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Enterprise and Cloud Storage

The "Robin Hood" Approach to Cyber Resilient Enterprise 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 an era where data has become the lifeblood of modern enterprises, the way organizations manage, protect, and optimize their storage infrastructure is undergoing a profound transformation. Businesses are no longer simply storing information – they are orchestrating vast, complex ecosystems of data that must simultaneously support innovation, withstand cyber threats, and operate within increasingly constrained budgets and energy limits. In this article, the author discusses how enterprise storage is emerging as a strategic lever, not just a technical necessity, reshaping how organizations allocate resources and respond to competing priorities.

Introduction

One of the most pressing challenges facing IT leaders today is the convergence of three powerful forces: the explosive growth of data-driven applications such as AI, the escalating frequency and sophistication of cyberattacks, and the mounting pressure to control costs while improving operational efficiency. Each of these forces demands more from enterprise infrastructure, yet they often compete for the same limited resources – power, budget, and skilled personnel. As a result, CIOs and CISOs are being forced to rethink traditional approaches and adopt more dynamic strategies that can balance these competing demands without compromising resilience or performance.

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This is where the concept of a “Robin Hood” approach to enterprise storage becomes particularly compelling. Inspired by the idea of redistributing resources to create greater overall value, this approach reframes storage as a source of untapped potential. Instead of viewing storage solely as a cost centre, organizations can optimize and consolidate their storage environments to “take” excess capacity, power consumption, and operational overhead from one area and “give” those resources to higher-priority initiatives – such as AI innovation, cybersecurity enhancement, or digital transformation.

At its core, this strategy is about achieving a series of win-win outcomes. By consolidating storage to multi-petabyte scale, high-end enterprise storage, the CIO dramatically reduces the Capital Expenditure (CAPEX) and Operational Expenditure (OPEX) of their storage infrastructure and gives the budget to business-enhancing AI projects, and other new initiatives, that will transform the enterprise.

By improving power efficiency, they can redirect energy resources to support increasingly demanding workloads, including generative AI and high-performance analytics. And by implementing a cyber storage resilient, recovery-first strategy to address ransomware, malware, and other cyber threats, the CISO can take the leverage away from cyber criminals − cutting down the need to pay a “ransom” for data, like a master archer − and give the leverage back to the enterprise itself to protect its own “castle” of data infrastructure.

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In these three cases, it's a win-win for the enterprise customer because there are cost savings that help facilitate business growth; increased power efficiency that helps alleviate the burden to power generative AI data centres; and a resilient bounce back from a cyberattack that allows the business to continue uninterrupted and practically unaffected.

Reminiscent of the Robin Hood character from English folklore, this approach of working within the enterprise IT infrastructure to take from one and give to another is ripe for success in 2026 because of competing forces. Storage Costs versus Infrastructure Investment. Power reduction versus Power-hungry AI and traditional data centres. Cyberattacks versus Cyber recovery. But the only way for you to hit your target is to be strategic about it.

Let's take a closer look at these three areas – cyber, IT power usage, and CAPEX/ OPEX – to help guide your decision-making for next steps. So much has changed that CIOs, CISOs, CTOs and CFOs should take a fresh look at enterprise storage in 2026.

In a similar spirit of Robin Hood who was quoted as saying, "A good deed is never lost," let it be said in storage folklore (with a wink and a smile), "Good data is never lost – with cyber resilient storage that uses less power, while lowering CAPEX and OPEX."

Heroics are required in IT, more broadly, and in storage administration, more specifically, just as much as in other areas of an organization. It's time to take courage as a resilient leader and apply it to modernizing your enterprise storage infrastructure.

Cyber storage resilience as the hero

In a PwC survey of executives at large enterprises in October 2025, only 6% of the executives surveyed think they are prepared for a cyberattack[1]. Yet, when developing their comprehensive cybersecurity strategy, most CIOs, CIOs and CTOs

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leave out enterprise storage. Since 90% or more of your enterprise's data sits in your enterprise storage infrastructure, wouldn't you want to protect it as well as understand when it is being attacked?

You're also going to logically want to recover rapidly from an attack. At the same time, you need to make sure that the data you're recovering is a known good copy. What this means is that the data doesn't have malware or ransomware embedded in it. But because malware, ransomware and other cyberattacks are done surreptitiously, you don't always know whether there is malware or ransomware already on the storage.

Once you put the data in a fenced forensic environment and make sure that what you have is actually a known good copy. As a best practice, you should still have your application owners take a look at it to make sure that nothing has been damaged.

One good thing from a storage perspective that some companies make available, such as Infinidat, is making sure that you can interface between your Security Information and Event Management (SIEM) and Security Orchestration, Automation, and Response (SOAR) cybersecurity data centre-wide applications and your storage infrastructure. If Microsoft Central or your Security Operations Centre (SOC) detects an attack, you don't want to wait. You want to start taking snapshots instantaneously – and you can do that if your storage is integrated with your SIEM, SOAR and SOC. That's an automated process when you adopt Infinidat's InfiniSafe ACP solution.

Infinidat is a leader in cyber resilient enterprise storage. Our award-winning InfiniSafe® software delivers a bevy of cyber storage resilience capabilities, including immutable snapshots, logical air-gapping, fenced forensic environment, and near-instantaneous recovery. We also innovated with our ground-breaking Automated Cyber Protection (ACP) and was one of the first storage solution providers to integrate Cyber Detection capabilities into a primary storage platform.

Power efficiency as the hero

Large enterprises have petabytes, tens of petabytes, or, even, hundreds of petabytes of storage, which consume incredible amounts of power and cooling. However, power shortages are sweeping the industry. It often has to do with how AI needs lots of power, and it absolutely does, but even traditional data centres are running out of power, too.

The rapid expansion of AI is causing an unprecedented, critical shortage of power for data centres. Enterprises are building AI data centres or refactoring existing data centres to handle AI. There is a rapid growth of data centre construction. But the power shortage is not just for AI data centres; it's traditional data centres as well.

Demand for electricity by data centres is projected to double or even triple by 2028, with some analysts predicting a 10-gigawatt (GW) to 19-GW capacity gap by 2028, as reported by the Financial Times[2].

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At Infinidat, we have seen our customers save watts of power by consolidating storage. One of our Fortune 500 customers leveraged our Infinidat technology to consolidate 288 floor tiles down to 61 floor tiles, running all the same applications, workloads and use cases – dramatically reducing power consumption, while saving >$60 million over a three year period. What they did with the extra power was reallocate it to other applications and workloads. This power efficiency ultimately optimizes your data centre. It is certainly in your best interest to optimize power across your storage infrastructure stack.

Infinidat's InfiniVerse® Dashboard includes power consumption reporting to assist customers with achieving their power efficiency goals. We capture historical Power Consumption (kW) of their Infinidat estate. Customers can determine their power usage and use this data for their own internal initiatives or SLAs.

Couple this with the fact that our InfiniBox G4 platform is between 2.8 to 6.9x more power efficient on a Watts/TBu basis than a certain incumbent storage vendor with a large installed base. The challenge of power is shifting the enterprise storage landscape.

CAPEX/OPEX reduction as the hero

Storage consolidation also contributes to reducing CAPEX and OPEX. Not only does it reduce power consumption, but storage consolidation also frees up rack space, cooling resources, and IT operational manpower. This is ideal when your budgets are flat or limited. Consolidation of storage systems puts you in a stronger position to reallocate strategically.

Global Fortune 1000 IT budgets are not going up, but CIOs, CISOs and other IT leaders are being asked to do more. This is where the "Robin Hood approach" with enterprise storage comes in handy. You want to work with an enterprise storage solution provider, like Infinidat, that specializes in storage consolidation and has done it for many high-end, large enterprises. More than 26% of the Fortune 50 are Infinidat customers.

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Additionally, there is an IT skills gap. The average company has a major IT skills gap, with approximately 25% of open IT recs that cannot be filled. There's no one to fill them. So, if you can go from 16 storage admins to four, you just freed up 12 IT professionals to get retrained to work on the new AI project, cyber project, or other areas of your IT infrastructure.

One of our Infinidat customers does over 30 petabytes of storage with only two storage admins across six data centres. This has freed up IT operational manpower to work on other projects that are critical to the success of the business.

In conclusion

The "Robin Hood" approach to cyber-resilient enterprise storage reframes a familiar challenge in a more practical light: storage can no longer be treated as a passive cost centre. Instead, it functions as a strategic lever for balancing competing demands – supporting high-performance AI workloads, defending against increasingly sophisticated cyber threats, and reducing both energy consumption and infrastructure costs.

For enterprise IT leaders, this requires a shift towards a more holistic and adaptive mindset. Static architectures and rigid capacity allocations are increasingly misaligned with the realities of fast-changing digital environments. Organizations instead need infrastructures that can dynamically shift resources between efficiency, performance, resilience, and innovation, depending on evolving business priorities.

Ultimately, the "Robin Hood" model is less about redistribution for its own sake and more about optimization under constraint. It acknowledges that while resources are finite, their value and impact can be actively reshaped. Through smarter architecture, tighter integration, and a resilience-first design philosophy, enterprises can continually reinvest efficiency gains into growth, security, and transformation. In doing so, storage evolves from a foundational IT utility into a driver of strategic advantage in a data-driven world.

Reference

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