

Hybrid Cloud Storage to Empower Data-driven Organizations

OCTOBER 2023

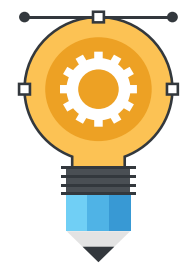
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Research Objectives

As organizations continue to drive toward extracting the maximum value from their data, hybrid cloud storage becomes a crucial part of the strategy. The sources and volume of data are increasing rapidly for data-driven organizations, and tools such as AI and ML are being implemented to use data in new ways across organizations and meet the demands of the business.

The reality is that modern businesses run using data that resides both on premises and in the cloud. Managing this hybrid data model requires expertise in hybrid cloud storage, data scalability, security, performance, and more.

Survey Respondents



Data professionals involved with data and analytics, modern tooling, technology, and processes.

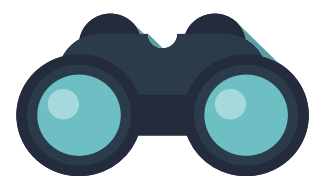


Large midmarket (500 to 999 employees) and enterprise (1,000+ employees)

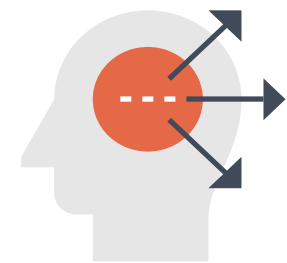


Multiple industry verticals, including manufacturing, retail/wholesale, financial, and healthcare, among others.

This study sought to:



Identify current and planned adoption of data platform technologies.



Determine the role of data and associated technologies in today's businesses.



Understand the barriers to building modern data platforms.

KEY FINDINGS

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The Modern Data Platform



Modern Data Platform Research

A modern data platform refers to any set of technologies, tools, and practices designed to handle and leverage data across a business. It is a flexible and scalable infrastructure that enables organizations to collect, store, process, analyze, and visualize data efficiently and effectively. Modern data platforms have evolved to address the challenges posed by the increasing volume, variety, velocity, and complexity of data in the digital age, including managing hybrid storage environments, security, edge storage, performance, and scalability.

What Is Driving a Modern Data Platform Strategy?

Organizations are building modern data platforms to enhance the speed at which they can process and deliver data across their organization.

According to research from TechTarget's Enterprise Strategy Group, 50% of organizations want to enable faster business decision-making, with another 19% looking to create competitive advantages, 16% striving to empower better employee decision-making, and 15% wanting to facilitate customer enablement.

| Primary Goals for Building a Modern Data Platform



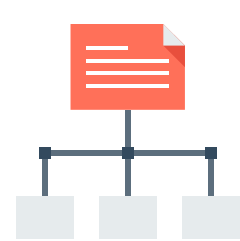
50%

Enabling faster business decision making



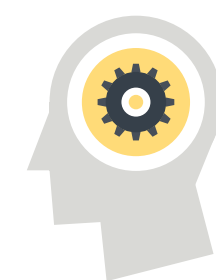
19%

Creating a competitive advantage



16%

Empowering employee decision making



15%

Facilitating customer enablement

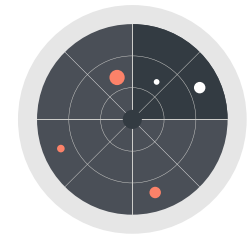
“ Organizations are building modern data platforms to **enhance the speed at which they can process and deliver data across their organization.**”

Security, Cost, Complexity, and Skills Shortages Are the Top Challenges

It is no surprise that security is a top challenge for organizations. Modern data platforms require effective data security as sensitive data is pushed further out to data users.

As the only file architecture built for hybrid cloud storage, Nasuni’s fully managed solution also addresses organizations’ concerns about operational costs, deployment complexity, and skills shortages.

| Top Challenges to Building a Modern Data Platform



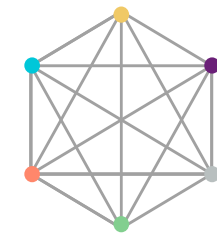
46%

Security concerns



35%

Operational cost



31%

Deployment complexity



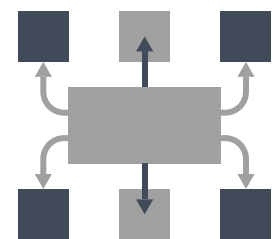
29%

Compliance exposures



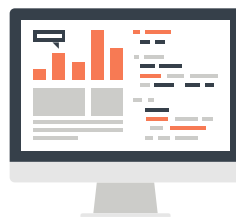
26%

Skills shortage



19%

Lack of appropriate data management tools



19%

Interoperability between vendors



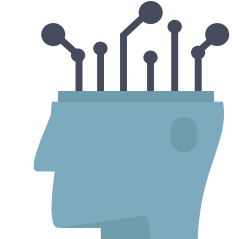
18%

Difficulty understanding what data is/can be available



17%

Lack of management buy-in



14%

IT does not want to give up control

**Consolidation
Supports
Desired Results**

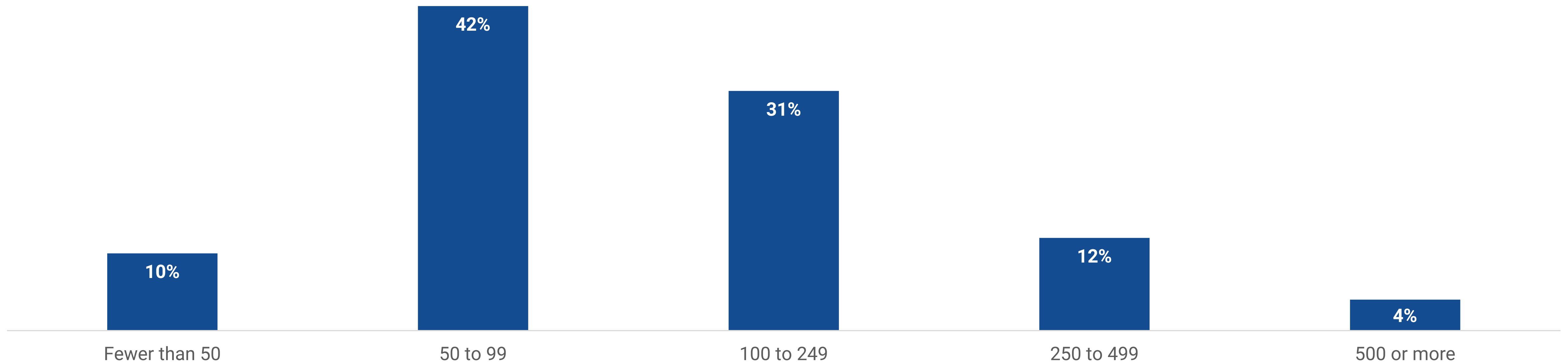


Consolidation Is Needed to Control Data Sprawl

More sources of data, higher data volumes, and faster data intake create challenges for organizations as they build modern data platforms. 89% of organizations have an overwhelming 50 or more data sources from which they collect data on a daily basis. Being able to consolidate file data in hybrid cloud storage may help reduce the overall number of sources significantly. Much of this data is found in edge systems and across the organization.

“ 89% of organizations have an overwhelming 50 or more data sources from which they collect data on a daily basis.”

| Number of Data Sources in Organization





Average percentage of data stakeholders fully empowered to use data for decision-making:

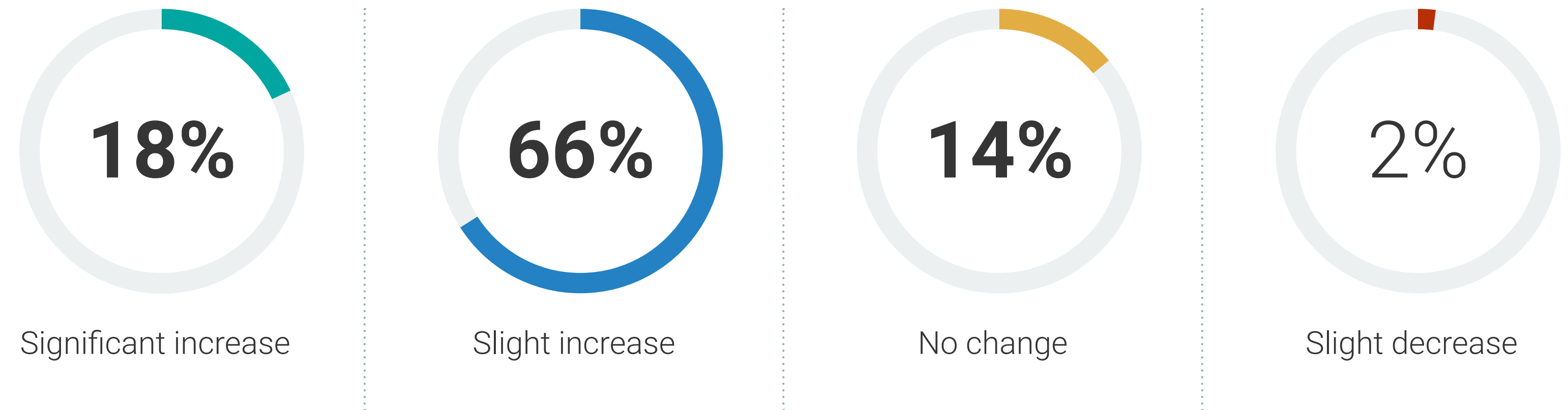
35%

Consolidation Will Accelerate Employee Enablement Growth

84% of organizations are seeing growth in the number of employees being empowered to use data for their jobs, while only 35% report that their data stakeholders are fully empowered to use data for decision-making.

One key challenge for data practitioners in organizations continues to be data consolidation. This has the benefit of being a “single source of truth” and empowers employees with action-ready data.

Growth in Data Stakeholders



84%

of organizations are seeing **growth in the number of employees being empowered to use data for their jobs**

Organizations Want Hybrid and Multi-cloud Infrastructure



Infrastructure Preferences Lean Heavily Toward Hybrid Models

Modern organizations want flexibility and have data spread across on-premises, cloud, and edge environments. 66% prefer to support their data platforms with hybrid infrastructure, while 24% prefer to support their data platforms using public cloud infrastructure. Only 10% of organizations reported that they prefer on-premises infrastructure to support their data platforms.

When it comes to hybrid, centralized file cloud storage, security, performance, and scalability are all important considerations to managing data across an organization and making it accessible.

| Preferred Infrastructure to Support Data Initiatives



24%
Public cloud
infrastructure



10%
On-premises
infrastructure

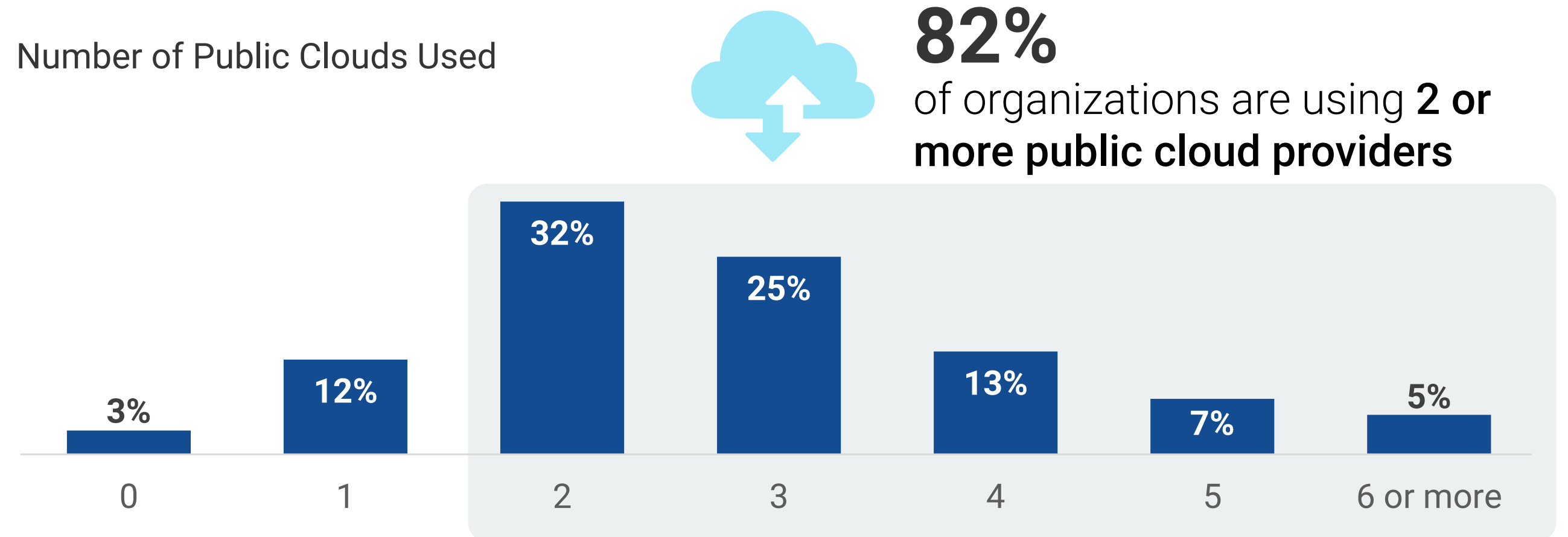


66%
Hybrid (i.e., both public cloud
and on-premises infrastructure)

Organizations Want Vendors to Support Their Multi-Cloud Usage

82% of organizations are using two or more public cloud providers, with 50% using three or more. This trend is driven by the desire for flexibility. Enterprise Strategy Group found that 42% of organizations use multiple public cloud services to better manage costs, 28% for the freedom to select the best solutions, 17% for data sovereignty, 9% for risk avoidance, and 3% to prevent vendor lock-in.

Number of Public Clouds Used

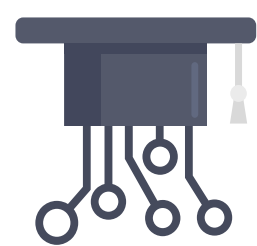


Ultimately, organizations want vendor partners, like Nasuni, that have the flexibility to manage data across clouds and in hybrid environments as a single namesake.

| Why Organizations Use Multiple Clouds



42%
Better manage costs



28%
Freedom to select best-of-breed services/solutions



17%
Data sovereignty (e.g., keeping data in its country of origin)



9%
Distributes risk across providers increased

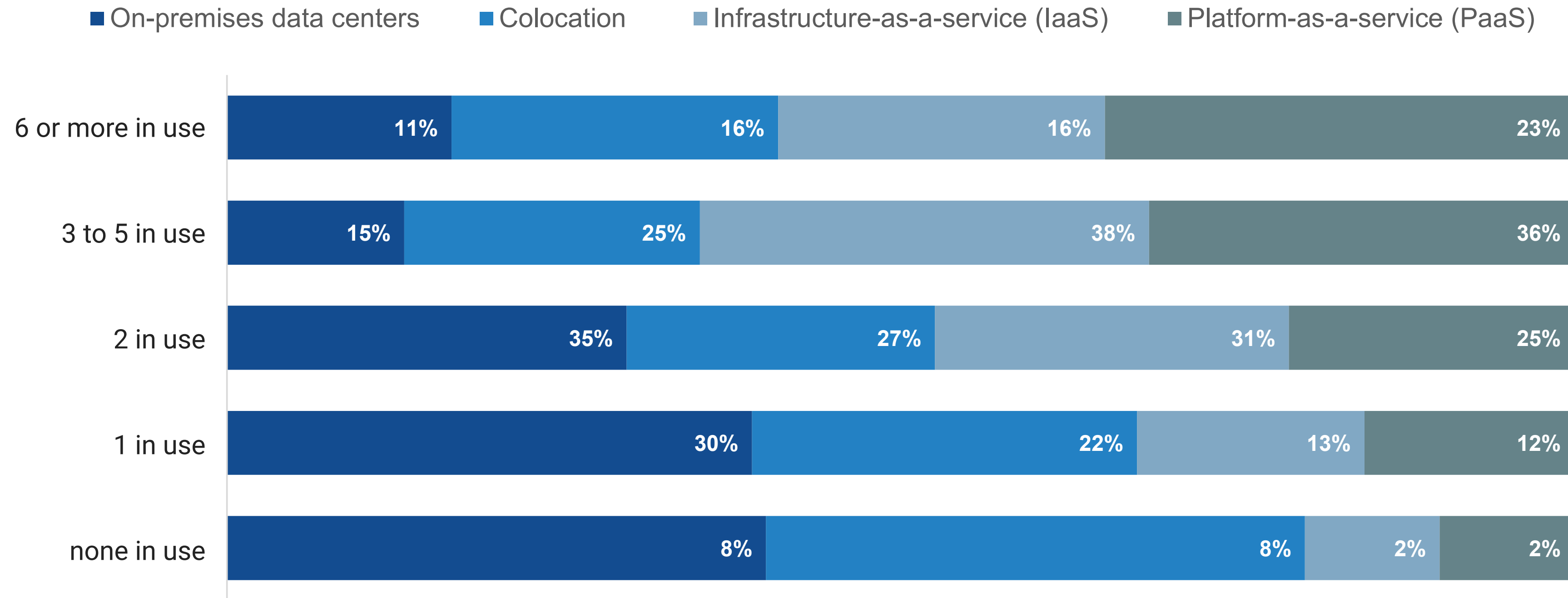


3%
Avoids vendor lock-in

Distributed Application Environments Are Common

Distributed applications require edge access for localized performance and low-latency data access. Centralized data improves productivity and collaboration between separated teams. The majority of organizations deploy applications in two or more on-premises data centers, two or more colocation provider locations, three or more infrastructure-as-a-service (IaaS) providers, and three or more platform-as-a-service (PaaS) providers. Meanwhile, digital firms (those that spend more than 15% of their revenue on research and development of digital products/services) are highly distributed, as roughly a third of those organizations have six or more each of colocation, IaaS, and PaaS. This trend will continue, as 87% of organizations agree that their application environment will become distributed across more locations over the next two years.

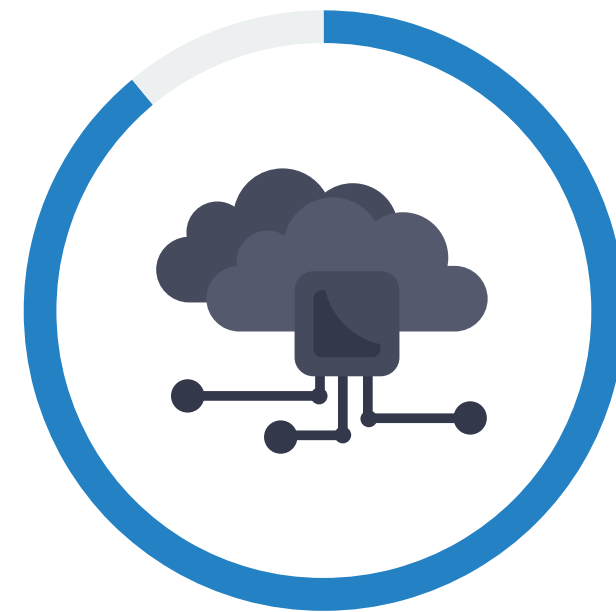
| Number of Application Deployment Locations Currently in Use



“ **87% of organizations agree** that their application environment will become distributed across more locations.”



The movement of data across multi-cloud environments is common and increasingly complex. The need to duplicate and/or move data to multiple locations is eliminated with Nasuni.



86%

of organizations **regularly migrate applications** and/or data from on-premises locations to the public cloud.



81%

of organizations **face challenges with application and data portability** across locations (including data center, public cloud, and edge).

Security and Compliance Are Must-have Features

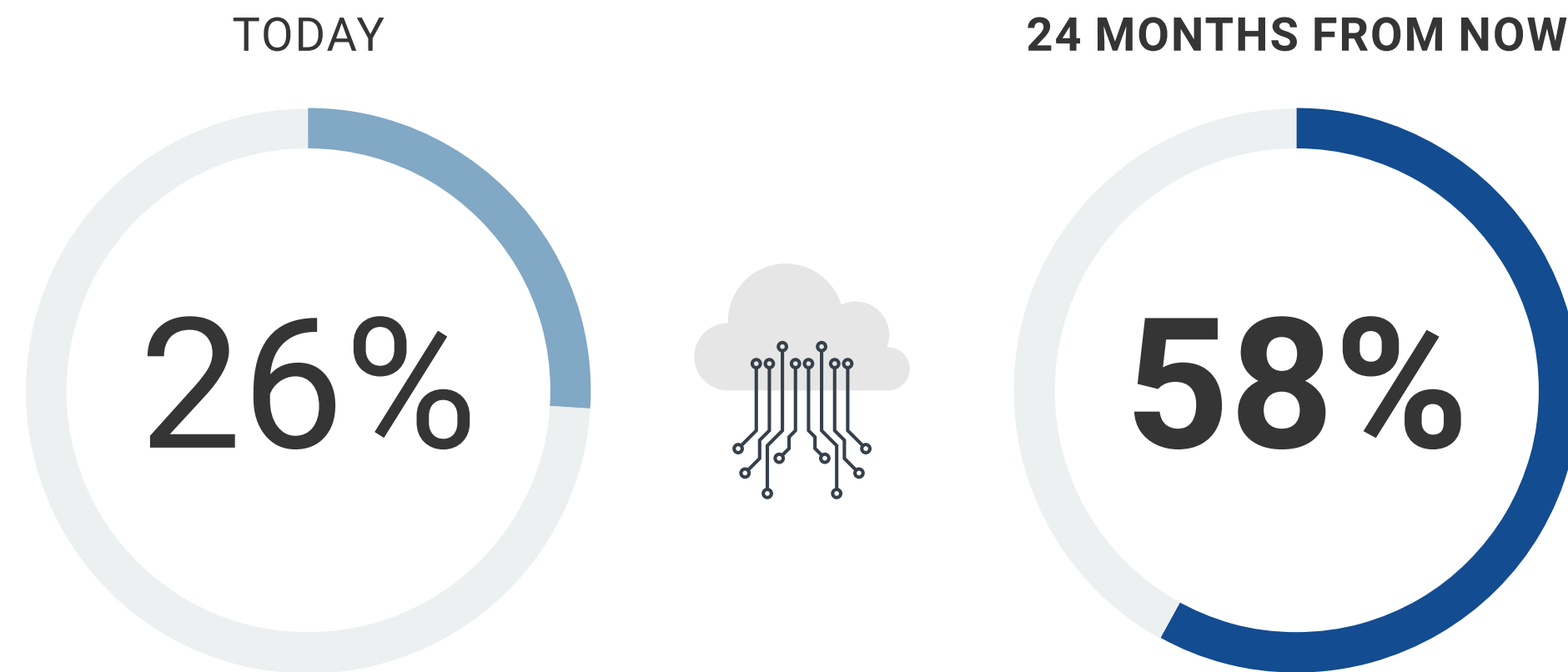


Data, Including Sensitive Data, Continues the Long-term Migration to Public Cloud Platforms

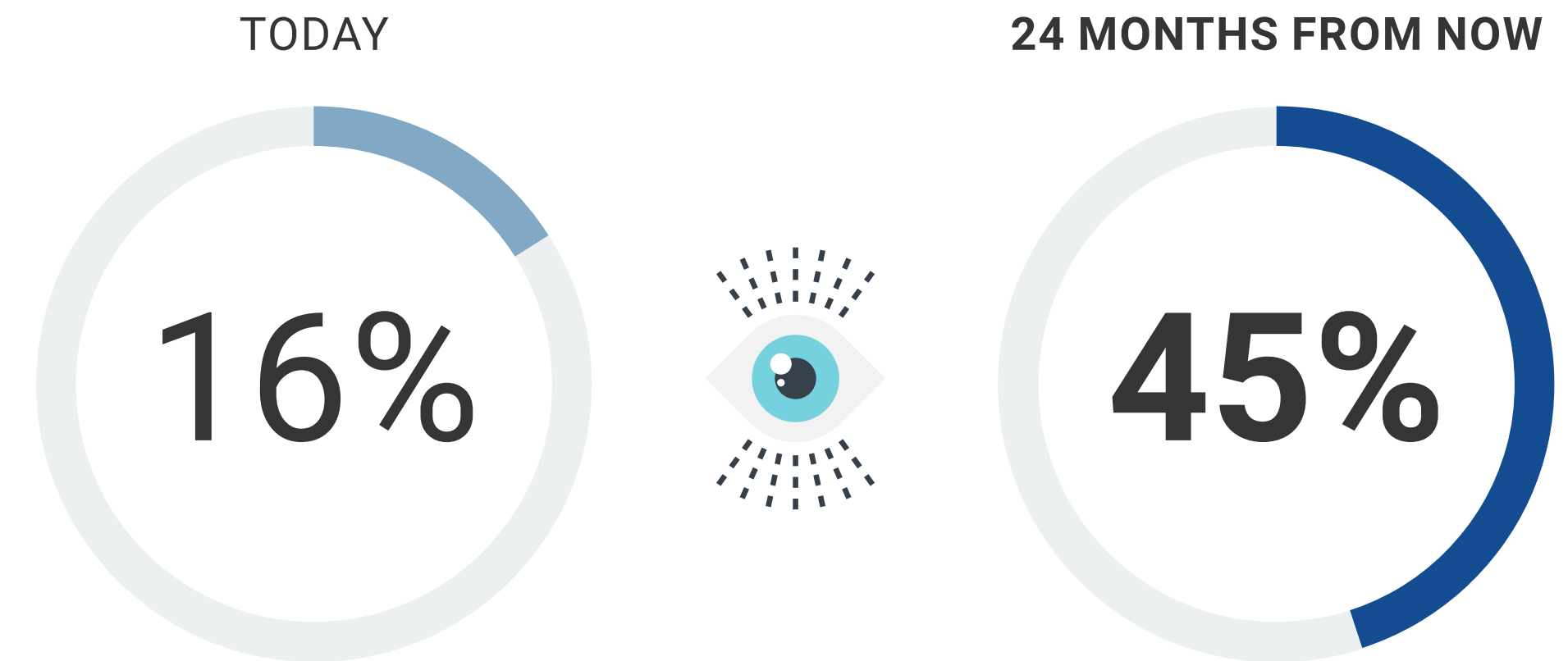
The movement of data to the cloud is continuing its acceleration, with an increase in comfort and the security and data protection available within the cloud. The usage of public cloud services has been pervasive for several years, and digital transformation initiatives and remote work have further accelerated the migration of data assets to cloud stores. Specifically, more than one-quarter (26%) of respondents said that in excess of 40% of their corporate data resides on public cloud services today. This is expected to increase to 58% of organizations within 24 months.

This inherently means that sensitive data is also now distributed across multiple public clouds. Indeed, one in six (16%) respondents said that more than 40% of their organization's corporate data that resides on public cloud services today is sensitive. This is expected to almost triple to 45% of organizations within 24 months.

| Organizations With More Than 40% of Company Data in the Public Cloud



| Organizations Identifying More Than 40% of Their SaaS-resident Data as 'Sensitive'



Nasuni enhances data security for all data with their encryption key management strategy, immutable versioning, and snapshots, making it a strong choice for the storage of sensitive information.

Noncompliance Creates a Number of Major Concerns

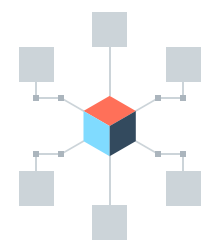
Overall, organizations are contending with a lot of complexity and a lack of a unified technology approach. General challenges fall into the following categories: data, regulations, technology, and strategy. Specifically, when it comes to regulations, noncompliance has a wide range of negative business impacts—not the least severe of which includes increased cyber-risk and diversion of IT resources from important projects.

| Greatest Concerns Over Data Governance Noncompliance



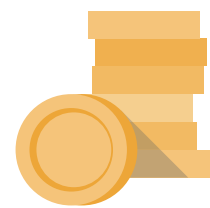
22%

Increased cyber-risk



19%

Diversion of IT resources from long-term or business-critical projects



11%

Cost of recovery to achieve compliance



11%

Impact on public perception/reputation



9%

Legal action as a result of compliance failures



7%

Competitive disadvantage



7%

Fines/penalties related to compliance failures



6%

Loss of business revenue/impact on sales



4%

Loss of accreditation/certification

“ A unified approach to managing cloud file data may help to **reduce non-compliance issues and their consequences.**”

“Nasuni is serious hybrid cloud storage. Nasuni has a file architecture designed and built for hybrid cloud storage to expand an organization’s file management from on premises to the cloud and edge, including the security and performance organizations require.”

Stephen Catanzano, *Senior Analyst*
Enterprise Strategy Group



Nasuni is a hybrid cloud storage solution designed specifically for scalability, security, and performance. The Nasuni File Data Platform is a cloud-native replacement for traditional network-attached storage (NAS) and file server infrastructure but with many more advanced capabilities. 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 that increases business productivity, all within a single, unified administrative experience.

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