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Data Storage Consolidation Is Liberating for Enterprises and Service Providers

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Biography

Catherine Vlaeminck is Vice President of Worldwide Marketing at storage experts, Infinidat (https://www.infinidat.com). Catherine has led marketing functions for data storage and data management leaders for the past decade, steadily gaining an increasing range of responsibilities in various marketing leadership roles.

Prior to joining Infinidat, Catherine was the Marketing Manager EMEA North at CommVault, and before that, she worked for many years at Fujitsu.

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Abstract

For many years, IT teams have struggled to manage several different data storage systems. Bringing together a range of silo systems into a frictionless ecosystem is often surrounded in complexity, whilst spiralling costs as vendors try to collaborate is frustrating. As the author of this article explains, consolidating data systems within the data infrastructure can be more straight forward than some vendors would like you to believe.

Introduction

The burden of managing several different data storage systems in an enterprise data infrastructure has exceedingly put stress on IT teams, sending costs skyrocketing, fortifying unwanted complexity, and overly taxing companies with vendor sprawl.

IT leaders have had enough. Thus, CIOs and their information technology teams are increasingly rationalizing infrastructure portfolios in enterprise organizations and service providers around the world. The rallying point is to consolidate workloads. Storage consolidation reduces costs, improves agility, and lessens the complexity of dealing with too many vendors. To put it simply, it is liberating.

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By consolidating four or five storage arrays into one, for instance, a company realizes the benefits of more efficient data-sharing and the higher productivity of easier, centralized management, as well as lower energy and floor consumption. Unified systems make data sharing across applications easier.

C-level executives simply want storage infrastructure to work, while IT leaders want to reduce risk and cost, make the manageability of the storage infrastructure as automated as possible, and minimize the effects of component failures on the business.

To achieve these objectives, moving to denser workload consolidation is a smart strategy, especially for organizations that want to improve operational efficiency. A single system that can support petabytes of storage workload capacity is more efficient than multiple smaller systems.

Administrative productivity is better when managing the same amount of data in a single system. A single large system includes fewer components to fail. In addition, a "set it and forget it" approach with deep learning-led automation is naturally more desirable.

An increasing number of enterprises that we talk to are considering the consolidation of many storage workloads onto fewer systems, especially as they approach a storage refresh. Understandably, they don't want the increased risk of rising costs, complexity, and impracticality. Risk leads to compromises.

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However, businesses do not need to compromise performance, availability, manageability, agility, or cost while consolidating. Newer multi-tenant management capabilities and a different type of approach to building triple redundancy into the storage architecture make all of this possible.

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SCALE TO WIN
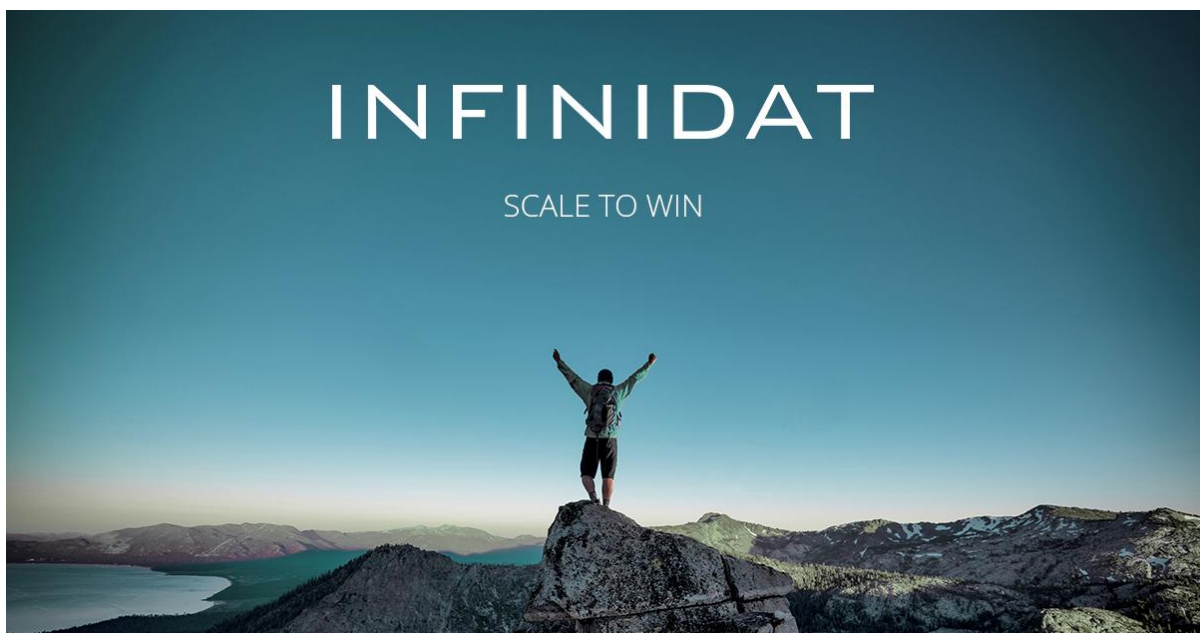
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Industry analysts say that an enterprise should work with a vendor that has a primary focus on dense workload consolidation and a proven track record of doing it at scale.

At Infinidat we help enterprise customers de-risk their infrastructures through storage consolidation at petabyte scale.

Our enterprise-class storage solutions meet the major requirements for consoledation. Our InfiniBox platform is an ideal choice for a non-disruptive storage refresh, bringing the capacity and capabilities of multiple systems into one.

InfiniBox has a triple-redundant architectture that is software-defined, providing 100% availability and intelligent data placement.

Architectural innovations have contributed to the unique capabilities of InfiniBox. It handles a variety of different workloads cost-effectively.

We offer multiple consumption model options for flexibility, which makes consolidation as cost-effective as ever. You can lower your total cost of ownership for storage, while improving your operational efficiency and deep learning capabilities with high performance and resilience.

The value we offer to customers is unique[1] in the data storage market.

Reference

[1]   Burgener, E. (October 2020), 'IDC Technology Spotlight – A Checklist for Storage Workload Consolidation at Petabyte-Scale', IDC. Available at: https://idcdocserv.com/US46966420?ali-Id=eyJpIjoiU21rZG1hR0ZPa1wvTjFmenIiLCJ0IjoiN1MyVWc2SUE0Y1Q2OFlNK01IeTNhZz09In0%253D