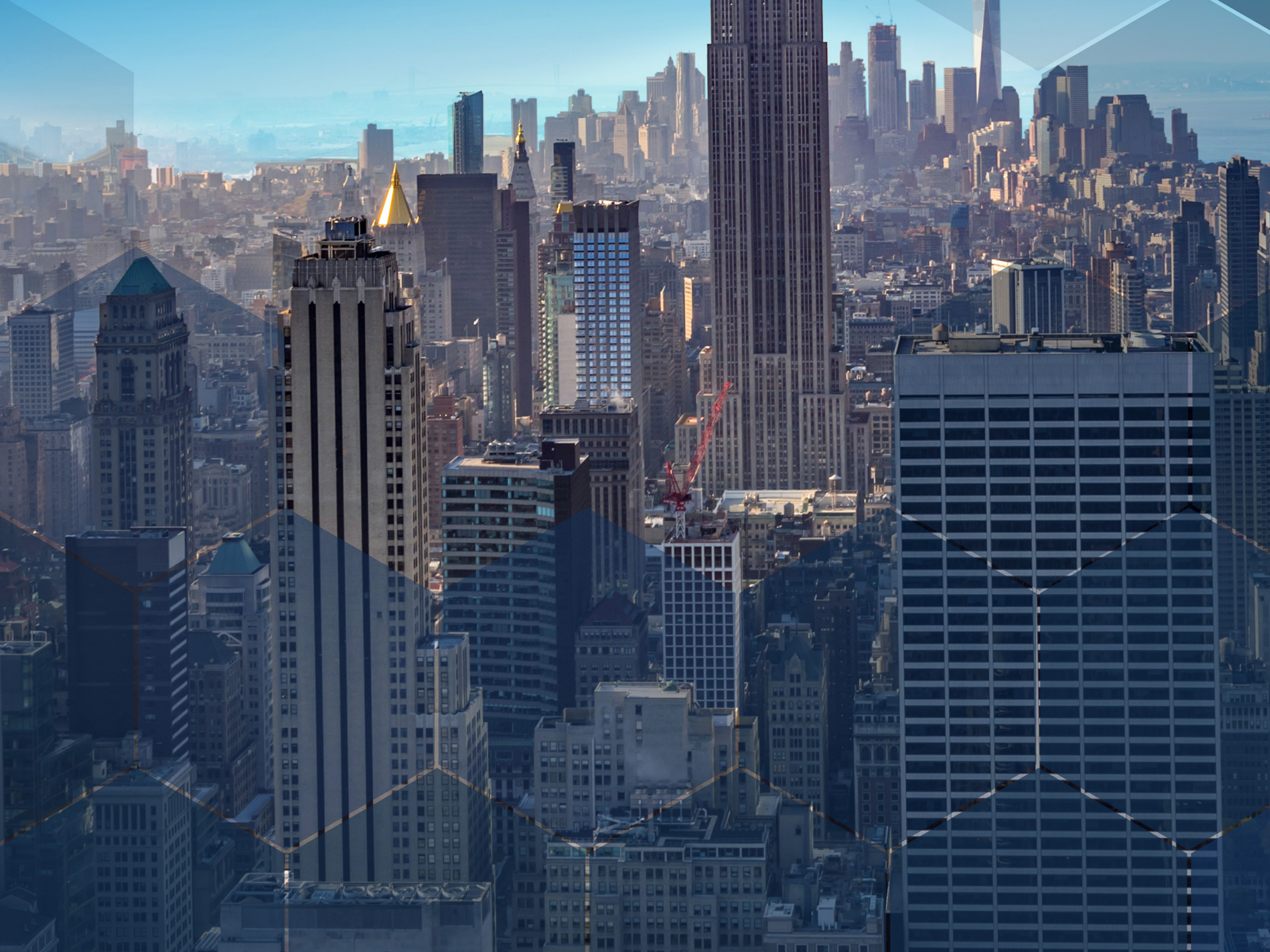
Is your organization ready for a subscription-based world?

Today's world demands simple, flexible, and fast. To gain a competitive edge, you need to do more than just keep up. You need to position your organization, your team, and yourself for growth and innovation. The right pay-for-what-you-use approach to IT can help.



IT issues are now business issues

Despite shrinking budgets and overstretched staff, IT is increasingly relied on to drive enterprise growth, innovation, and revenue. By 2023, 65% of CIOs are expected to serve as entrepreneurial leaders — growth-drivers who evolve their organizations into centers of excellence that engineer enterprise-wide collaboration and innovation [1].

What does this mean for you? Well, if you're in IT, it means you're destined to do great things for your company (if you aren't already). But it also means you and your data center have to be faster, more flexible, and more efficient with your IT spend. A subscription-based model might be the answer.

Embracing the movement

It's no secret that subscription models are the new norm in the consumer world. They help us dress, get around, watch TV, and even find new things to subscribe to. The International Data Corporation even forecasts that subscription models will grow by 64% CAGR through 2022 [2].

So, if our personal lives are so driven by subscriptions, should our work lives follow suit?

A subscription-based data center allows you to use on-premise hardware and services without having to purchase the equipment. It means you're essentially renting your storage and support as a service — paying for what you use, as you use it. But is this option right for your organization?

By 2022, the digital transformation spending is expected to approach

$1.97 trillion [3]

Lenovo

To subscribe or unsubscribe?

How do you know if your organization can (or should) leverage a pay-as-you-go solution? Start by asking the hard questions: Is your data center built to empower growth, innovation, and revenue at scale? Or, is it held back by depreciating assets, vendor lock-in, or maintenance needs?

Business growth and innovation demands more speed and agility than ever before. So if it's the latter, a subscription-based platform may be more your speed. Here's why.

More tech causes more complexity

As you know, legacy systems don't usually play well with new ones. And at the rate of innovation today, new solutions can become legacy faster than one might wish.

The good news is that going subscription-based can help you sidestep a massive infrastructure investment, while guaranteeing your infrastructure will always be up to date.

There's no room for risk

A study from the John M. Olin School of Business at Washington University estimates that 40% of today's Fortune 500 companies on the S&P 500 will no longer exist in 10 years. It's a race to get ahead — one that hinges on businesses' abilities to innovate before they become obsolete.

For businesses that can't afford a full digital upheaval, or the risk associated with that change, subscription-based infrastructure could be the answer. It guarantees the flexibility without the risk, allowing businesses to increase or reduce capacity whenever they need.

Not owning the hardware means not having to deal with depreciation, or with initial set-up costs or maintenance hardships. Most importantly, it means that you can dedicate your resources where they can do the most —not on maintaining old technology or chasing tickets.

You can't have efficiency without scalability

Companies are under constant pressure to meet customer demands quickly, and need to be able to change direction on a dime.

One of the benefits of going subscription-based is that it's scalable. With the ability to easily add or remove incremental capacity, you can swiftly pivot to meet changing market demands or internal needs — without paying for unused infrastructure or scrambling for more.

A lesser-known benefit is that paying monthly can improve spending predictability and budgeting. You can adjust your budget as you figure things out, and plan accordingly from there with a simpler modeling solution to help avoid downtime. And by only using what you need, you're not wasting energy — which is good for the environment, and your economics.

Conclusion

It's clear that subscription models aren't going away any time soon. If you're struggling with shrinking budgets, fear of obsolescence, or increasing complexity (and who isn't), a subscription-based data center could help you maximize efficiency, phase out legacy systems, and help you grow your business without growing more grey hairs.

To sum it up, here are the main benefits:

Seamless scalability
Get the flexibility you need — even when those needs change — with a pay-as-you-go service structure.

Complete control
Control all your data, and how you're using it, with a real-time dashboard that lets you manage and predict costs.

Reduced risk
Ease the anxiety with simple installation, seamless deployments, a faster time-to-value, and no capacity commitments. No hardware depreciation, no worries.

Meet TruScale™ Infrastructure Services

Lenovo's pay-as-you-go subscription does all of the above, and more. It offers you complete control of your data with a real-time dashboard that lets you manage and predict costs, and a pricing model built on power consumption alone, which means compliance and security aren't a concern.

TruScale also comes with built-in maintenance, support with a single point of contact, and our XClarity management software to keep your mind (and your team) at ease.

Because after all, you don't have to own your tech to own your future.

Learn more about TruScale™

8001 Development Dr, Morrisville, NC 27560
T (855)253-6686 | www.lenovo.com/datacenter | @LenovoDC
©2020 Lenovo. All rights reserved.