RETHINK
YOUR DATA PLATFORM

LEAVE COMPLEXITY
BEHIND

The world is entering a new data age, with widespread use of big data analytics, e-commerce, complex modeling, advanced visual imaging, the Internet of Things and AI now using and generating more data than ever thought possible. But this data needs infrastructure to support it. Do our existing data platforms fit the bill? Or is it time to embrace a new model—one that's more sustainable, more scalable, and far easier to manage?
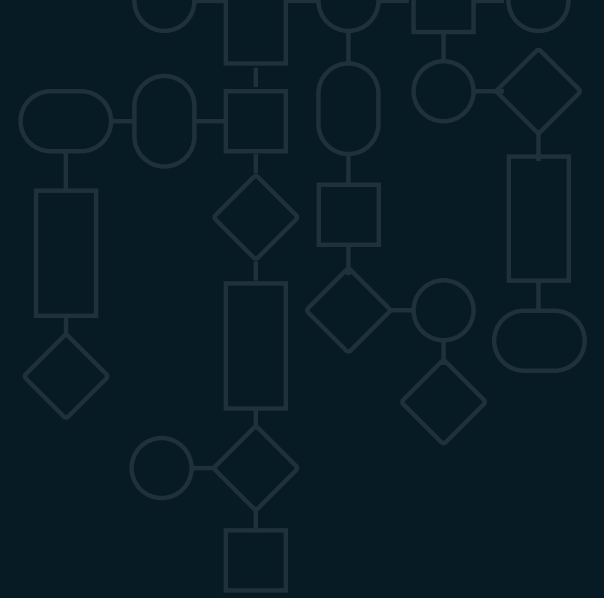
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Challenges for data teams

47%

of AI adopters have had to increase their computing power by double or more.[1]

1. 'Meeting the Energy and Data Challenges of AI Adoption' Pure Storage Analyst Report, 2023

The face of data has changed, and with it, business requirements

The last decade has seen our consumption of data skyrocket. Appetite has grown well beyond just simple analytics: organizations are now using data to drive automated processes, fuel intelligent connected devices and model increasingly complex sequences and images. Add AI into the mix and the potential for growth becomes endless.

All major analysts agree: we have now entered the Age of AI. This assertion creates a cosmic shift in the way we use, manage and come into contact with data. As it becomes more unstructured in nature and more expansive in volume, businesses face a battle not just to adopt new AI practices but also to manage and secure the crucial data underpinning them.

The simple fact is, there is just so much more data to be managed. Storing it becomes expensive, both in terms of basic rack space and the personnel costs of managing it. Data centers, already responsible for an estimated at 1-2% of all global energy use, can see their energy usage double. And security and compliance take on whole new parameters: with more sophisticated forms of attack, and far more data to monitor, audit and restore.

All these things together create an enormous wall to be climbed.

Data growth is just one part of the challenge

Large organizations have spent the last two decades undergoing significant digital transformation to improve their agility, efficiency and competitiveness. Today, they are dealing with the secondary effects of these decisions: large scale infrastructure investments which may no longer fit the needs of the business, skilled hires being tasked with nothing more than maintenance, and widely dispersed teams, who, while working with agility, unwittingly expose business data to attackers.

To succeed, organizations must modernize their data platforms—their hardware, their software, their management and their cost model—to both adopt new data capabilities and solve intrinsic problems in their existing model. And this time, they need to build platforms that will stand the test of time, even as business needs change and grow.

Three key areas driving data platform modernization

Efficiency and the Total Cost of Ownership

The cost of data growth has already driven many organizations to cloud computing solutions as a way to easily expand their capacity for data. But they are now learning that not all workloads are suitable for placement in the cloud, either in terms of cost or due to tighter data regulation. Many large organizations—particularly those who hold sensitive data—also still own some degree of expensive on-premises infrastructure.

Many businesses are now finding their own balance between public cloud and owned hardware appropriate to their business' data growth and technical resources. In particular, organizations must streamline data operations to make managing their data platforms more efficient and set the stage for sustainable growth. In addition, they must improve the efficiency of owned assets for data that can't be efficiently stored in the cloud.

Cyber security, compliance and resilience

More data, more users, and more endpoints result in a broader attack surface and more opportunities to be exploited. Even with sophisticated security in place, most organizations understand that cyber-attacks are inevitable: roughly 75% of survey respondents reported experiencing some kind of Ransomware attack in the last 12 months, with 11% experiencing them on a daily basis.[2]

With attacks inevitable, there's now more focus on data resiliency and recovery: making sure appropriate plans are in place to limit risk and secure systems against data loss. Many businesses underestimate the time and resources it takes to restore critical data—even with backups stored in the cloud. Many also fail to realize that the speed of recovery can also be limited by underlying infrastructure. It's now crucial to foster collaboration between cyber security, data protection and infrastructure teams to cover all bases.

Sustainability

Sustainability and Environmental, Social and Governance (ESG) considerations will become one of the defining business goals of our time, especially in the context of much tighter regulation and mandatory ESG reporting. As responsible businesses now look to address their emissions across 3 scopes, they begin to see problems with what they have, especially in terms of energy, water and space usage for data centers.

According to the International Energy Agency, Electricity consumption from data centers, AI and the cryptocurrency sector could double by 2026.[3] The key challenge for organizations will be adopting technologies to improve performance, productivity, efficiency, speed, and security, while remaining sustainable. To do so, data platforms must be both energy efficient and longer lasting.

2. Pure Storage 2023 'Ransomware Preparedness Report, 2023, Techtarget
3. International Energy Agency, 2023

IT teams face a combination of challenges against increasing pressures

Most businesses will be looking to their data and IT teams for answers. These teams face a multitude of challenges that need to be solved urgently, under strict budgets, with limited resources – and with direction from business leaders who might not necessarily understand the technical complexity of their demands.

Key challenges for IT teams

Complexity of the management landscape:

IT teams face a constant battle between innovation and maintenance. Fixing core applications, maintaining data pipelines and ensuring appropriate application performance can take priority over solving storage or processing needs for newer ventures—especially as demand increases and resources remain squeezed.

Data flow is constant and critical:

When things go down, the customer and reputational impacts can be near instantaneous. Major disruption can happen in seconds and often systems can take longer to restore than businesses expect. IT teams often suddenly find themselves in the crossfire as the business scrambles to recover. There's a need for prioritization and planning to limit business disruption—especially in regard to ransomware, rapid-restore and asset replacement.

Upgrading hardware is disruptive:

IT teams are often locked into vendor relationships that yield little value. These antiquated models often work on a three-year upgrade cycle, involving large amounts of pre-planning (based on historic needs) and the need to rip out an replace hardware—requiring considerable downtime. Not to mention, these older systems are often horrifically complex and require very specialized skillsets: often different to the ones needed to innovate the business. Upgrades and implementation must be made easier.

02

Preparing for the future

How to rethink your data platform for the future

Two things are clear: data growth is inevitable, and the old, static model of IT doesn't work anymore. But IT teams are not addressing just one problem but many. Businesses can solve all these challenges by re-thinking the data infrastructure model itself.

If business leaders want to succeed in the new data age, they **must empower IT teams to be more responsive** and strategic. For ambitious data plans, infrastructure—including owned hardware—**must have a degree of flexibility**, but **it must also limit complexity** to allow IT teams the time and space to support business growth. To keep up with the pace of change, IT teams must be able to expand and improve infrastructure when it's needed, rather than waiting for a refresh cycle. This can help to better enable the development of new applications, as well as the integration of new data pipelines and sources.

In addition, **data management must be easier**. IT teams need more intelligent, more consolidated software-defined data management and systems that they can 'set and forget'. This means they won't need to waste valuable time just 'keeping the lights on'.

This approach also extends to security: **making sure that data is resilient and faster to recover**, backups are immutable and adequately secured, and that there are clear plans to follow when restoration is required.

Lastly, organizations need data infrastructure that is **designed for sustainable growth**: not just in an environmental sense, but in an economic one too. This means not having infrastructure that must be ripped out every few years, and choosing options that work to save energy consumption as usage grows. Hardware also needs to make the best use of available data center space to further improve efficiencies.

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1. Empower IT teams to be more responsive by improving flexibility and limiting complexity.

2. Make data easier to manage through using more intelligent systems that span all infrastructure.

3. Choose hardware that is designed for sustainable growth in both environment and economy.

03

What organizations need from next-generation data infrastructure
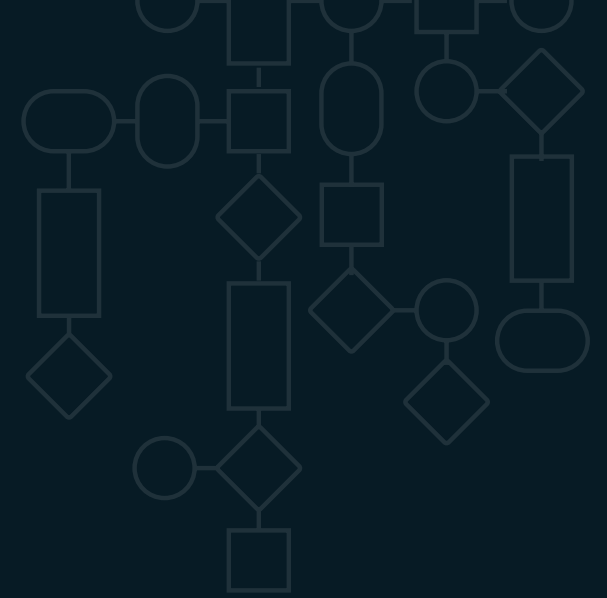
Solving challenges with next-generation data infrastructure

All-flash data centers may have once been nothing more than a pipe dream. But with a dramatic drop in cost over the last decade, they now emerge as a viable solution to data challenges, with the ability to solve multiple problems at once. Flash can now be utilized across all capacity-weighted applications: the core benefits being significant reductions in both space, and energy usage. They can also improve the speed and quality of data backups and recovery.

Presidio has partnered with data storage provider Pure Storage for a number of years, seeing the benefits of its multi-pronged approach—covering hardware, software (through Pure1) and its unique Evergreen™

subscription model—as a simple way to rethink the data platform and ensure its fitness for sustainable growth. Pure's focus on removing complexity is also key to empowering IT teams to better support their organizations, and giving them a data platform that they can 'set and forget'.

Possibly the biggest step-change offered by Pure Storage is the ability to remove the need for expensive, disruptive 'forklift upgrades' for hardware refresh: with Pure, components can be replaced whenever, easily, without disruption. While creating significant savings in terms of TCO, this also keeps the data platform at the leading edge of available technology: at its most efficient and most performant.

4. Pure Storage ESG Report, 2023

replacing
80%

of hard disk storage in data centers with Pure Storage flash-based systems can reduce total data centre utilization **by approximately 20%**[4]

The Pure Storage Data Platform

A flexible model that limits complexity
Modular hardware design that can be easily expanded and modified without large scale disruption. No refresh cycles. A more unified experience across all architecture to simplify data and storage management.

Secure backup and quickly recoverable data
Immutable backups that cannot be corrupted and which can be restored in a matter of minutes, not days. And a system that can create them continuously, without disrupting normal operations.

Sustainable by design
Technology designed to be efficient: using less energy, less space, and less water. Transitioning owned hardware from spinning disks to flash drives. Equipment that lasts longer and never truly meets end-of-life.

The best bits of the cloud on-premises
From hardware-defined, to software-defined infrastructure. Intuitive for IT workers who work with modern apps and containers. Pay-as-you-use with flexible capacity and automatic upgrades and improvements through Evergreen servicing.

Adopting Pure Storage with Presidio

Rethinking your infrastructure model might be easier than you think. Presidio offers modern storage technology in the form of combined solutions utilizing Pure Storage technology. We can help implement new hardware and software that will let your organization swap infrastructure once and never again.

There's not even short-term pain: it can be quickly set up, with full planning, implementation, and adoption support from Presidio.

Cybersecurity

We offer cybersecurity and ransomware mitigation for data storage resilience and peace of mind. We activate an immediate defense system, reinforcing trust and maintaining business operations without the need for extensive resources.

- No worries about recovery timeframes or prioritization
- No worries about data security
- No fear of ransomware attacks

Sustainability

Our resilient data storage solutions help clients reduce their environmental impact while making business sense, through energy-efficient and future-proofed storage solutions.

- No worries about energy costs
- No worries about sustainability requirements
- No worries about business growth

Efficiency & TCO

Our data center solutions streamline your data operations and modernize data storage capabilities, slashing data center costs with designed solutions that reduce TCO and set the stage for sustainable growth.

- Easy to manage. Easy to resource
- No more horrendous forklift upgrades
- No worries about expensive, disruptive complexity

The new data age is here. It's time to take action.

2023 has been billed as the year that AI went mainstream. This marks the start of a new age of data, where it becomes more unstructured, is generated in greater volumes and its management and security needs grow.

IT teams face a new reality: one where the parameters are entirely changed. To arm and empower them for it, businesses must rethink their infrastructure model to match both changing data requirements and changing business needs and initiatives.

Although this might seem a daunting prospect, the reality is easier than it seems. By choosing architecture that is modular, that is designed to be modified and adjusted around the needs of the business, that simplifies data management, security and recovery, that matches the pace of your business, you can upgrade once and never again.

Start rethinking your infrastructure with Presidio

Presidio is a global digital services and solutions provider delivering customers the secure cloud environments that form the backbone of digital transformation.

Presidio guides customers from initial assessments, strategy, and consulting – through to implementation and deployment – and managed services, focusing on accelerating business outcomes for customers in all industries. Our close partnership with Pure Storage allows us to deliver innovative, cloud-ready solutions and the best experience in technology to help your business transform data into powerful outcomes.

500+
clients

200+
managed clients

50+
Pure Storage-certified engineers

Recognized as a Pure Storage Elite Partner

95%
Customer Satisfaction rate

98%
of customers choose to return

Pure Storage Global Innovation Partner of the Year 2020

Pure Storage Commercial Partner of the Year 2022

Need support in assessing your data infrastructure requirements?

Get in touch.
presidio.com

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