



Enterprise and Cloud Storage

Mission Impossible of Storage

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Biography

Eric Herzog is the Chief Marketing Officer at Infinidat (<https://www.infinidat.com>). Prior to joining Infinidat, Herzog was Chief Marketing Office and Vice President of Global Storage Channels at IBM Storage Solutions.

His executive leadership experience also includes: CMO and Senior VP of Alliances for all-flash storage provider Violin Memory, and Senior Vice President of Product Management and Product Marketing for EMC's Enterprise & Mid-range Systems Division.

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Abstract

In today's data-driven world, those overseeing enterprise storage and the security of data infrastructure face unprecedented challenges – and unprecedented opportunities. As demands grow and threats evolve, the power of next-generation enterprise storage and next-generation data protection becomes essential for achieving what was once thought impossible. By harnessing these advanced technologies, organizations can dramatically enhance scalability, resilience, and agility, ensuring both seamless data access and robust safeguards. In this article the author explores how forward-thinking leaders can unlock the true potential of next-generation solutions, driving innovation and operational excellence while confidently safeguarding their organization's most valuable asset: its data.

Introduction

Your mission, should you choose to accept it – as a person responsible for enterprise storage and/or the security of the data infrastructure at your organization – is to unlock the power of next-generation enterprise storage and next-generation data protection to do what was once considered “impossible” in the storage industry.

This action is critical because it affects the way an enterprise recovers from cyberattacks, manages generative AI (GenAI), increases efficiency, leverages the



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cloud, and addresses the IT skills gap. Next-generation capabilities have redefined enterprise storage and data protection – and Infinidat is there every step of the way.

Let's consider the following five scenarios as context for illustrating the power of the shift to next-generation solutions for data-saving "missions" in enterprise data infrastructure environments.

Turning the table on cyber criminals with cyber storage resilience is something that would surely not only perk the interest of "Mission Impossible" character Ethan Hunt, but, in the real world, should also gain the attention of CIOs and CISOs of large enterprises. What previously appeared as "impossible" was to eliminate the impact of a ransomware or malware attack, as if the cyberattack didn't happen. It was unthinkable to simply ignore a "ransom" demand for an enterprise's data. Today, that has changed.



Scenario #1: Data has been taken hostage by a ransomware attack

Solution that makes the "Impossible" possible: Cyber storage resilience and cyber storage recovery with Infinidat's InfiniSafe® portfolio

InfiniSafe offers the vital capabilities that are needed for next-generation data protection, including immutable snapshots, logical air gapping, fenced forensic environment, guaranteed near-instantaneous cyber recovery, cyber detection and automated cyber protection. The innovation that has advanced data protection from conventional and modern data protection distinguishes InfiniSafe, making it possible for an organization to get a known clean copy of data and verify the true



integrity of the data in the aftermath of a cyberattack. Cyber criminals are neutralized. The “good data” wins.



Scenario #2: AI's inaccuracies, hallucinations and irrelevance in Agentic AI

Solution that makes the “Impossible” possible: Infinidat's AI RAG architecture to make AI more accurate and relevant.

GenAI models need access to an organization's internal, proprietary corporate data in order to provide contextually accurate, timely and proper information to customers and employees. This is made possible by what is called a Retrieval-Augmented generation (RAG) workflow deployment architecture. Infinidat's RAG architecture for AI is among the leading choices for enterprises to leverage for reducing AI's inaccuracies and removing AI hallucinations. Infinidat's RAG architecture can be used on virtually any AI-enabled storage infrastructure. Infinidat makes what seems “impossible” about GenAI become significantly easier to deploy in an enterprise environment.

Scenario #3: Traditional trade-off between speed vs cost, capacity vs efficiency, Green IT and environmentally bad/poor data centre

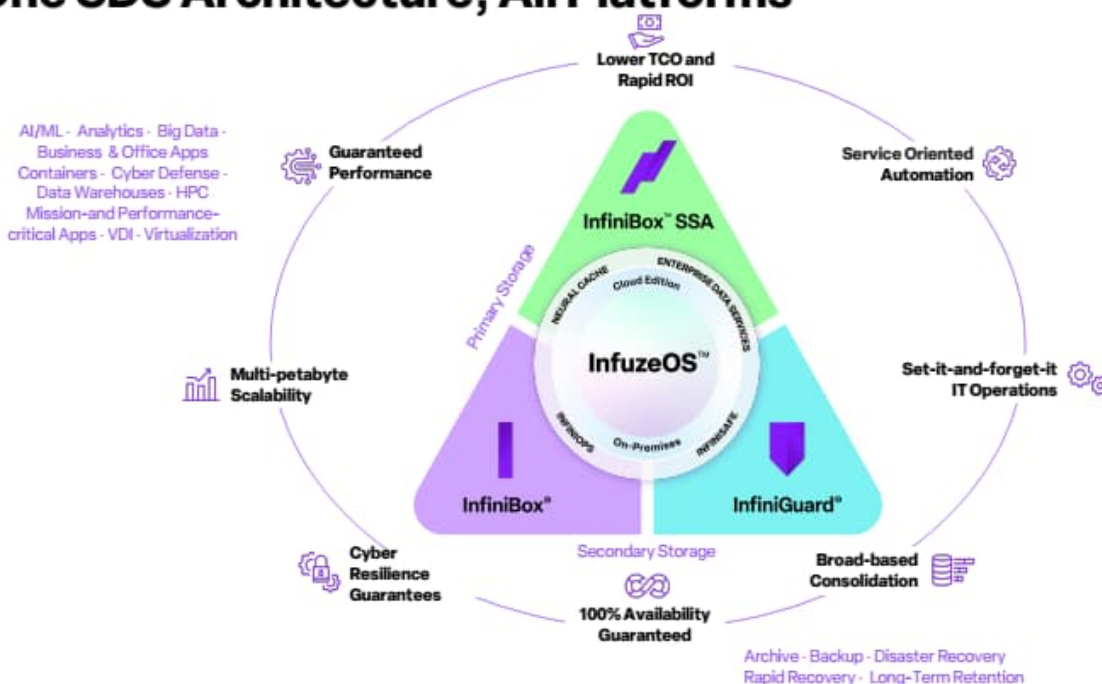
Solution that makes the “Impossible” possible: Infinidat's InfiniBox® G4 platform uniquely strikes the balance of higher performance, higher capacity with Green IT but at a lower cost and smaller footprint for optimal efficiency.

It's amazing how much enterprise storage has evolved. For decades, trade-offs were a given. In the old days, if you wanted faster storage, you'd have to pay more.



If you wanted more capacity, you added complexity and had to pay more. If you had a large storage infrastructure, you could not be “green.” However, times have certainly changed. Now, what is possible is to have higher performance and more capacity at lower CAPEX and lower OPEX, without compromise. You can also have size, efficiency and environmental sustainability – simultaneously. Infinidat is a leader that has changed the economics of enterprise storage and neutralized the legacy “trade-offs” that plagued the storage industry as a whole since the dawn of data storage.

One SDS Architecture, All Platforms



Scenario #4: The battle between public cloud vs. private cloud

Solution that makes the “Impossible” possible: The “battle” is over. The answer is “both” in hybrid multi-cloud. Infinidat’s InfuzeOS™ Cloud Edition supports an enterprise’s hybrid multi-cloud approach.

Just a few years ago, people were shouting from the rooftops that enterprises had to move all data into the public cloud. It looked “impossible” that on-premises storage would “survive.” Then, reality hit. IT leaders realized that putting all your data in the cloud is too expensive, too risky, and too lop-sided. Instead, balancing public cloud and private cloud in a hybrid multi-cloud approach enables enterprises to get the best of both worlds. You can have the control and cost efficiencies of on-premises, while leveraging the public cloud for specific uses cases, such as archive and disaster recovery. Our InfuzeOS Cloud Edition makes hybrid multi-cloud not only possible, but also a priority for high-end enterprises.



Scenario #5: IT skills gap. Simply not enough qualified technicians to run big storage infrastructure for high-end enterprises. Complexity for most enterprises has gotten out of hand

Solution that makes the “Impossible” possible: Automation that Infinidat delivers solves the IT skills gap for enterprise storage. Infinidat enables a set-it-and-forget-it approach.

Our InfiniOps™ solution is a collection of software capabilities that exploit world-class AIOps functionality and expedite DevOps activities. By harnessing the unique operational awareness of our InfiniVerse®, IT teams have streamlined storage oversight and management to unprecedented levels of set-it-and-forget-it simplicity at their local site and across the globe. This simplicity reduces the heavy burden of IT recruitment and retention and helps close the IT skills gap. Neural Cache is a great example of AIOps technology. Neural Cache can be your newest “contributor” to IT operations. The longer the Neural Cache runs, the smarter it gets about its current and new workloads. Infinidat solution = smarter!

Mission accomplished! Light the fuse – the time for CIOs, CTOs, and CISOs to adopt next-gen enterprise storage and next-gen data protection is now.

In conclusion

As the steward of your organisation’s enterprise storage and data security, embracing next-generation solutions is the catalyst for turning the “impossible” into reality. By leveraging cutting-edge advancements – intelligent automation, seamless scalability, and holistic data protection – you empower your infrastructure to be resilient, adaptive, and innovative. These technologies not only safeguard critical assets but also unleash the full potential of your data, driving transformative outcomes and strategic growth. Unlocking this power means evolving from mere custodianship to visionary leadership, where the impossible becomes achievable and the future of storage is limited only by your ambition and imagination.