

# Hybrid Cloud Storage for the Retail and Consumer Goods Industry



## Overview

The retail and consumer goods industry faces significant challenges managing its vast and ever-growing file data. These businesses generate large volumes of diverse data types for branding, marketing campaigns, product design, and product manufacturing. These include product images and illustrations, campaign photos and videos, physical store designs and layouts, design documents and manufacturing data. Securing a firm's brand assets and protecting marketing and manufacturing information flow throughout the supply chain are mission-critical tasks.

With Nasuni, IT leaders can face these challenges with a solution that lessens the time to market, supports fast multi-team collaboration, and improves supply chain resiliency. All while managing a tight budget. How? With a hybrid cloud storage platform.

## Nasuni delivers the goods

The Nasuni File Data Platform is a cloud-native replacement for traditional network-attached storage (NAS) and file server infrastructure. However, it provides many more advanced services as a hybrid cloud solution. Nasuni consolidates file data in easily expandable, highly durable object storage such as Amazon S3, Azure Blob, and Google Cloud object storage at a fraction of the cost of on-premises or other cloud solutions. The Nasuni File Data Platform delivers effortless scalability, built-in security, and fast edge performance, including S3 protocol support, which increases business productivity, all within a single, unified administrative experience.

### Delivering value for customers in the retail and consumer goods industry

- 20% savings in cloud storage fees – TGI Fridays
- 90% reduction in storage hardware footprint – VisionWorks



## Storage with no limits

Retailers and consumer goods companies often work with huge media files shared with designers across different locations. With the limitless capacity of object storage and the ability to share files, such as Adobe InDesign, creative teams can spend more time creating.

## Collaborate everywhere

Improving the customer experience is vital to competitiveness and demands intense collaboration. Nasuni allows corporate employees and agencies worldwide to work virtually side by side. Marketing, brand managers, and product teams can create the latest designs and campaigns. Product and packaging teams can efficiently work with manufacturing to model and test the latest product designs.

## Reduce infrastructure costs

Whether creating fresh new end cap designs with Adobe Illustrator or developing trendy packaging with Photoshop, unstructured data needs to be stored, shared, and organized – securely. Nasuni has a unique file management infrastructure that stores snapshots of files in low-cost cloud object storage, offering huge price advantages – usually saving clients about 50% of their hardware-based costs.

## Stay up and running

The new digital reality is that ransomware, regional disasters, power outages, and unplanned closures can corrupt your data or take your office down. Nasuni's snapshot-based storage system offers an incredible defense against these events, providing robust business continuity. Snapshots are forever read-only, so you can confidently restore to any point within minutes with a few clicks – neutralizing ransomware attempts. If a site goes down, IT can restore petabytes of files within 15 minutes, a best-in-class disaster recovery timeline.

## Know your data

Nasuni provides comprehensive visibility into data usage, system performance, and user activity across the entire environment. File storage will no longer be a 'black box' but a tool to make strategic business decisions.

---

Give teams global access to a single unified file system from anywhere without performance tradeoffs. Access talent worldwide, with fast-moving projects among dispersed teams, made easy, thanks to Nasuni edge technology, high-speed file sharing, and frequent syncing.



sales@nasuni.com

+1.857.444.8500

nasuni.com

Nasuni is a unified file data platform for enterprises facing an explosion of unstructured data, combining storage and data services into a hybrid cloud solution.

Nasuni's approach enables business resiliency and better data management, while providing solutions that drive IT efficiency – cutting infrastructure costs by up to 65%. The Nasuni File Data Platform replaces the friction associated with legacy infrastructure with optimized infrastructure flow, supporting modern enterprise expectations for data analytics and business insights, and helping businesses transform data from obstacle into opportunity.