



5 Ways to Convince Your CEO It's Time for a Storage Refresh

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About Dave

- ❑ CTO for DataGravity
 - ❑ My CEO is the "Godmother of Storage"
 - ❑ We provide data insights and security where data lives at the point of storage
- ❑ Formerly led Worldwide Technical Operations at Veeam
- ❑ Reforming CIO – Did my time in State / Local Government (8 years, 4 days, and 3 hours)
- ❑ I am an Executive Geek



Balance of Priorities in a Storage Purchase



What You Care About

- Does it meet our technical needs (Space, Latency, IOPs, SLA, etc.)
- Simplicity – Is it easy to manage and scale with our growth
- Space, Power, and Cooling needs – Total cost of OPEX over lifespan
- Data Migration – What tools exist to identify what data needs to move and help complete it
- Automation – How will the purchase help me do my job more efficiently and protect the company's data



What Your CEO Cares About

- What value does it add to our business
- What is the cost impact to the bottom line
- Will it help us generate revenue
- Does it provide the safety and security features to our data and keep me out of jail

The BIG Data Problem is Reality

Your data will live longer than any software or hardware investment.

Unlike applications or servers, data is resident and will continue to grow year over year, becoming increasingly difficult to manage, store, and migrate.

It's your choice where you pay room and board for your data to live for the next five to seven years.

Dave's Top ~~Ten~~⁵ List

TOP
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- 1 Stay or Go – Will the Status Quo Measure Up
- 2 To Diverge or Hyper-converge
- 3 The New Kids on the Block
- 4 Cloudy with a Chance of Cost Savings
- 5 Security, Compliance, and Data Awareness

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1 Incumbent Storage Refresh – Stay or Go


- ❑ Is your current vendor of choice forcing a fork lift upgrade?
- ❑ Has the innovation curve kept pace in their roadmap?
 - ❑ NVMe, Flash, Cloud connectors, Data awareness APIs
- ❑ Are your data protection and business SLAs being met?
- ❑ Storage is a 5+ year investment, is your current vendor going to keep you employed staying with status quo?
- ❑ Will your current storage vendor be around for next 5 years?
 - ❑ Consolidation in the industry is happening rapidly



The CEO's Take: *It is the same vendor we have always used. We have a relationship and deserve a loyalty credit on the refresh. They know our environment and we don't have to take the risk of a new vendor we don't know.*

2 Go Niche or Go All-In

- ❑ Based on your environment – pursuing a niche point storage purchase may make sense
 - ❑ Virtualization storage refresh needs
 - ❑ Application specific (SLAs, Performance, Isolation)
 - ❑ Feature set value add for critical data
 - ❑ Secondary storage (Test Dev Ops, file shares)
- ❑ Hyper-converge for All-in-One Deployment
 - ❑ Heavily virtualized environment with critical applications and file services virtualized
 - ❑ VDI and workloads that scale lineally to protected TCO



***The CEO's Take:** If the solution will accelerate revenue growth, improve a business SLA, enhance a critical application to the business or provide reduce the cost of OPEX there is an opportunity to consider a targeted solution.*

Hyper-converged – Watch the TCO Concerns

- ❑ Most vendors use network-based redundancy approach to provide resiliency – Must take this into consideration (buying extra CPU, network, and memory to provide storage protection)
- ❑ If you exhaust one resource, your adding all three to grow the pool. Storage usually exhausts first.
- ❑ You need to evaluate purpose-built and packaged vendor offerings versus BYO deployments (vendor support, certified HCL, parts, value-added software, etc.)
- ❑ If you have any application that breaks the growth curve of hyper-convergence – you will spend more to provide that resource.



Some hypervisor servers have extra disk slots that are unused. The

The CEO's Take: *The CEO doesn't like hearing the new hyper-converged solution you bought into doesn't play nice with the balance sheet when you need to expand early over one resource being exhausted. Not preparing for additional growth that comes as an unplanned expense should be avoided in the upfront sizing and planning.*

3 The New Players in the Market

- ❑ The start-ups in the industry drive innovation and are typically the fastest to adapt to market trends
- ❑ Emerging providers can provide great solutions at attractive prices to early adopters – Risk vs. Reward
- ❑ The risk today is stability of the market, rapid consolidation, and evaluating first mover advantage vs. me too followers in new product offerings



The CEO's Take: *The risk of the unknown has to be overcome with substantial business value and a strong incentive for the risk of adopting an emerging technology provider. Competitive advantage in some industries is worth the risk.*

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4 Into the Clouds...

- ❑ Cloud Storage is here... but is it ready for your prime time needs? It depends, can you compute in the cloud?
- ❑ Cloud has historically been the archive tier
- ❑ Cloud Economics – 101
 - ❑ Pros:
 - ❑ Data In is Cheap – Pay as you Grow
 - ❑ Elastic and Durable
 - ❑ No Hardware Purchase – Storage as a Service
 - ❑ Cons:
 - ❑ Data Out is Expensive – Welcome to Hotel California
You pay transfer costs disproportionately higher to copy out
 - ❑ Transaction costs add up quickly for interactive primary storage needs outside of cloud computing



Cloudy with a Chance of Success

- ❑ A cloud-friendly workload leveraging a cloud storage and an associated compute infrastructure can bring savings – need to model growth
- ❑ You save on hardware and upfront capital costs, but shift your typical TCO to an extended OPEX model
- ❑ Can be a solution for off-site retention if your security, compliance, and governance needs are met. Not all “storage clouds” are created or certified the same.



The CEO's Take: *Cloud is hot. The CEO / CIO / CFO is being presented with the cloud message in their daily newspapers and marketed articles. You will get asked what the cloud can do for your company. Buzzword bingo aside, your CEO will be open to the cloud if you have a business need that can be met and shifted to an OPEX spend.*

5 Storage is Getting Smarter... But You Need Data Awareness and Security

- ❑ Some vendors are providing public APIs and storage operational insights to help give visibility into your data
- ❑ You need to understand where your sensitive data is and who is accessing it to provide the best level of protection and proactive defense
- ❑ Identification of dormant data can help make intelligent decisions on what to migrate to the cloud or delete
- ❑ Gaining a 360° view of your data usage can provide a leg up on data protection, compliance, and governance

What Kinds Of Data Security Issues Are You Facing?



IP Theft

- Disgruntled employee copying files to Dropbox before leaving.



Data Kidnapping

- Manufacturer recovered from Ransomware without paying fines.



Sensitive Data Exposure

- Government agency found 600 files with exposed PII.
- Admin inadvertently copied exec credit card # into public share.
- Company has illegal content on their file shares.



Missing Data

- Media agency cannot find critical data and is unable to reuse digital assets in a cost-effective manner.



Data Trespassing


- Students storing personal MP3 collections on school servers.
- Government employee storing Lego movies on file share.

Become the Data-Awareness Champion to Protect Your Business



Data Awareness integrates GRC capabilities on top of your new storage purchase enabling:

- **Visualization:** Ability to “virtually” see your data in the storage system
- **File Analysis:** 360° view of your data: consumption, activity and demographics
- **Information Discovery:** Search and discovery across people, content and time
- **Activity Tracking:** Understanding who, what, when, and how data is changing
- **Data Security:** Proactively protecting data



The CEO's Take: Growing the business and keeping it running smoothly is a top priority for any CEO. In regulated verticals your CEO will sign their name to certifications of compliance. Bringing in solutions to enhance security, provide audit capabilities, and enhance data security and ensuring compliance is an easy sell.

Thank You / Contact Info

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