Three trends powering the future of data storage

Nobody can tell the future, but we can all prepare for it. Learn how your business can get ahead of the competition by building a foundation that can scale and adapt seamlessly and securely.

A glimpse into the future

Successful digital transformation means modernizing your IT infrastructure to enable greater insights into business operations, customer behavior, and market trends. Smarter digital transformation means doing it in a way that prepares you for whatever comes next.

Your storage is the foundation for future-proofing your organization — one that your customer experience, employee satisfaction, success, and reputation all depend on. It determines the speed at which your business can operate, respond, and innovate today, as well as how you can change and grow tomorrow.

So, how can you build a foundation that enables you to get ahead, and stay ahead, in a highly competitive market? You need to prepare for the future — and that begins by looking at the trends shaping it.

1 The future will be scalable. And seamless.

Between same-day deliveries, single click shopping, instant support, rapid charging, and live streaming, our on-demand world requires on-demand access, an always-on infrastructure, and the ability to respond even faster.

Fast and flexible storage solutions have become necessary for corporate survival. According to Forbes, agility is now a top driver of cloud adoption, with 83% of enterprise workloads having already moved to the cloud as a result [1].

By 2021, that number is expected to increase exponentially. In fact, it's predicted that public cloud spending will exceed on-premises storage infrastructure spend — doubling spending in just three years [2].

But of course, storage is more complicated than simply moving all solutions to the cloud. 68% of IT decision-makers say storage is more complex today than it was just two years ago, and 41% cite increased data capacity as the top issue driving that complexity [3]. To achieve true agility, companies need to consider all their storage options, and apply different applications to the solutions that make the most sense for them.

Whether it's all-flash, a new storage OS, the cloud, or a mixture of everything, what you choose should focus on today's needs, but have the flexibility to adjust to meet tomorrow's. These solutions should integrate storage, compute, and networking for greater efficiency and flexibility. The more scalable they are from Edge to core to cloud, the more money, time, and stress it'll save you in the long run.

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of enterprise workloads have already moved to the cloud [1]

2   **The future will be open to all.**

In a recent survey, ESG discovered that the rapid growth rate of data is driving up the costs of infrastructure and increasing the complexity of data storage and protection. New technologies are also making it more difficult to ensure data is placed on the right storage media in the right location [4].

To innovate and act smarter, businesses need to get a handle on that complexity, which requires embracing new technology that plays nicely with others. Future-proof storage solutions need to employ modern, open, industry-standard technology to make deployment, operations, and support simple.

When choosing a storage vendor, it's important to make sure they won't lock you in to inflexible solutions or prohibit you from working with other vendors or solutions. Many cloud and server vendors are locked into partnerships, so keeping the technology you've already invested in may not be an option.

It's crucial to be able to leverage deep relationships with multiple partners because they all offer something different. And since every business is different, this sort of customization will allow you to find the best solutions for your individual needs. If you see a solution (or set of solutions) that's optimized for your supply chain or validated from end to end, it means they've been pre-tested to ensure your solutions will work together, which means less stress for you.

New solutions are always being created — solutions that can make your applications run faster, more efficiently, or more smoothly. You want to be able to use them, should the opportunity arise. At the rate new technology is becoming legacy, the more open your solutions can be now, the more prepared your business is.

3   **The future will be reliable and secure.**

In 2017, a new attack took place every 39 seconds[5]. That number is now getting lower and lower. And when a few minutes of downtime could cause a few million dollars of damage, reliability, security, and control are more and more critical.

As cybersecurity makes more headlines, regulations are tightening and security is becoming standardized. As of 2018, 69% of companies already were beginning to see compliance mandates as a main driver of their storage spending [6].

Before choosing a vendor, make sure you are clear on whether or not your preferred cloud deployments meet your requirements. A responsive partner, unified infrastructure, and a streamlined, controlled supply chain make security and reliability achievable. Look for multiprotocol storage systems to protect sensitive data and synchronous replication to help protect against external failures and natural disasters, too.

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Conclusion

In a world of rapidly expanding data and perpetually-increasing complexity, smarter businesses build for the future by embracing new, agile ways of doing business — and that begins with how they store and secure data.

The future of data storage is:

1 **Scalable and seamless**

2 **Open-source and flexible**

3 **Reliable and secure**

In order to drive down costs and complexity and accelerate into the future seamlessly, businesses need to embrace these trends and optimize their technology accordingly.

A partner for your future

Sometimes, simply having the latest solutions isn't enough. Your business needs a partner to help you make the most of it by crafting a storage solution solely for you.

Lenovo is here to help you find storage solutions customized for your future goals, and flexible enough to change as they do. Our technology is seamless, scalable, and secure from end to end, with validated systems and open-source relationships with SAP, Microsoft, and VMWare that make your transformation simpler and stress-free. We'll even provide a single point of contact for support every step of the way.

Is your business prepared?

#1 In reliability

Learn more about our storage solutions