



Looking To IT to Empower Your Business? Here Are 6 Critical Factors You Must Consider

IT has always been about empowering the business, but the process of choosing and selecting solutions has shifted significantly with the rise of self-service and cloud computing. No longer are IT departments the first, last and only word in deciding which products to purchase.

Business decision-makers, line of business managers, developers and others outside of traditional IT are more involved than ever in the buying process, often using the self-service capabilities offered by public cloud providers to get what they want without necessarily consulting with IT.

**Factor No. 1:
Any Cloud****Factor No. 2:
High Availability****Factor No. 3:
Reliable
Performance****Factor No. 4:
Simplicity****Factor No. 5:
Security and
Governance****Factor No. 6:
Trusted Partners****Conclusion**

Forrester Research describes this as a new era in tech buying, spurred by empowered business leaders who are “more involved in technology decisions than ever.”¹ According to Forrester’s Jay McBain, two thirds of tech decisions today flow through lines of business.²

This shift is creating a new paradigm for business decision-makers as well as IT departments. There is less of an emphasis on product specs and speeds and feeds and more of an emphasis on what the technology can actually do for the business.

However, as business decision-makers become more involved, many are realizing it is a mistake to exclude IT from the process. Buyers must ensure that their solutions not only solve their business needs, but also fit in with the organization’s IT governance, security and compliance processes.

The key is for business decision-makers to work with IT to make the right decisions for their particular portion of the business, as well as the overall organization. In this article, we look at six critical areas of common ground for both business and IT decision-makers when it comes to investing in technology solutions to address modern digital business challenges.

Factor No. 1: Any Cloud

In today’s world, you can’t achieve the business agility, economics and scalability necessary to compete without using cloud at some level, whether private, hybrid or public. Everyone, it seems, is using cloud: The cloud market is projected to reach \$206 billion in 2019, up from \$175 billion in 2018 and \$145 billion in 2017.³

When you invest in on-premises infrastructure to empower your business, today’s solutions must provide tools for cloud mobility, including deployment, monitoring and application placement. One of the important trends in data center technology is the shift to hyperconverged infrastructure (HCI) as the on-premises foundation for hybrid and private clouds. HCI solutions are simpler to deploy and provide a clear and cost-effective path to data center modernization.

But not all HCI solutions are the same. In looking at HCI solutions and vendors, make sure they allow you to integrate with the clouds your organization is already using and don’t limit you from using the cloud of your choice in the future.

1 “The Changing B2B Tech Buyer,” Forrester Research, 2016.

2 “New Breed of IT Buyer Ready to Bypass Channel, Forrester Warns,” CRN, Dec. 19, 2018.

3 “5 Cloud Computing Trends To Expect in 2019,” Veeam N2WS News, Nov. 23, 2018.



Factor No. 2: High Availability

As a business leader in today's digital world, nothing is more important than the availability of your data and applications. If your systems go down, your business goes down. Research by Veeam shows that availability and data protection gaps cost \$21.8 million a year for the average enterprise, while negatively affecting IT modernization and digital transformation initiatives.⁴

In today's environment, you have the opportunity to deploy an HCI platform that is integrated with a leading third-party software solution for availability, backup, recovery and data management. This gives you the ability to ensure high-speed recovery and verify the recoverability of every file, application or virtual server. You can also support all of your cloud environments with portability, scalability and enterprise-grade security and control.

Factor No. 3: Reliable Performance

Reliability and performance go hand in hand. With the right HCI solution, you should be able to leverage technology advances, such as all-flash storage and all-NVMe storage, to meet the performance requirements of any workload. It is also important that the HCI solution can support any deployment, including edge configurations, so that data processing and storage take place closer to the source, thus improving performance and reducing latency.

⁴ "Why Organizations Still Struggle to Digitally Transform & Innovate," Veeam, April 25, 2017.

Your data management software can also be an important factor in driving performance. With the right solution, you should be able to transfer data with WAN acceleration, and also improve performance through features such as inline deduplication and data compression. In addition, the solution should enable you to use backups and storage snapshots to create an exact copy of your production environment to improve backup performance and use backups as a sandbox to test features before they are deployed.

Factor No. 4: Simplicity

One of the reasons business leaders have turned to the public cloud has been because it is easy to deploy. But public cloud is not always the most cost-efficient solution, nor does it always provide the levels of security, governance, data protection, data sovereignty or regulatory compliance your business may demand, particularly if you are in a highly regulated industry such as healthcare, financial services or the public sector.

To support your on-premises compute needs, you want a solution that is also simple to deploy and can provide the self-service capabilities in a hybrid or private cloud that are available in the public cloud. You can choose an HCI solution that is pre-integrated and can be up and running in an hour or less, with the ability to scale resources independently to meet the specific needs of your applications and workloads. With industry-leading data management software, you can leverage automated processes to simplify the critical areas of backup, recovery and data management.

Factor No. 5: Security and Governance

One of the biggest challenges with “shadow IT” projects that are initiated without the involvement of the IT department is that they expose departments using the solution, as well as the entire organization, to additional risks in security, governance and compliance. Given the advances in infrastructure technology, business decision-makers should no longer feel the need to go it alone and take those risks.

By working in coordination with the IT department, any business decision-maker can achieve what he or she needs through investing in the right technology. With HCI, the solution can be up and running quickly and cost efficiently, and it can also provide the availability and reliability you need so you can be quick to market and minimize the risk of downtime. You can achieve cloud agility, while still adhering to the IT governance, security and compliance requirements that are essential to keeping your data and applications protected and available.



Factor No. 6: Trusted Partners

There are a lot of changes taking place very quickly in today's technology arena. With big data analytics, the internet of things, cloud computing, artificial intelligence, machine learning, increased mobility and other important trends, it is important to work with vendors that have experience in supporting and deploying business-critical technology initiatives. If you are a business decision-maker outside of the IT department, either as a purchaser or influencer, you want to work with established, proven vendors you can trust and can rely on to provide value-added expertise, knowledge and experience.

When it comes to meeting the business challenges and opportunities discussed in this white paper, the partnership of Cisco and Veeam offers advantages that other vendors would be hard-pressed to match.

Cisco HyperFlex is a leading hyperconverged infrastructure platform that can support any cloud, any application and any environment, from the core to the edge to the cloud. HyperFlex is designed with an end-to-end software-defined infrastructure that is simple to deploy and delivers performance for any application or workload, including configurations that use all-flash and all-NVMe storage configurations.

One of the biggest advantages of Cisco HyperFlex is that it can be purchased with Veeam Availability Platform, the industry's leading availability solution for backup, recovery and intelligent data management. Veeam delivers proven solutions for high-speed recovery, data loss avoidance, verified recoverability and complete visibility.

With Cisco and Veeam, business decision-makers can achieve the cloud agility they require, with an on-premises solution that enhances performance, reduces risk and accelerates time to value.

Conclusion

As a business leader you can't afford risk, but you also can't afford to be complacent in embracing the advances and advantages empowered by digital technologies. The key is to find solutions that get the job done consistently, reliably, simply and with the agility and performance capabilities that modern businesses require.

With hyperconverged infrastructure supported by high-availability data management software, you have the opportunity to modernize your technology platform while also delivering significant value to your business.

With hyperconverged infrastructure supported by high-availability data management software, you have the opportunity to modernize your technology platform while also delivering significant value to your business. And you can make your life simpler by working with the IT team to find the right solution without creating additional risks around governance, security or compliance.

Are you ready to move forward in leveraging modern data management solutions to modernize your business? Visit the Cisco and Veeam Digital Hub for more information:
<https://go.veeam.com/cisco-veeam-digital-hub>
