

## Complexity Rising: The Paradox of Storage Choice

From direct attached, networked and cloud storage, there are numerous types of resources IT professionals can now choose from to meet data demands. While the diverse abilities and costs of each type of storage offers unique business benefits, managing data across many different resources also increases complexity for IT, and efficiency decreases over time since most data stays where it was first stored until it is time for archival.

To determine just how much storage diversity enterprises are managing today, Primary Data conducted a Storage Census survey of IT professionals in 2016. The anonymous survey respondents were primarily based in the United States, and work at companies ranging from over 100 to more than 5,000 employees.

### Bigger Business, More Storage, More Complexity

Not surprisingly, respondents from the largest enterprises most commonly reported having over 20 different storage systems to manage. However, even smaller companies reported significant storage diversity, underscoring how growing businesses today leverage numerous storage options to meet different needs. Twenty-eight percent of the respondents reported managing two to four storage systems, 22 percent reported supporting five to nine systems, and the remaining 51 percent managed ten or more different storage products. While 36 percent of those surveyed reported having one or two storage vendors, nearly two-thirds of the professionals participating in the survey reported using storage systems from three to nine different providers.

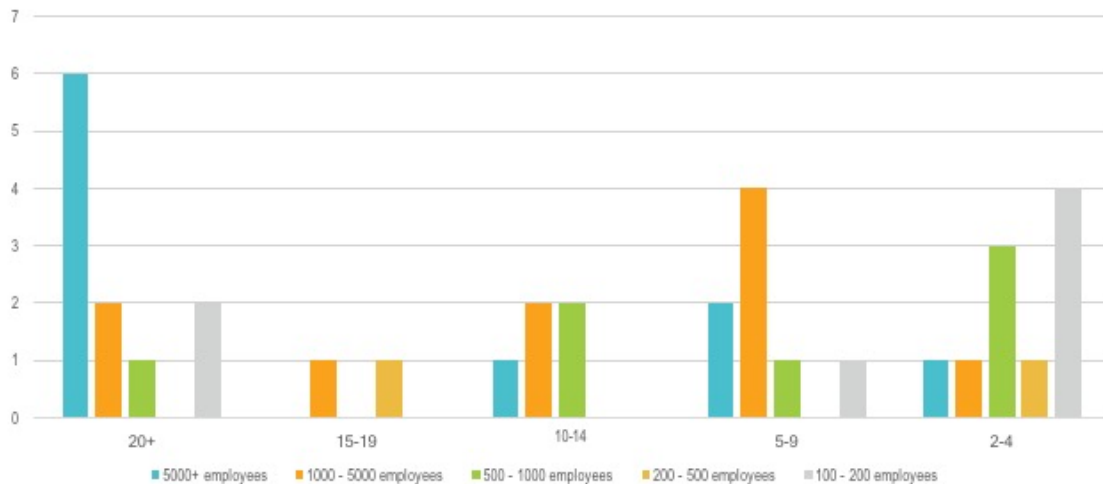


Figure 1. Number of storage systems companies manage, by company size.

These results tell us that most admins would agree that managing data across their different storage solutions is currently a complex challenge. Data is trapped within storage silos, turning all data movement into long processes for IT teams. As companies begin to adopt new storage solutions such as flash or cloud storage, each new platform adds even more data silos.

The diversity of data and the fact that data needs evolve over time creates the need for enterprises to maintain all these separate silos. While companies have plenty of storage, they lack the ability to easily and efficiently put those resources to work. Although not explored in the survey, it's likely that the age of a company also directly correlates with how many storage systems are used. As time passes, more storage is added to meet new business needs, and often the platforms added to the datacenter feature technologies that add new capabilities, as well as more management complexity.

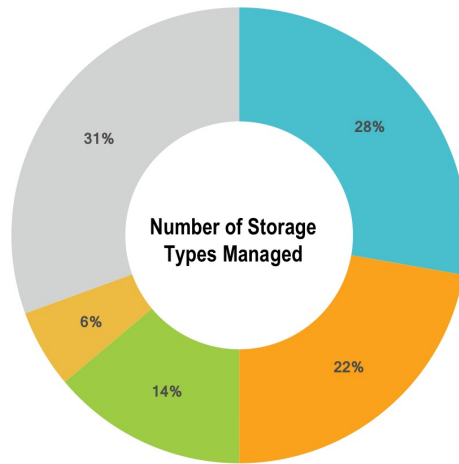


Figure 2. Number of different storage types managed by survey respondents.

### Put Your Resources to Work: Right Data, Right Place, Right Time

The DataSphere metadata engine tackles the problem of maintaining multiple separate storage systems by finally uniting heterogeneous storage in a single global namespace so data can be placed on the right storage, at the right place, at the right time to meet its current needs. This solves the paradox of choice by pooling storage capabilities that DataSphere can allocate to data at any time. DataSphere simplifies data management by automating the placement and movement of data, across all primary or secondary storage systems, including local, shared, and cloud storage, according to business objectives, without impacting applications.

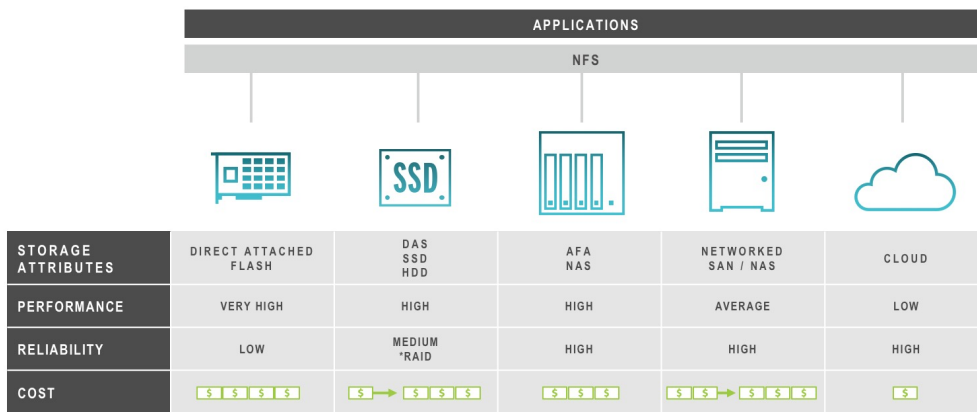


Figure 3. Different storage resources offer varying attributes across performance, reliability and cost.

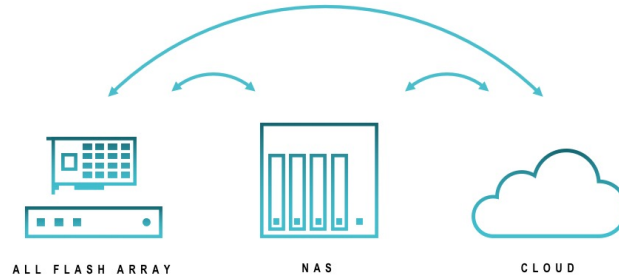


Figure 4. DataSphere unites storage across a global namespace and moves data to the right resource.

### Take The Next Step: Automate the Flow of Data Across Storage

DataSphere greatly simplifies data migrations and automates the flow of data across different storage types. If you are ready to overcome data migrations and storage silos, you can review more details in the DataSphere Data Migration use case and read more about the DataSphere platform at [www.primarydata.com](http://www.primarydata.com). If you're ready to look at how to unite your storage through DataSphere, connect with us at [deepdive@primarydata.com](mailto:deepdive@primarydata.com).