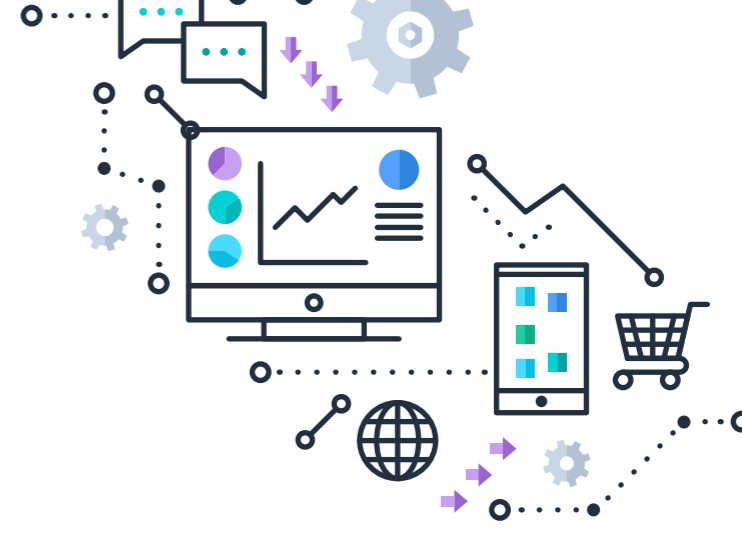


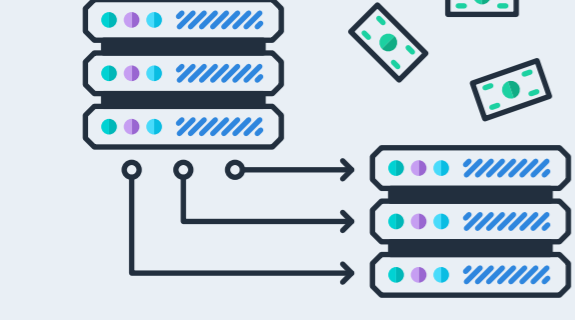
# Get Back to Business: 5 Data Demands You Need to Address Now

Data comes at your business from every direction—employee desktops, mobile apps and devices, the internet, e-commerce, big data repositories, and the IoT. Managing and storing the flow of data so your company can protect it and put it to profitable use presents 5 increasingly complex and urgent challenges for your business.

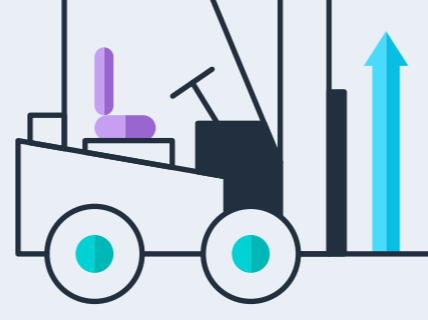


## DEMAND #1 Scalability

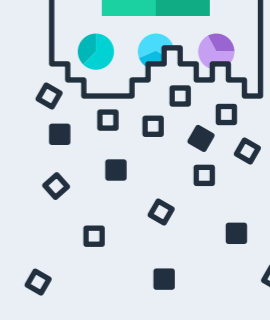
Today, and as your organization grows, your data storage should be built to scale up. Without it, your business faces:



Mounting costs for **data migrations** to new storage media



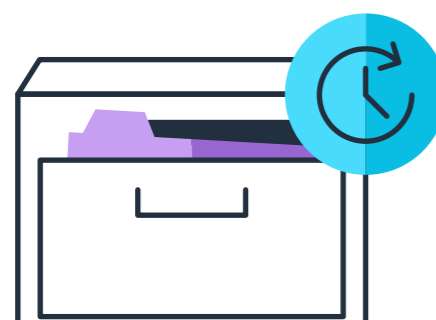
Disruption of operations when **forklift upgrades** are required



**Risk of data loss**, threatening business continuity, customer experience, and regulatory compliance<sup>1</sup>

## DEMAND #2 Capacity

High storage consumption can impact the quality and speed of your backup and recovery, leading to:



Painstakingly long and drawn out **backup and archiving processes**



Slow transit of compressed and encrypted data chunks during **disaster recovery**

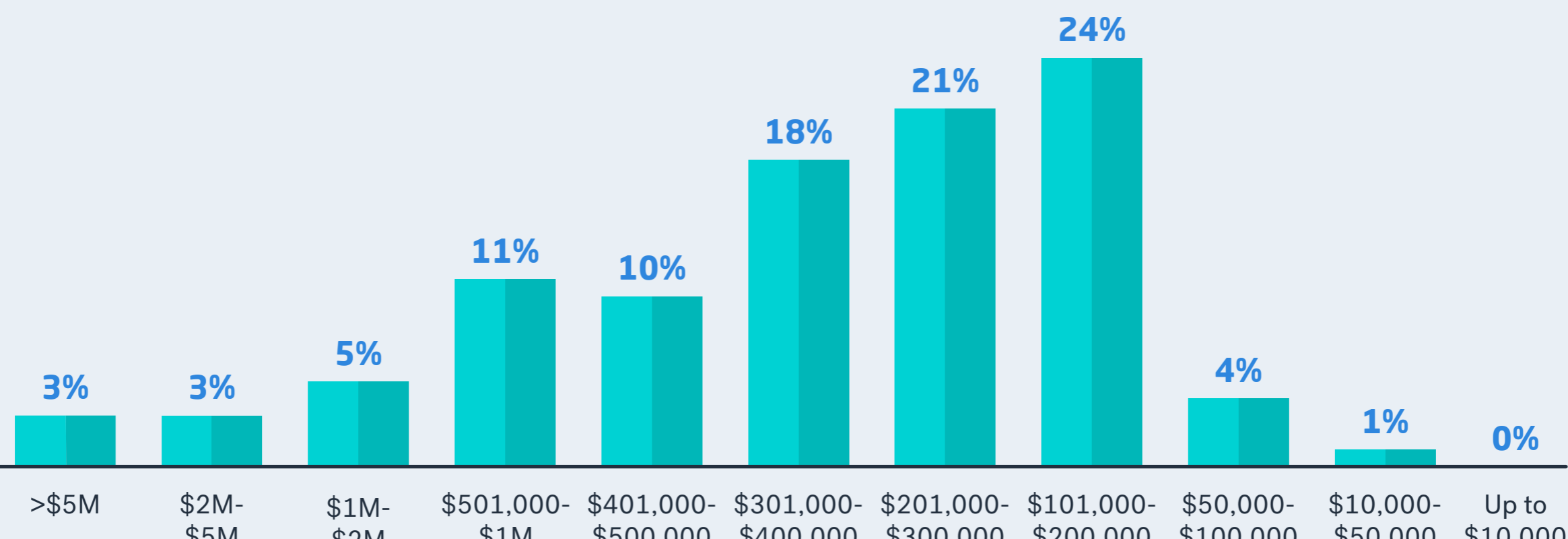


Burdened and inefficient **primary storage arrays**, shortening their life

## DEMAND #3 Performance

Losing data hurts your business, but even a single hour of downtime can cost hundreds of thousands of dollars.

### AVERAGE COST OF ONE HOUR OF DOWNTIME FOR ENTERPRISES<sup>2</sup>



## DEMAND #4 Cost

Cost can become a major concern if adding data capacity requires an overhaul or replacement of hardware and software that your business has invested in and relies upon.

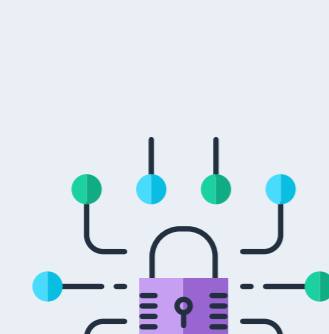
### MOST CRITICAL ENTERPRISE PAIN POINTS<sup>3</sup>



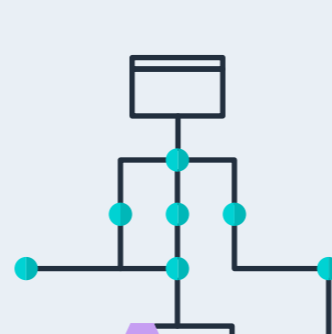
## DEMAND #5 Security & Compliance

The EU's new General Data Protection Regulation (GDPR) is changing the game for data storage.

### COMPLIANCE WITH THE GDPR WILL REQUIRE:<sup>4</sup>



Data encryption, at rest and in flight



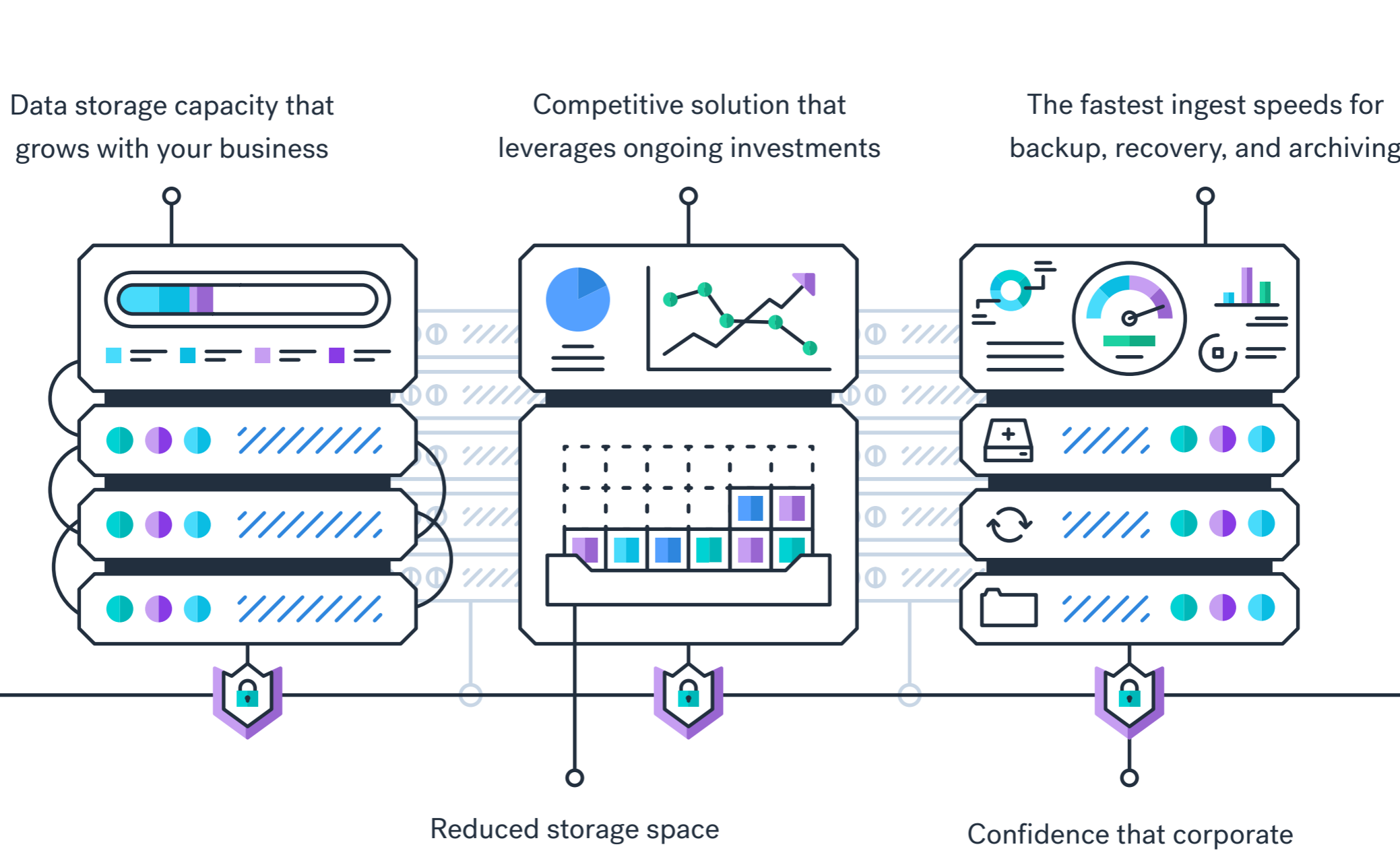
Application-to-storage mapping



Data stewardship roles such as Data Protection Officer

## A complete solution

HYDRAsstor's scale-out, grid architecture positions your company for continuous growth.



How you store, archive, and protect your company's data can determine its competitive value and integrity.

Since 2007, NEC has set the standard with its disk storage solutions. To learn how HYDRAsstor can provide the reliable, scalable, cost-effective backup and archiving solution for your business, download our ebook, **"5 Critical Features of a Long-Term Data Storage Infrastructure."**



### SOURCES

- 1 "Deduplication Backup Target Appliance Buyer's Guide," 2018, DCIG
- 2 "Reliability and Hourly Cost of Downtime Trends Survey," 2017, ITIC
- 3 "Featured Data: Top three storage pain points for enterprise customers," 2017, 451 Research
- 4 "GDPR brings serious implications for data storage," 2017, Computer Weekly