

**Take control of your data and empower business growth.**

**An Executive Guide to data storage that enables medium and large enterprises to increase competitive advantage and drive down cost and complexity.**

**Finding more efficient ways to store and manage burgeoning volumes of business data is a pressing priority for medium and large enterprises.**

## Spiralling costs

The quantity of digital data is forecast to hit 40ZB by 2020, up from 7.91ZB today, with about 40% of this information needing some form of data protection. Add to this the increasing overheads associated with complex data management processes, Big Data analytics and new technologies such as Flash and Hyper Converged hardware and conventional on-premise storage becomes unsustainable.

## Investment wasted

Firms following an on-premise storage strategy are finding themselves adding more storage trays to more arrays. Yet traditional storage technologies were never designed to deal with the explosion in data, driven by the Internet of Things (IoT), or enabling Big Data analytics.

As much as 80% of all data held currently could be moved to a lower cost platform – eliminating the constant need to house, manage and power more infrastructure.

## Compliance concern

Cloud Storage offers a compelling solution, but firms remain reticent due to factors such as compliance and security. Data sovereignty is of particular concern, given the uncertainty surrounding the US-EU Safe Harbor agreement and incoming General Data Protection Regulation (GDPR).

**Save money and gain competitive advantage with a fit-for-purpose solution.**

In this guide, we'll show you how to:

- Simplify security, compliance and data sovereignty
- Slash storage costs by up to 60%
- Realise substantial ROI with Big Data and Business Intelligence

## Cloud Storage: The Business opportunity

Cloud Storage enables you to adopt a vastly simplified approach to managing new and existing business data, while realising substantial savings by financially restructuring the way storage is provisioned within your business.

In moving information accessed less frequently to a lower cost platform, you can financially restructure your data storage to avoid spiralling capital expenditure (capex) for traditional storage, while moving to an operating expenditure (opex) model for data management.

### Crunching the numbers

The table below shows opex savings of 50-60% by migrating data to a Cloud Storage environment when compared with a typical Tier 1 storage infrastructure. This comparison is based on the procurement and management of Tier 1 storage infrastructure, data centre and management resources.

#### Tier 1- Single storage plus backup

Capex £/K	Opex £/K	No. of TB	Equivalent £/TB/month	Cloud storage £/TB/month
340	15	50	213	88.0
700	22	150	141	70.0
1,250	32	300	124	62.0

### Savings in Flash

To access data quicker, you need to move to a faster storage infrastructure. One of the key technologies for achieving this is Flash, which is expensive. With a Cloud Storage solution, you are able to reduce your organisation's dependency on Flash by archiving data accessed less frequently, at the same time realising significant capacity on existing storage infrastructure, thereby extending the life of legacy investments.



### Achieve better business outcomes

Migrating data accessed less frequently to Cloud Storage releases valuable budget that can be redeployed in other areas. In other words, you don't need to spend more to be able to adopt new technologies.

Cloud Storage enables you to align your infrastructure with current or future data analytics requirements and provide a platform for controlling costs, gaining competitive advantage and reducing corporate risk.

## Cloud Storage: Simple migration

Data migration often proves a complex process when moving to a Cloud Storage environment. However, with the right outsourcing partner, it doesn't have to be.

# 3-steps to Cloud nirvana

The following data migration process is proven, simple and secure:

### Step: 1

#### Review company data

Employ tools to analyse current storage estate and gain an understanding of all data stored, its location and type

### Step:2

#### Set data policies

Determine policies that govern data access, retention and migration and consider factors such as: data access, file types and age

### Step:3

#### Migrate data

Can be performed largely out-of-hours under a phased process via internet connection or physical seeding methodologies

## EuroTech's Cloud Storage solution

Our Cloud Storage brings together Object Storage, Cloud gateways, networks and Ultra Secure data centres to provide an Ultra Secure, ultra reliable and cost-effective way to store and protect your data:

- Scale capacity and performance to nearly limitless capacities
- 100% availability even if one of the 3 locations shuts down
- Price competitive cloud data storage with guaranteed UK data sovereignty
- Store and manage data at the multiple terabyte and petabyte levels and beyond
- Our experts consult with your internal IT team to manage and support the migration process from start to finish

## Secure & future proof

With your most valuable asset secured and compliant with data protection legislation current and pending (GDPR), you are now perfectly positioned to successfully reduce costs, complexity and take control of your data for business advantage:

- **Ultra-Secure**  
Physical and digital security including 256-bit encryption of data in transit and at rest
- **Infinitely scalable**  
Completely scalable object storage solves the boom in data volumes indefinitely
- **Inherently flexible**  
Avoids vendor lock-in and future-proofs your data management with a powerful alternative to upgrading SAN hardware
- **Business advantage ready**  
An infinite pool of succinct data that once migrated, is still accessed quickly for business analytics

## Cloud Storage: Your solution partner

The solution is Service Led, Compliant and Secure by Design:

- Systems are housed in our partner - The Bunker's full UK Sovereignty dual military grade data centres operating in Ash, Kent and Newbury, Berkshire
- They are ISO 27001 accredited, IGSoc approved and PCI DSS certified (all 12 requirements) and IL official
- They provide 100% uptime with auto-failover to secondary sites
- The facilities are staffed 24x7x365 by fully vetted security, technical and network experts
- Physical security – including 3m thick reinforced concrete walls, solid steel doors, CCTV system with 24-hour video recording, visual verification of all persons entering the data floors, no unescorted access, Electro Magnetic Pulse (EMP) protection, Tempest RFI intrusion protection, shared or dedicated partitioned areas, redundant power, cooling and Carrier Neutral connectivity
- Fully redundant, multi-homed, 10 Gigabit network between data centres and to metropolitan PoPs

## Your IT Services Partner

- We offer a full range of flexible data centre services
- Data assessment and migration to our Cloud Storage platform in a secure, risk-free deployment
- Complete documentation for migration and service projects; all project teams are PRINCE2 qualified
- Built-in support for service deployment and migration on a customer-by-customer basis
- On-site technicians available 24x7x365
- Sophisticated ITIL-based monitoring and management from our 24x7x365 onsite service desk, with efficient ticketing for responsive change requests.

### The Bunker Protocol

The Bunker Protocol™ is an all-encompassing methodology that secures against risk and ensures the most secure IT delivery in the UK.

The Bunker Protocol™ incorporates Physical, Human and Digital security capability and processes and wraps them with a governance and standards layer that ensures that client data and clients systems are continually secure against threats to confidentiality, integrity and availability.

### This is Ultra Secure

**Physical** - Military Grade data centres.

**Human** - All employees are fully background checked and our culture starts and ends with security.

**Digital** - We build and integrate systems in-house, Ultra Secure, from the source code up.



Discuss your Ultra Secure Cloud requirements with one of our experts now: