

WHAT'S NOT WORKING

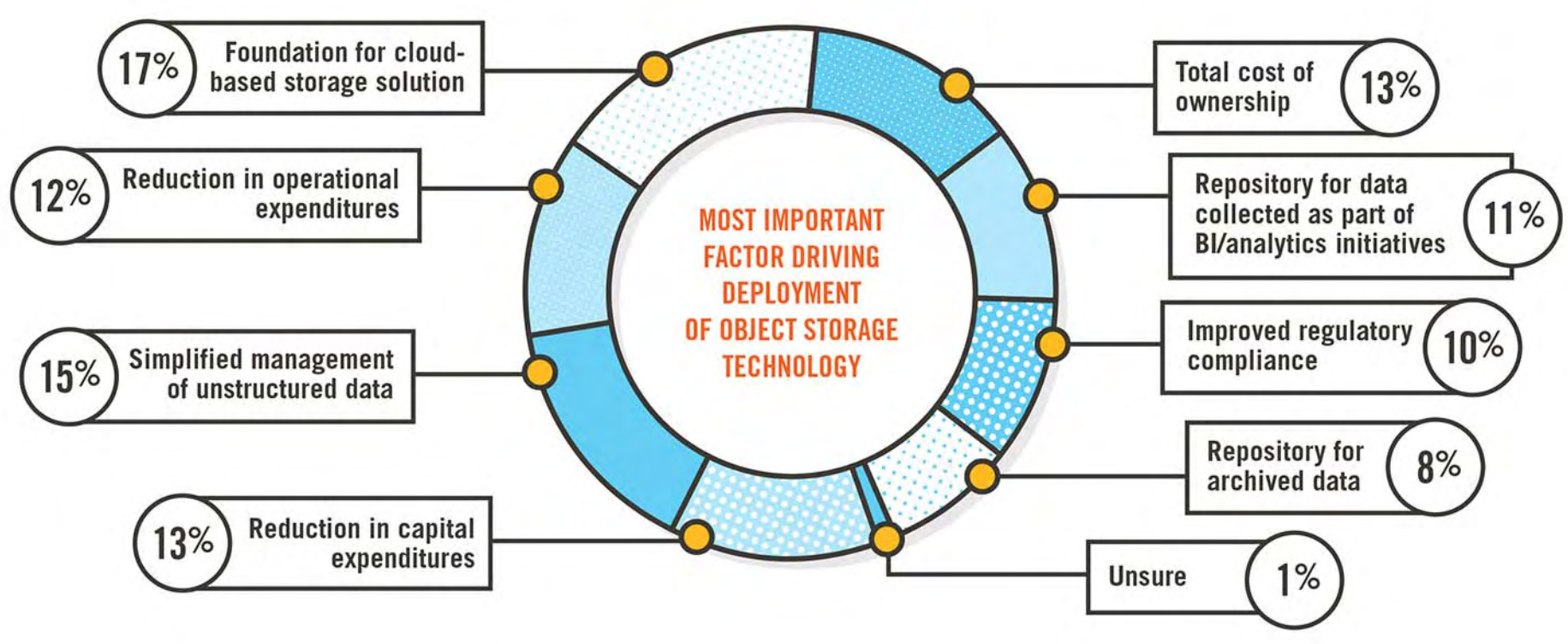
- TOO MANY:**
- ▶ Arrays
 - LUNs
 - File systems
 - Protection policies



- AS STORAGE CAPACITIES GROW, RAID TECHNOLOGY AND DRIVE SIZE CAN RESULT IN:**
- Rebuild times extended to weeks
 - Increased risk of data loss
 - ▶ Difficulty in scaling because of added costs

WHY OBJECT STORAGE IS THE ANSWER

Object storage is about scale and accessibility at scale. Object store for backup and archive helps organizations access and monetize their data assets.



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1 IN 4 ORGANIZATIONS EXPECT OBJECT STORAGE TO ELIMINATE THEIR NAS FOOTPRINT.



ANOTHER 45% EXPECT OBJECT STORAGE TO SIGNIFICANTLY REDUCE THEIR NAS FOOTPRINT.



50% OF ORGANIZATIONS WILL REPLACE THEIR CURRENT BACKUP APPLICATION BY 2018



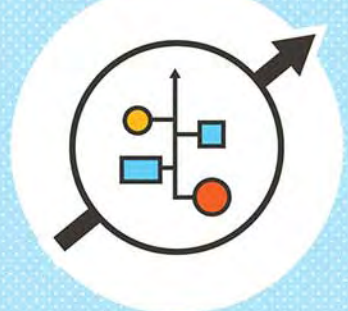
SOURCE: www.gartner.com/newsroom/id/3165317

CLOUD-SCALE OBJECT STORAGE SYSTEM THAT'S MORE AFFORDABLE, SCALABLE AND ACCESSIBLE THAN EVER BEFORE



PRIVATE AND HYBRID CLOUDS

Cloud storage offers many advantages such as using **23% less power** than drives with air. The best approach includes on-premises cloud storage infrastructure with seamless integration to a public cloud tier. This combination gives enterprises ultimate flexibility that allows data to be stored wherever it makes most sense for them.



BACKUP AND ARCHIVE

Having instant access to data enables organizations to drive faster decision-making, accelerate product innovation and develop new revenue streams but legacy storage systems have accessibility limitations. The **combination of HGST Active Archive System and certified data management software** delivers a unified cloud-scale backup, recovery and archive storage solution that addresses these challenges.



CONTENT DISTRIBUTION

With the rise of mobile devices, the distribution of content to end-users is becoming increasingly important. As such, more organizations are requiring a storage solution that can scale performance with capacity for delivering rich-media content, while keeping costs under control.

FIND OUT FOR YOURSELF

Keeping tabs on your data is essential — and it's more economical than you might believe. Find out how much your organization can save with the HGST Active Archive.

WWW.HGST.COM/DATA-IS-YOUR-TREASURE/TCO-CALCULATOR