

# Getting Competitive at the Edge

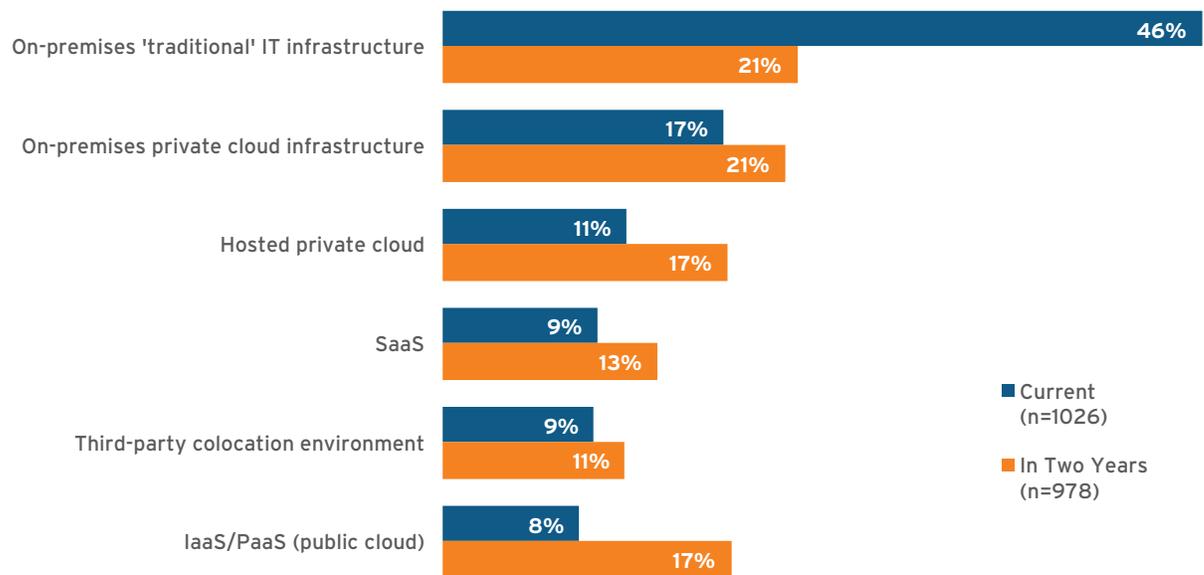
## The 451 Take

Organizations are constantly wrestling with data management, data performance and making data accessible. Business and infrastructure pressures make it critical to overcome these challenges and embrace cloud-based services to remain competitive. The movement to multi-cloud and the pull of edge computing have created an opportunity that boosts the agility of enterprises' most essential asset – their data. And the escalating rate of data growth only complicates matters. Today's organizations have to master data lifecycle management while ensuring the right data is always available – on demand and in the right location – to deliver value to the business.

### The Exodus From On-Premises Is Real

Source: 451 Research Voice of the Enterprise, Digital Pulse, Q3 2018

Q11. Thinking about all of your organization's workloads/applications, where are the majority of these currently deployed? Q12. And where will the majority of these be deployed two years from now?



Driven by market pressures, organizations large and small are shifting workloads to run where they can be most effective: on-premises, at the edge or in the cloud. The cloud's promise of scalability and reduced cost appeals to organizations looking to keep up with the pace of the hybrid cloud world. What they can't afford is cloud's unpredictable performance and egress costs. With the growth of endpoints beyond the datacenter and out to the edge, new approaches are allowing organizations to keep data close to users, optimize efficiency and capitalize on the power of the edge for success.

While there are many definitions of 'the edge,' edge deployments share a need to move data out of the infrastructure core and into a more efficient environment. This isn't new, but the limitations of traditional storage and data management approaches are particularly acute when pushing data to widely distributed locations. Replicating to everywhere is impossible, given the costs and logistics. Committing to one location is a risky bet with a traditional approach that isn't designed for data and users to be widely dispersed. An intelligent approach inverts traditional thinking and looks to smaller investments that can take data to more locations, reducing risk and expanding possibilities for access across multiple infrastructure footprints: on-prem, at the edge and in the cloud.

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## The 451 Take (Continued)

A recent 451 Voice of the Enterprise study illustrates the need for change that enterprises are reporting. The figure above shows the range of locations to which data needs to be delivered. As they look to hybrid and edge deployments, enterprises have to break the bonds of legacy data distribution. It can seem tempting to commit to cloud, but the disruption of mass migration can be daunting, to say nothing of the recurring egress costs. Regulatory and data sovereignty constraints are evolving and may change the suitability of a single location. A less risky approach leverages existing on-premises assets and applies intelligent techniques and service-based capacity to enable data to be available where it's required, on-demand. This approach has two significant benefits: the transition requires less data migration and is less risky, and the costs in any one location can be directly managed in proportion to data use required. It also enables more comprehensive data lifecycle management, managing durability with business continuity (BC/DR) considerations. Organizations should look for data management offerings that can give them the economics of cloud-based storage, with its pay-per-use model, the ability to gradually transition from on-premises storage assets, and the intelligence to automate data lifecycle management. These are strong reasons to invest in new capabilities that will enable future opportunities.

## Business Impact

**DATA AGILITY.** Data must be where it's needed, when it's needed. Whether this is to enable new uses or reach new users, enterprises can't innovate effectively if they have to solve data availability problems before they can even consider new opportunities. Data infrastructure has to reduce the cost and friction of getting to anywhere opportunities drive them.

**LOWER INVESTMENT RISK.** Reduce the risk of having to invest in separate data infrastructures. Continuing to build out large amounts of fixed capacity, no matter where it's located or connected, locks away the ability to grab new opportunities. More reasonable investments can deliver flexible capacity where you don't bear the full risk.

**LOCATION-INDEPENDENT DATA.** Properly built data infrastructure can make data independent of typical location constraints. By intelligently managing how data is moved and deployed, modern approaches ensure that data is where it's needed and that it can be accessed with the performance required.

## Looking Ahead

One thing we can count on in infrastructure planning is that our environments are going to be more complex and more diverse. The need to deliver value to users wherever they are is a fundamental issue driving edge computing growth. The way in which we're handling data must anticipate this change and break away from building in the same limitations that hamper organizations today. Approaches leveraging intelligent storage services harnessing the power of the edge allow organizations to benefit with a lower investment risk, increased performance and better scalability – all while getting data closer to end users, where data is generated.

A storage service with an edge configuration can automatically make the cloud work for the needs of enterprise applications, without migration, and can serve the breadth of possibilities that the future may offer. It can also add agility without the need to re-architect data infrastructure for each new application or location. To be competitive tomorrow, enterprises are embracing this hybrid infrastructure footprint that will get them to the edge and the cloud today.



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