

LAST GAME OF THE SEASON

As a follow up on our recent article “Is your storage ready for the big league?”, this is the final instalment. Considering recent global events, businesses still need to manager their IT infrastructure remotely, provide remote access to systems and run applications. During these difficult times system upgrades and planned downtime are causing businesses to re-think their IT plans as staff are at home self-isolating and are still creating data, emails, test, and dev running applications, simulations run, production systems are continuing to produce goods. Whilst the frantic pace of life has gradually slowed it allows individuals and businesses to take stock of the situation to make changes for a better future.

DATA IS NOT GOING AWAY

Unlike football clubs that have put games on hold, a business does not have the same luxury. Businesses and staff operate remotely from the office, information is still flowing, gradually filling storage silos with bits and bytes. Data management of this information must continue, contingency plans are put in place, however no one foresaw this event and as such some essential staff to carry out these plans are not around. Data doesn't care about global problems it just keeps trickling in until the error “Out of disk space” is displayed or a system suffers a disk failure and the supply of a replacement can't be obtained due to supply chain issues. This is when problems really start as vital information could be lost forever.

Businesses are actively looking for new ways and methods for storing and accessing data that provide cost savings, performance, reliability and ease of management.

THE WINNERS

So here we are in 2020 and Liverpool won The Premier League, for the first time in 30 years. They played well had some up's and downs but overall, the best team won this year.

Whilst the world went on lockdown and people were sent home to work using Microsoft Teams, Skype or Zoom. Businesses had to find different ways of operating and most did incredibly well. The staff now working from home had to adjust to working primarily on their own. Some started working earlier, some started working late, some worked from the kitchen and some worked from a bedroom. All these people are still creating data, they were connected to the cloud or they VPN to the office. The good thing is people, businesses, and infrastructure coped and yes it did highlight a few failings in managing an infrastructure remotely and because of this business IT needs to evolve to cope with the economic, environmental, and physical challenges ahead.

HOW TO WE CARRY ON WITH COVID-19?

For now Liverpool hold the title for year but at the start of next season in order to defend the title they are going to have to field a very strong team against competitors who over the Summer will examine why they failed or where they could have done things differently. As businesses start to return to work, they will need to examine how their infrastructure will cope moving forward with restricted access the data centres and offices. Where they store information will this be the cloud or on premise? As businesses try to turn things around and make profits, money is exceptionally tight and as such IT expenditure needs to be looked at.

PLANNING FOR THE FUTURE

Businesses are struggling to change the way they previously worked. In the past companies had infrastructure strategies that planned for growth, this unfortunately has now changed, and it is more about survival and mitigating risk with IT.

The IT strategy of spending money or planning for growth has gone, IT infrastructure still needs to be maintained and managed. Businesses today need to be more flexible than ever in solving their IT needs and requirements utilising solutions that provide elastic consumption models for better business agility. They need to plan for an IT infrastructure strategy that provides the best when dealing with uncertainty of growth over the next two years?

More and more businesses are moving toward OpEx-based IT solutions, driven by the desire for both financial and operational flexibility. But unlike public cloud vendors, on-premises infrastructure vendors have historically struggled to meet that demand for OpEx models often burdening the customer with complex leasing arrangements or commitment requirements that fail to deliver true flexibility.

WHAT IF

Free Hardware Upgrades for Life: The solution delivers data **storage as a service**, providing an OpEx business model priced per capacity per month, inclusive of storage hardware and software, and backed by a 100% data availability guarantee and SLA. With guaranteed total hardware refreshes every three years (not just controllers), customers not worrying about hardware lifecycle management, because they are always running on the latest hardware generation.

Easy-to-Start, Easy-to-Scale: To start customers provide information about their capacity, performance, and growth needs, and we take care of the rest, developing an appropriate configuration that is proven with a detailed model and future projection of the customer's actual historical workload. As the customer's capacity grows beyond the reserve amount, additional capacity is enabled in real time and, if necessary, additional racks are dispatched for installation.

We avoid common pitfalls with storage services at multi-petabyte scale. These solutions are delivered as full racks, minimising human interaction with hardware as capacity expands.

- Self-optimising Neural Cache ensures users never have to think about data distribution across different storage media —simply set software-defined service levels and go.
- 100% data availability guarantee that sets a new standard for service levels for private cloud platforms.

Forget About Hardware and Focus on Data: We own and support the infrastructure, so customers can focus on their data. If any physical action is required associated with a deployment, such as replacing faulty hardware or adding more systems, we dispatch on-site resources to the deployment location. All systems connect to a universal cloud control plane, providing 24x7 health monitoring, real time analytics, and AI-powered insights.

THE ROAD AHEAD

Yes, Liverpool want to win the 2021 Premier League title, but the players and manager need to improve. The same is true of today's storage architectures. Planning for the future isn't going to be easy, but we believe having the most reliable, fastest and flexible storage solution bar none with the added benefit of buying **storage-as-a-service** to deliver efficiencies in management, expansion and future proofing your business moving forward is a great proposition to make the change.

Summary

We'd be delighted to tell you more and so, rather than continually buying a storage solution with limitations why not call us on **01256 331614** or email us solutions@fortunadata.com to find out more - It might be the best decision you ever made and the step change your business is looking for.

The Author

For those that do not know me I volunteered to build ventilator's on behalf of the NHS, we built in total over three months 11,689. The factory was working 7 days a week from 07:30 to 16:30 we were building one ventilator every 70 seconds, on our best day we built 360. I had 27 people reporting to me from the ages of 16-75 from all walks of life and without this great team of people, none of this would have been possible.

If you want to see how things operated, click on the link below to see some GoPro videos

<https://www.dropbox.com/sh/mlaiz2tnact2qhb/AADdewW4NUjX2euuEeHhF1tca?dl=0>

Okay so we digressed a little bit, I just wanted to show that during these troubled times there were thousands of people doing jobs that we're not part of their daily routines and I would personally like to say thank you for giving up your time and risking your health each with the possibility of catching COVID-19.

Thanks for reading and we look forward to helping your business

Ray Quattromini