AND MANAGE LESS

See, manage, and automate your multicloud and hybrid environments with global visibility, provisioning, and dev-ops automation



NEXT



1

2

3

4

5

6

7



A **storage experience** that keeps getting better through innovation in technology and the business model

Businesses are moving faster today than ever before. They need to invest in infrastructure that supports their needs today and in the future. When it comes to storage, business have long had to deal with unpleasant surprises—unplanned downtime, forklift upgrades, per feature pricing, and ever-increasing support costs—that inhibit their ability to take advantage of new business opportunities.

FOR A RADICALLY SIMPLER STORAGE EXPERIENCE THAT STAYS SIMPLE EVEN AS NEEDS GROW AND EVOLVE, BUSINESS SHOULD CONSIDER FLASH STORAGE WITH THE FOLLOWING:

Guarantees that assure data availability, reduction and data protection

All-inclusive **licensing** and flexible payment models

Easy **upgrades** to seamlessly scale performance & capacity

CONCLUSION



1

2

3

4

5

6

7



CONCLUSION

All major digital transformations require a foundation that is agile, dependable and fast.

By embracing a new class of flash-based storage that provides predictive analytics, and supports multi-cloud deployments and preserves investment as needs change, businesses can get even more from their transformation and better leverage new technologies.

Look for vendors that stand behind their products—offering reliability guarantees, built-in tech refreshes, and cloud-like pay as you go business models—to help you confidently achieve a radically different storage experience.

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1

2

3

4

5

6

7

