

THE HIDDEN COSTS OF FILE STORAGE

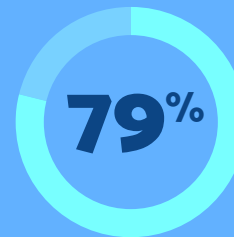
Files are growing at an incredible rate and the systems used to store, protect and share them are complex, difficult to manage and unnecessarily expensive.

HOW MUCH DATA ARE WE GENERATING?

If a business user generates a mere **10GB** of file data each year. A 2,500 person organization would be faced with an additional

25 TB

of data to store and protect.



Of managers and professionals consider managing storage growth to be a major pain point in their job duties.¹

FUN FACT:

Gartner expects **35%** unstructured data growth rate per year, which means you have to **double your storage capacity every three years.**²

Storage is only one portion of the total cost. The hardware, software and IT hours required to protect, share and manage this data must be accounted for as well.



PRIMARY STORAGE

The average cost to store **1TB** of file data per year is **\$3,351³**

BACKUP – HOW IT’S DONE TODAY

Disk-to-Disk – Tape – Replication

65%

Of companies have more than one data protection vendor⁴

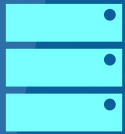
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The average number of data protection vendors per company⁴



Managing more data protection vendors requires more time

BACKUP IS EXPENSIVE + CUMBERSOME



\$2000/TB

For local backup
and hardware

+



\$2000/TB

For replication to
another site

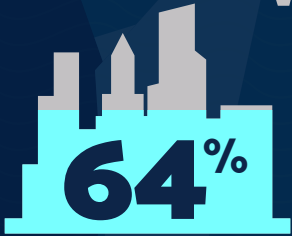
VS



\$3351/TB

For primary
storage alone

WHY IS DATA PROTECTION SO CRITICAL?



Of companies experience
unplanned data loss or
downtime annually⁴

**\$1.7
TRILLION**

The annual cost of
unexpected data loss and
downtime to industries⁴



Three copies of data is typical in order to store and protect files.
The cost of which is

\$17,872/TB⁵

SUPPORTING TECHNOLOGIES



WAN ACCELERATION

used to speed up access at remote office locations

\$8,000
PER LOCATION



FILE SYNC AND SHARE SOLUTIONS

used to facilitate mobile access to users file data

\$450⁶
PER USER

And with every site, the complexity grows



Hardware



Software



Licenses



Facilities



Managers

MANAGEMENT

 **150 TB** 

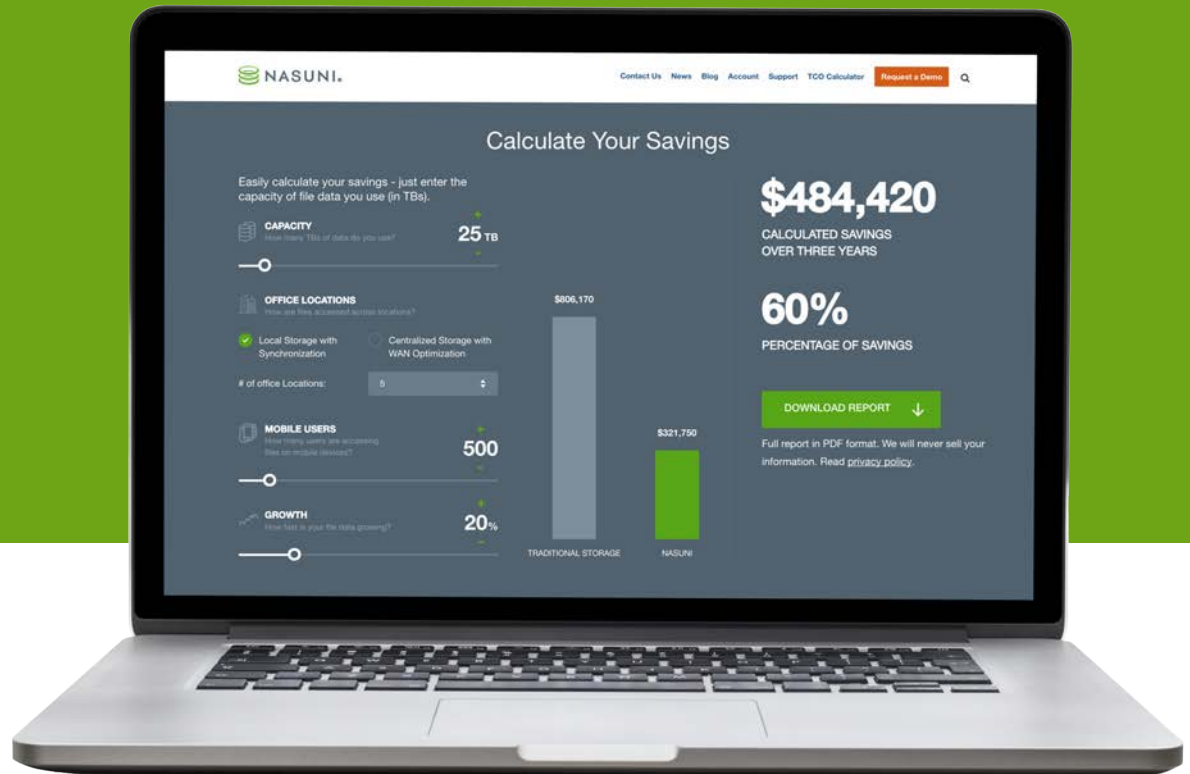
Managing 150 TB of raw capacity requires a full-time storage expert. With a \$140,000 annual salary, the cost of hiring an FTE is roughly **\$1,000/TB**



THERE IS A BETTER WAY.

Nasuni is the single solution for unstructured file data growth. And no hidden costs.

To learn more and to calculate your file storage costs, visit www.nasuni.com/tco



SOURCES

- 1 *Managing Storage: Trends, Challenges, and Options (2013-2014)* (EMC, 2013)
- 2 *How to Calculate the Total Cost of Cloud Storage – Gartner:* <https://www.gartner.com/doc/2609815/calculate-total-cost-cloud-storage>
- 3 *Gartner's IT Key Metrics Data 2015: Key Infrastructure Measures: Storage Analysis:* <https://www.gartner.com/doc/2937326/it-key-metrics-data->
- 4 *EMC Global Data Protection Index:* <https://www.emc.com/collateral/presentation/emc-dpi-key-findings-global.pdf>
- 5 *Typical costs are based on Gartner's IT Key Metrics Data 2015: Key Infrastructure Measures: Storage Analysis and include factors such as RAID overhead and utilization.*
- 6 *Mobile cost per user derived from the tiered pricing model of enterprise file sync and share services, extended over three years.*