



REDEFINING TCO IN THE CLOUD ERA

Quantum ATFS delivers business value and aligns “total cost” of ownership with financial objectives through data insights and automation.

In a data driven world, making data work for businesses requires a new level of insights and automation. Current unstructured data growth trends exacerbate the challenges that organizations face with storing large amounts of data using pre-cloud, legacy architectures. To alleviate this burden, organizations are seeking solutions that provide insights into their ever-growing data.

Traditional storage TCO calculators don't include the cost of managing data over its lifecycle. Everyone from the CIO to the Storage Admin wants a solution that doesn't just store data, but also aids in unlocking tangible business value from the data through insights, such as: who owns it and where it should live—on prem or in the cloud; what tier and when; how it should be protected; and when it should be deleted.

Another problem with current TCO calculations is the false assumption that, over time, the value of data decreases. Current models also don't consider other business variables, such as the need for data viability, resiliency, security, and mobility. Customers want to automate the different classes of storage usages through policies defined by their business requirements. The lack of automation forces customers to move data manually or via custom scripts that are error prone and require upkeep; both consume additional resources that are not accounted for in today's TCO.

QUANTUM ATFS ADDS VALUE BEYOND TRADITIONAL STORAGE TCO

The true TCO must incorporate the value of data to the business along with the cost and opportunity loss of managing the lifecycle of the data. Being storage efficient means achieving maximum productivity with minimal wasted effort or expense. The next generation of methodologies affecting system efficiency must be based on data insights and policy-based automation.



- ATFS insights eliminate the need for scripts that crawl the entire storage system trying to gather single point-in-time data statistics at the expense of application IO and human resources. With ATFS insights, this can be accomplished instantly with a single API call, achieving desired results without incurring operational, financial, or business penalties.
- ATFS's policy-based automation allows the user to be in control of the data lifecycle. ATFS proactively moves data based on application requirements at that point in time—whether it needs a performance tier, or the cloud to leverage elastic-compute. That same policy-based automation can, as an example, be used to protect and secure data based on compliance needs or delete data after it's defined useful life.

- ATFS goes beyond IOPS and throughput; it automatically and purposefully places data where it will be most effective to improve process completion times, increase the number of projects per resource, and reduce wasted effort.
- ATFS's software optimizes the underlying hardware to deliver performance, resiliency, and capacity required by applications while meeting the business financial objectives.
- Capturing business intelligence allows ATFS to deliver granular and relevant insights which enable timely access to data and provide insights into data-centric behavior anomalies.

SUMMARY

ATFS's unique approach enables organizations to leverage data insights and automation to achieve operational efficiencies and effectiveness while managing data's lifecycle. The ATFS solution puts organizations in the best possible position operationally, financially, and competitively. The true TCO accounts for increases in productivity—enabling organizations to take on a greater number of projects, increase good will with customers and partners by decreasing time to market, and achieve greater work output and higher revenue.