



Data Centre and Virtualization

Business Productivity Gains

Tim Dales



Tim Dales
Product Marketing
Manager
Infinidat

Biography

Tim Dales is a Product Marketing Manager at Infinidat (<https://www.infinidat.com>). Tim has over 30 years' experience in the development, marketing and sales of IT infrastructures.

A former Senior Analyst at a storage analyst firm working with the Dell/EMC product team on APEX and creating launch collateral for Pure Storage.

He has also held positions as an executive for networking vendor Solarflare, product marketing and sales for a CDP startup, MTI, and Emulex.

Tim blogs at <https://www.infinidat.com/en/blog/>

Keywords Opex, CAPEX, TCO, Storage, InfiniBox, Return on Investment (ROI), Business productivity
Paper type Research

Abstract

International Data Corporation (IDC), the premier global provider of market intelligence, recently studied how organizations are using the industry acclaimed Infinidat InfiniBox® platform for their enterprise storage needs. Based on the research, in the first article 'Cost Reductions and the Impact on IT Infrastructure' (<https://www.itceoscfos.com/cost-reductions-and-it>) the author took a deeper dive into the analysis that IDC performed to discover how Infinidat provides IT infrastructure cost reductions. In the second article in the series, 'Driving Staff Productivity Gains' (<https://www.itceoscfos.com/driving-it-productivity-staff-gains>) we discovered how the InfiniBox platform impacts IT staff productivity gains. In this third article in the series, the author will address the third largest contributor of annual average benefits – business productivity gains.

Introduction

Digital transformation efforts are driving enterprises to refresh and modernize their server, storage, and/or data protection infrastructure, and many are turning to storage systems equipped with solid-state storage to deliver the performance they need when using analytics and AI applications to gain greater business value from their data.



Data Centre and Virtualization

To understand how organizations were using the Infinidat solutions, International Data Corporation (IDC), the premier global provider of market intelligence, conducted a detailed survey and analysis of organizations using the industry acclaimed Infinidat InfiniBox[®] platform for their enterprise storage needs¹. Over many months IDC conducted in-depth interviews with enterprise organizations that are using the InfiniBox platform and have experience with and knowledge of the benefits and costs of using the InfiniBox platform over other storage systems.

Based on its analysis, IDC created a model that expresses the business value and costs of utilizing the InfiniBox platform. The outcome of this business value analysis is powerfully compelling for any enterprise considering purchasing storage in these uncertain economic times.

Key findings

IDC quantified the value that the study's participants received at an average annual benefit of \$1.29 million over five years (see *figure 1*). IDC further calculated that adoption would yield annual benefits of \$166,900 per PB of storage capacity.

Figure 1: Annual average Benefits per Organization - Business productivity benefits highlighted



In the IDC analysis, there are three main areas that made a huge impact on an enterprise's business value. In this article, we focus on the second biggest one, business productivity benefits, which contributed \$373,000 to the overall annual average benefits per organization, of \$1.29 million (see *figure 1*).

Business productivity benefits

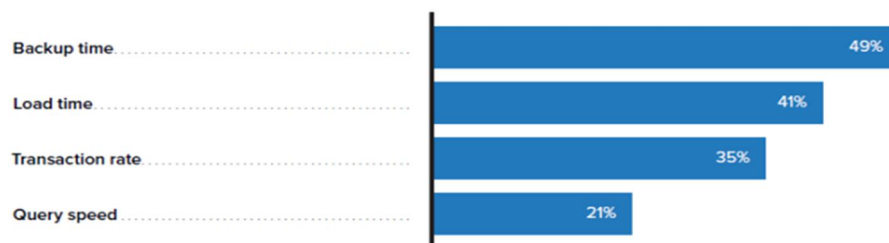
Measuring business productivity in an enterprise can be a nebulous undertaking. As far back as I can remember, a good "rule of thumb" to determine business productivity was to divide the number of employees by the annual revenue. Any resultant between \$0.5 million to \$1 million was deemed a productive environment. With today's modern analytic tools, enterprises are now able to quantify business productivity, gains or losses, much more succinctly.



In the IDC study, enterprises reported that their use of the InfiniBox led to positive benefits across their business operations and results. Improved storage performance and how the team managed the storage greatly impacted the productivity, so that teams could spend more time working on projects that directly supported the business operations. Applying KPIs (key performance indicators) to measure and quantify the direct benefits to business operations revealed some dramatic results.

The enterprises interviewed reported significant improvements across several performance metrics. The greatest performance indicator was seen in backup time, which improved 49%, along with load times improving 41%, transaction rates up 35%, and query speeds quicker by 21%.

Figure 2: Storage-based performance – Key Performance Indicators (KPI) (% improvement)

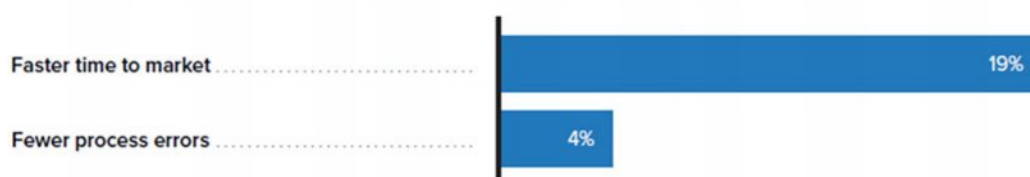


Source: IDC Business Value Research, November 2022

The last two KPIs from *figure 2*, transaction rate improvement and quicker query speed, point to a marked improvement in end-user productivity gains that add tremendous value to the business. Imagine what a 35% improvement in the transaction rate would do for an online business, like Amazon.

Taking the KPIs one step further, IDC examined several business-related KPIs. Organizations reported that having the storage resources and features they needed helped them deploy applications faster and reduce business-related errors. The result being companies moved 19% faster to market and had 4% fewer process errors after adopting Infinidat InfiniBox.

Figure 3: Business KPIs – improvement (% improvement)



Source: IDC Business Value Research, November 2022



The bottom line

This series of articles, the author has focused on the three major areas where Infinidat's InfiniBox platform has the strongest business value and financial impact in today's uncertain economic times:

1. IT infrastructure cost reductions;
2. IT staff productivity gains; and
3. Business productivity benefits.

All resulting in an average annual benefit per organization of \$1.29 million. The InfiniBox platform helps enterprises meet business operational challenges by providing high performance infused with high availability, cyber storage resilience, and innovative management features, all within a financial model that drives an exceedingly fast 11 month return on investment (ROI).

Reference

- ¹ Singh, H., Sliwa, C. and Pearson, D. Executive Summary: The Business Value of Infinidat Storage. (IDC). Available at <https://www.infinidat.com/en/resource-pdfs/idc-summary-business-value-infinidat-storage.pdf>