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Lenovo TruScale Data Management for Storage

# Unleash business agility with a new approach to data storage

Flexibility is the future. Discover how to access managed storage, and/or infinite scalability via a single service.

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## Intro

# Today's data requirements demand a more varied approach to storage

We live in the era of big data. Social media, e-commerce, artificial intelligence (AI), automation, and others essential technologies fuel massive growth in the amount of data enterprises need to store, process, and analyze. How can a business keep up?

In the next five years, says JLL<sup>2</sup>, consumers and businesses will generate twice as much data as all the data created over the past 10 years. When properly categorized and analyzed, that data has the potential to deliver significant benefit to an enterprise's competitiveness, its ability to create innovative new products and services, and the efficiency of its critical processes.

However, the digital world moves quickly. Business requirements change unexpectedly, leaving IT managers the difficult task of needing to pivot to a new storage approach, while avoiding the trap of simply buying additional capacity.

Yet, overprovisioning isn't an IT manager's only storage challenge. What about formulating a strategy for implementing technologies like AI and machine learning? Or covering near-term needs in a cost-effective way, while ensuring growth capacity? And what about maintaining competitiveness by staying at the cutting edge, without sinking every bit of time and resource into storage development?

These are just a handful of the critical factors IT managers need to consider when implementing a data storage solution. The key to navigating this evolving data landscape is finding a strategy that fits your organization. So, what's the best way to do that?



To successfully implement advanced AI and ML workloads, a proper storage strategy is as important as the advanced computation platform you choose<sup>1</sup>

**Tom Christensen**, Global Technology Adviser, Hitachi

## Storage Options

# Local storage, the cloud, or...

To keep pace with data growth, businesses can augment existing capacity, add datacenter staff, or work with a cloud provider to host offsite. On-prem and cloud each have advantages and challenges, so how does an IT manager decide?

## Local storage brings control, but limits growth

On-prem storage provides granular security controls as data stays behind firewalls and physical security measures. However, gaining additional storage will mean a large capital investment to extend datacenter capacity, increased operational expense, and more staff to manage the new servers.

Economic, social, and political issues can also impact an enterprise's plans to add more storage by exposing customers to hardware shortages that can dramatically increase the cost and lead times required to obtain new storage equipment.

## Cloud limits cost, offers scale, but raises concerns

By outsourcing to a cloud vendor, enterprises remove the need for in-house expansion, new staff, and costly investment – but cloud storage raises worries on protecting sensitive or proprietary data. Security concerns often mean enterprises must meet various legal, privacy,

and service level agreement make storing data offsite unacceptable. It's also possible that subscription costs could skyrocket as data increases.

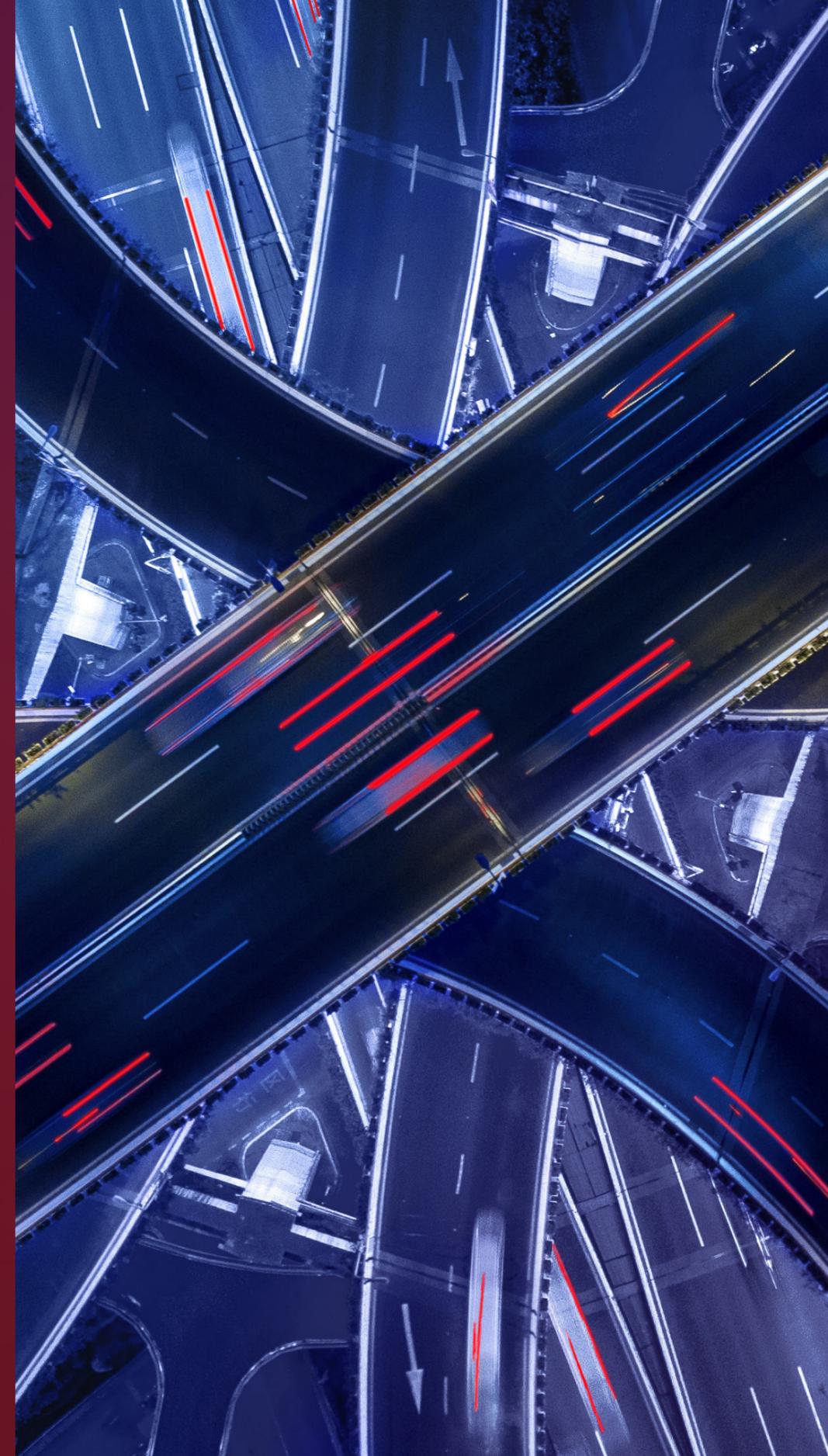
## Hybrid storage is the answer

Given the challenges associated with on-prem and cloud storage, many enterprises choose to adopt a hybrid solution that makes use of the strengths of both approaches. Lenovo's TruScale Data Management for Storage – an on-premises "Storage-as-a-Service" solution – supports those ambitions by allowing customers to get subscription-based access for flexible on-prem storage capacity.

# \$293b



The global hybrid cloud market is growing rapidly – from \$21 billion in 2020 to an expected \$293 billion by 2030<sup>3</sup>.





## Storage Options

# Select an approach that suits your

Every day, businesses find new ways to tap information for cost efficiencies, productivity, and profitability. As such, the demand for data is skyrocketing – and now that AI has entered the mainstream, that demand will only increase.

Undoubtedly, this will create immense new value for enterprises, but maximizing the opportunity doesn't just mean more data. It necessitates increasingly sophisticated and flexible strategies to help manage all that information effectively.

## A smarter way to solve your data management needs

The key to navigating this evolving data landscape is finding a strategy that fits your organization. Lenovo's TruScale Data Management for Storage offers a range of dynamic solutions for a smarter approach to data management.

### TruScale Data Management for Storage brings:

- Modern technology that delivers enhanced performance and flexibility
- Pay-as-you-go models with service options for accelerating deployment
- Operational demand reduction options and the elimination of upfront costs
- Built-in scalability that grows your capacity as your data demands grow
- Delivery on-premises or via private colocation to ensure data sovereignty

In addition, TruScale Data Management for Storage also provides a single point of contact for designing, implementing, and monitoring a dedicated on-premises storage solution and means IT teams don't need to audit and manage data sovereignty and regulation compliance with multiple vendors.

With a one-stop-shop approach, Lenovo helps businesses to select a storage class with the appropriate performance levels, then installs arrays on-premises or at designated colocation facilities, including additional pre-provisioned capacity to cover immediate and near-term storage needs.

Lenovo's storage analytic tools monitor capacity reaching a peak utilization, so additional capacity can always be deployed to facilitate having just-in-time storage available to meet growing demands.



Storage demand is outpacing capacity and is expected to continue throughout 2024<sup>4</sup>.

## Solutions

# Flexible data management solutions to meet your every need

## Lenovo TruScale Managed Storage

Freeing resources with a fully managed solution

Organizations with predictable demand can free up resources, remove the need for complex deployments, and gain a dynamic storage environment. Lenovo takes care of storage management, so IT teams can focus on strategic initiatives rather than operational intricacies. Lenovo maintains the deployed hardware and software to ensure consistent service delivery and performance.

### Features include:

- **NEW:** Removes routine tasks so IT can focus on higher value activities
- Only pay for what you use
- No large up-front capital outlay
- No need to overprovision
- Surge and growth capacity pre-deployed for seamless operations
- Includes Lenovo Sustainability Services, to help a business meet its ESG commitments
- Fast time to production with Lenovo Deployment Services

## Lenovo TruScale Infinite Storage

Optimized for infinite scalability

Ideal for organizations where storage requirements are less predictable and where maximum flexibility and scalability is advantageous. Remove the challenge of limited capacity and refocus resources on core business. As part of this premium managed service, Lenovo updates and replaces hardware to maintain service delivery, and offers a technology refresh after five years.

### Features include:

- **NEW:** Unlimited capacity growth at a predictable cost
- **NEW:** Futureproofed storage with a technology refresh
- **NEW:** Shortened time to production stemming from capacity planning and infinite availability
- **NEW:** Removes routine tasks so IT can focus on higher value activities
- Only pay for what you use
- No large up-front capital outlay
- No need to overprovision
- Surge and growth capacity pre-deployed for seamless operations
- Includes Lenovo Sustainability Services, to help a business meet its ESG commitments
- Fast time to production with Lenovo Deployment Services



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# TruScale Data Management for Storage is **the solution**

So, when faced with changing data storage needs, it is good to know that help is at hand. TruScale Data Management for Storage represents a flexible, transparent, and cost-effective solution that is well-suited to the rapid pace of today's digital economy.

TruScale Data Management for Storage helps beat the problem of over-provisioning, while ensuring a business has the flexible infrastructure it needs to remain agile - helping IT managers to power the process of innovation in support of business growth.

Visit [Lenovo TruScale for Data Management](#) to learn more or talk with your Lenovo representative to get started.

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