

PRESIDIO



NEW SOFTWARE-DEFINED STORAGE MODELS LET YOU EXPLORE BOLD FRONTIERS

SET IT AND FORGET IT



MOVE PAST TRADITIONAL STORAGE AND TAKE YOUR IT TO NEW HEIGHTS

Traditional IT spends a majority of their time keeping the lights on while keeping themselves in the dark. In fact, a recent study showed that 77% of IT leaders identified the time spent keeping the lights on as a major obstacle to innovation.¹ In the past, IT was considered overhead; some IT departments still are. Today's IT needs to drive revenue, but old data center models often keep them from shifting their focus to innovation. Clearly, IT needs to continue adopting new models to be free to focus on the strategic job now expected of them.

Imagine this: you buy a house, buy all the furniture, and set it up how you like it, all at great cost in terms of resources, time and energy. Three years later, you're told you have to buy a new house, move all the furniture, and set it all up again. And by the way, this time your mortgage has tripled and your insurance has quadrupled. Again, this takes a great deal of time and effort, and significantly disrupts the lives of everyone who lives there. Then, three years later, you guessed it; you're told you have to do it again. Crazy, right?

This is exactly how traditional data center models for enterprise IT played out. In retrospect, it may feel like a codependent relationship—but it was the only option at the time.



**77% OF IT LEADERS IDENTIFIED
THE TIME SPENT KEEPING
THE LIGHTS ON AS A MAJOR
OBSTACLE TO INNOVATION.¹**

THE BLACK HOLE OF LEGACY INFRASTRUCTURE

IT LEADERS REPORT OLD MODELS DON'T SERVE THEM ANYMORE¹



TOO MUCH TIME IS SPENT
KEEPING THE THE LIGHTS ON



COMPLEX LEGACY INFRASTRUCTURE
MAKES INNOVATION DIFFICULT



LOCKED INTO VENDOR CONTRACTS
THAT RESTRICT INNOVATION

CHARACTERISTICS OF AN OUT-OF-THIS-WORLD STORAGE MODEL

01 YOU CAN SET IT AND FORGET IT.

Enough is enough. As an IT leader, you should not have to expend any more energy ensuring that things are running; that should be a given. You need to be free to focus on making your business work better. When it comes to storage, you should be able to set it up once and never worry about it again so you can address innovation instead.

That may sound too good to be true, but models like this do exist. It is extraordinarily important to recognize that this means solutions should no longer be built to last, but instead should be designed to change as your business's needs shift over time. Necessarily, that means fully understanding your business requirements, including industry and market changes, before even considering which solutions are best for you.

If you choose to work with a partner, make sure you choose one that values business acumen as well as technical skill in developing the right approaches and solutions to succeed in dynamic environments. At Presidio, we focus on accelerating time-to-income by enabling customers to innovate and move their businesses faster. Business skills and technical acumen are equally valued in the work our solution architects do in all areas and across all industries. This focus on driving innovation results in very different decisions than a focus mainly on technology or singular solutions.

79% OF CIOs PRIORITIZE INNOVATION.²

Finding models that allow you to "set it and forget it" for the long run also requires moving from hardware-defined to software-defined solutions that can provide the agility you need to drive innovation. Pure Storage developed its Evergreen model so IT would never have to do another forklift upgrade or data migration again by decoupling the hardware and software, which enables you to buy the hardware once and leave it, and then upgrade the software with no need for data migration or business disruption. This means you can always have the latest and greatest, while saving significant time, energy and money—and ensuring that business always runs smoothly. Pure's Evergreen solution also works better with apps and containers.



CHARACTERISTICS OF AN OUT-OF-THIS-WORLD STORAGE MODEL

02 IT IS EASY TO USE.

Traditionally, storage solutions have been complex and difficult to use, often requiring specialized storage administrators, often full-time, who need ongoing training. Today's IT requires solutions that are intuitive to use and quick to set up.

Never before has the adage, "Good help is hard to find," been more apropos. The people you have are invaluable and should be focused on what is most important to your business. Keeping them trained and busy addressing the intricacies of technology is not in anyone's best interest. In addition, finding new people with the specific and ever-changing expertise needed to run complex or legacy solutions can be downright impossible—and retaining exceptional resources often requires you to provide them with meaningful work that impacts the business, as opposed to technical tinkering.

In short, the key to success is simplicity. Modern solutions have vastly improved in this arena. For example, Pure Storage's solution takes no more than an hour from start to finish for set-up, and there is no need for specialized storage administrators.

Even then, you may want to consider using a partner to get the most out of all of your solutions, supplying the specific expertise that is hard to acquire in the skills-challenged marketplace, as well as engineering, testing, optimizing and integrating various solutions. In addition, the use of managed services to run aspects of your operation can ensure that your people stay focused on what really matters.



CHARACTERISTICS OF AN OUT-OF-THIS-WORLD STORAGE MODEL

03 IT PROVIDES A GREAT CUSTOMER EXPERIENCE.

If you consider the old model as a codependent relationship (and again, it is no one's fault), new models represent a second chance to get it right. Now is the time to set new, healthy relationship rules. You have options. You undoubtedly spend significant time and energy working to improve the experience of your customers and employees; in this case, you are the customer, and you deserve nothing less than the best possible experience with your new storage model.

73% OF CIOs REPORT THEIR
BIGGEST PRIORITIES ARE
IMPROVING EMPLOYEE AND
CUSTOMER EXPERIENCE.³

What does the best possible customer experience entail? In the new world, your model needs to provide the ability to effectively monitor and run your storage. Ideally, you should expect a simple dashboard that allows you to monitor your storage and servers, wherever they are, to ensure everything is set up and configured correctly. You should have the ability to plan capacity and scale as needed. And finally, you should expect the vendors who deliver your model to be there when you need them, ready and able to provide exceptional, on-demand support.

Pure offers Pure One, a cloud-based monitoring capability that helps you monitor storage and servers through a simple dashboard. It ensures you have configured everything correctly, delivers firmware upgrades and notifies you when a part of your infrastructure needs to be replaced. Pure One integrates with Cisco to help you monitor Intersight servers through the same cloud-based dashboard. Presidio is the ASP (managed services) that designs, implements and provides Day 2 support for solutions including Pure.

CHARACTERISTICS OF AN OUT-OF-THIS-WORLD STORAGE MODEL

04 IT PROVIDES FINANCIAL FLEXIBILITY.

Modern IT is beyond integrated and inclusive; it is unified. Your data and your applications are undoubtedly in many places, including many on-premises, private cloud and public cloud locations and sites—but just like you don't want to manage them separately, you may not want to pay for them differently. And you certainly want the choice to pay capex or opex, and the option to change your mind.

80% ARE STRUGGLING TO INVEST MORE
INTO TECHNOLOGIES AND IT TRENDS.²

Early on, one of the selling points of cloud was the ability to pay as you go. Now, that option is becoming more available for all of your IT needs. Some industries, like banking and healthcare, usually prefer capex, and others, like retail, tend to go with opex. Sometimes the same organization may want to pay capex, and others opex, based on financial situation or business strategy. In 2020, many organizations found themselves in a situation where they needed new infrastructure to

support unexpected needs such as remote workforces and ecommerce capabilities, but they also needed to preserve their cash, and move to opex wherever possible, paying for only what they needed on a monthly basis.

Ideally, the storage model you choose will offer flexibility to pay however you want, and its opex capabilities should be as close to running like a utility as possible. For many solutions, you now have various options that best fit your financial strategies or needs. Pure-as-a-Service runs as a true utility, not a repackaged lease. You get a bill once a month based on what you used, just like a gas bill. You can change your reserve amount at any time, without taking the risk yourself, and you can add or remove assets any time based on usage. Everything, whether it is capex or opex, on-premise or in the cloud, is captured in one contract agreement.

If a solution vendor cannot provide you with similar options, or if you want the ease of managing financing on a broader level than individual manufacturers or solutions, you can look to certain third-party integrators to provide them for you. This could comprise financing for specific solutions, a combination of solutions, or for all of your hardware and software acquisitions in one comprehensive package that you can customize and change over time, as Presidio provides for its clients. Either way, you can achieve the type of flexibility necessary to pivot on a dime as your business requires.

54% SAY THAT STRATEGIES AND PROJECTS
ARE BECOMING INNOVATION-LED
RATHER THAN EFFICIENCY-LED IN
ORDER TO REMAIN COMPETITIVE.²

AS YOUR BUSINESS CONTINUES TO ADAPT TO MIND-BENDING, WORLD-ALTERING CHANGE, MODERN DATA CENTER APPROACHES INCLUDING NEW STORAGE MODELS WILL HELP SET YOU UP FOR FUTURE SUCCESS.

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With more than 15 years of experience in information technology, he has contributed significantly to technology-business goals for a number of companies. With a strong background in managing projects, people, and processes, he excels at identifying pain points and areas for improvement, creating the appropriate technology strategies, and driving implementation of solutions that yield outstanding results.

