

# Five Reasons to Adopt Hybrid Cloud Storage for Your Data Center

Are you weighing the benefits of cloud storage vs on-premises storage?

If so, the right answer might be to use both — a mix of on-premises and public cloud services with data mobility between the two platforms.

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**HYBRID CLOUD**  
**68%** WILL DEPLOY WITHIN A YEAR

IT professionals are now seeing the benefit of hybrid solutions.

According to a recent survey of 400 organizations in the U.S. and UK conducted by Actual Tech, 28% of firms have already deployed hybrid cloud storage, with a further 40% planning to implement within the next year.

The analyst firm IDC agrees: In their 2016 Futurescape research report, they predict that by 2018, 85% of enterprises will operate in a multi-cloud environment.

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# Hybrid has piqued interest as more organizations look to the public cloud to augment their on-premises data management. Here are 5 reasons to adopt hybrid storage:

## 1 We now have a widely accepted standard interface

### The emergence of a common interface for on-prem and cloud storage changes everything.

The world of storage revolves around interface standards. They are the glue that drives down cost and ensures interoperability. For hybrid storage, the defacto standard is the Amazon S3 API, an interface that began in cloud storage and

is now available for on-premises object storage. Storage managers have new-found flexibility to deploy common tools and applications on-prem and in the cloud, and easily move data between the two environments.

## 2 Unprecedented hybrid scalability delivers operational efficiency

### Managing one large, scalable pool of storage is far more efficient than managing two smaller ones.

Hybrid storage is hands down the most scalable storage model ever devised. It combines on-prem object storage — which is itself scalable to hundreds of PBs — with cloud storage that is limitlessly scalable. This single-pool storage model reduces

data silos and simplifies management with a single namespace. Hybrid allows you to keep a copy of all metadata on-premises, ensuring rapid search across both cloud and on-premises data.

## 3 Best-of-breed data protection is now available to everyone

### Data protection is fundamental to storage.

A hybrid storage model offers businesses of all sizes incredible data protection options, delivering data durability that previously would have been affordable to only the most well-heeled storage users. In a hybrid configuration, you can back up data to object storage on premises, then automatically tier data to the cloud for long-term archive (Amazon Glacier, Google

Coldline, Azure Blob). This gives you two optimal results: You have a copy of data on-site for rapid recovery when needed, and a low-cost, long-term archive offsite copy for disaster recovery. Many popular backup solutions including Veritas, Veeam, Commvault, and Rubrik provide Amazon S3 connectors that enable this solution as a simple drop-in.

## 4 Hybrid offers more deployment options to match your needs

### Your storage needs have their own nuances, and you need the operational flexibility to address them.

Hybrid can help with more deployment options than other storage models. For the on-premises component, you can select from options that range from zero up-front cost software running on the servers you already own, to multi-petabyte turnkey systems. For the cloud component, a range of offerings meet both long-term

and short-term storage needs. Across both worlds, a common object storage interface lets you mix-and-match the optimal solution. Whether the objective is rapid data access on-premises or long-term archival storage, these needs can be met with a common set of storage tools and techniques.

## 5 Hybrid helps meet data governance rules

### External and internal data governance rules play a big part in data storage planning.

In a recent survey, 59% of respondents reported the need to maintain some of their data on premises. On average, that group stated that only about half of their data can go to the cloud. Financial data and customer records in particular are often subject to security, governance and compliance rules,

driven by both internal policy and external regulation. With a hybrid cloud model, you can more easily accommodate the changing needs. With hybrid, you can set policies to ensure compliance, tailoring migration and data protection rules to specific data types.