



# Enterprise and Cloud Storage

## Balancing CAPEX and OPEX costs in 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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**Paper type** Reference

### Abstract

*In this article, the author examines how enterprises are navigating the dual pressures of data growth and budget constraints by adopting the Infinidat InfiniBox storage platform. Drawing on recent IDC research<sup>1</sup>, the discussion highlights the significant economic and operational advantages of the solution, including a recorded three-year ROI of 140% and average annual benefits of \$7.5 million. Key drivers for these gains include enhanced cyber-resilience, 100% availability at scale, and improved staff productivity. The author further explores how the platform's high-performance architecture enables IT leaders to balance CAPEX and OPEX effectively, providing a flexible and cost-efficient foundation for infrastructure modernisation and long-term business growth in a fluctuating global economy.*

### Introduction

In a digital-first economy, data growth is rarely linear. Enterprises are increasingly tasked with updating storage infrastructure to manage growing data volumes while facing intense scrutiny over IT expenditures. A sudden marketing success or a new AI initiative can require petabytes of storage overnight. A rigid capital expenditures (CAPEX) heavy model cannot react quickly enough to these spikes. Conversely, a purely operational expenses (OPEX) model can lead to "bill shock" if data egress



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fees and premium storage tiers are not tightly governed. As data volumes explode, IT leaders are no longer just managing hardware; they are managing cash flow, agility, and risk.

Independent research by IDC reveals that Infinidat is redefining the economics of enterprise storage by delivering clear, quantified financial value for organizations who adopt Infinidat's InfiniBox® G4 platform. The financial impact is immediate: enterprises deploying the InfiniBox G4 benefit from a rapid 8.7-month payback period and a 140% return on investment (ROI) over three years. By combining cyber-resilient, 100% available storage with massive scalability, Infinidat allows CIOs to modernize their infrastructure while effectively managing both CAPEX and OPEX in a challenging global economy.

With enterprise IT spending under increasing scrutiny to deliver more business value and given the changes and challenges of the global economy, Infinidat's enterprise storage platforms are ideal for balancing CAPEX and OPEX costs, performance, operational efficiencies, and business growth objectives. CIOs and their IT teams can obtain rapid payback and a positive ROI with the adoption and expanded use of Infinidat's cyber resilient enterprise storage solutions, which provide 100% availability and high performance, at scale, to modernize their enterprise storage infrastructure.



By using the InfiniBox G4 platform, enterprises are able to improve the efficiency of storage management, better support business operations, ensure storage-related uptime, and achieve significant cost savings. Both the InfiniBox G4 and the InfiniBox™ SSA G4 run on Infinidat's software-defined storage architecture, InfuzeOS™, utilize Neural Cache deep learning algorithms for smart automation, deliver cyber storage resilience with InfiniSafe®, and leverage InfiniVerse® AIOps tools to simplify storage administration.



The InfiniBox hybrid system combines DRAM and flash caching layers on the frontend and high-capacity, cost-effective HDDs on the backend, optimized by Neural Cache algorithms. The use of HDDs lowers the cost of storage, while the InfiniBox still outperforms competitors on average latency.

For organizations that require the utmost performance for their applications and workloads, Infinidat offers the InfiniBox SSA G4, which is the industry's fastest all-flash storage array with latency as low as 35 microseconds that powers unmatched real-world application performance. At the same time, the InfiniBox SSA G4 helps enterprises lower CAPEX and OPEX for solid state storage, representing the new financial equation that disrupts the outdated economics of legacy all-flash storage implementations.



### Reducing CAPEX and OPEX

An enterprise customer who uses InfiniBox said, “The price per performance of Infinidat InfiniBox is phenomenal, and their support and services are excellent. The first few years of that service was rolled in at no cost; it was a huge benefit. Their customer service and maintenance allow us to keep our storage management headcount very low, and the performance, whether hybrid or SSA, is absolutely competitive with solutions that cost much more.”

Using the InfiniBox family allows enterprise customers to obtain optimal application and workload performance, simplify substantial storage consolidation, increase efficiency, integrate AIOps, provide comprehensive cyber storage resilience, and reduce CAPEX and OPEX. Both the InfiniBox G4 and InfiniBox SSA G4 platforms deliver the same guaranteed 100% availability, guaranteed performance SLAs, and white glove service that define the industry acclaimed Infinidat customer experience.

We have earned a very strong reputation for solution quality and reliability from an enterprise community that has zero tolerance for downtime. The InfiniBox G4 and InfiniBox SSA G4 systems for enterprise primary storage deployments are the most cyber resilient and most reliable storage solutions in the industry. They are also the highest performing and widely recognized for delivering a positive ROI on storage. This is a perfect fit for enterprises and service providers to cut costs.

A recently commissioned IDC report, *The Business Value of Infinidat InfiniBox Solutions*<sup>1</sup> found that the payback for an organization's purchase of an Infinidat



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*Enterprise and Cloud Storage*

InfiniBox G4 system is 8.7 months, showing rapid payback for a high-end enterprise storage platform.

The research also revealed that Infinidat's customers realize significant additional value, with an annual average of \$7.5 million per enterprise (\$199,000 per petabyte) – with a 58% reduction in three-year total cost of operations – attributed to their use of InfiniBox G4 solutions. The study included in-depth interviews of eight enterprise customers in North America and EMEA and applied a methodology to determine the business value of IT infrastructure spending. The InfiniBox G4 platform allows enterprise customers to maintain profitability, reinvest in new innovation, and offer services at attractive rates in highly competitive markets.

As the IDC Business Value Snapshot notes, "IDC found that interviewed organizations achieved significant value by using Infinidat InfiniBox solutions to cost effectively manage their storage needs to support IT and business operations."

Dave Pearson, Group Vice President, Infrastructure Systems at IDC, said, "Business value has become one of the strongest differentiators for high-end enterprise storage today, compelling senior IT decision-makers to weigh business value and technical value more comprehensively when proceeding to refresh, consolidate, optimize, or modernize their storage infrastructure. Being able to achieve substantial financial benefits each year because of the decision you make for an enterprise storage platform is a strong reason to take a closer look at the data that has been calculated to measure business value."

The hidden killer of storage budgets is downtime. A single hour of enterprise downtime can cost millions in lost revenue and brand damage. Traditional "five-nines" (99.999%) availability is no longer enough. Infinidat offers 100% availability guarantees. From a financial perspective, this is a massive OPEX safeguard. By eliminating the need for emergency recovery protocols and the lost productivity associated with outages, the Total Cost of Ownership (TCO) drops significantly over the lifespan of the equipment. Furthermore, Infinidat's proactive 'white glove' support ensures that technical issues don't turn into expensive, time-consuming escalations.

Optimizing CAPEX and OPEX goes beyond choosing a 'bucket' – it is about strategic allocation to maximize return on investment. By choosing a storage partner that understands the financial pressure of the boardroom as well as the technical pressure of enterprises IT leaders can finally stop compromising and start scaling.

#### Reference

- <sup>1</sup> Sliwa, C. and Szurley, M. (January 2026), "The Business Value of Infinidat InfiniBox Solutions", IDC. Available at: <https://www.infinidat.com/en/resource-pdfs/idc-business-value-snapshot-business-value-infinidat-infinibox.pdf>