



**Enterprise Cloud Storage  
Creates a Modern Data  
Protection Strategy:  
A Leading Industry Analyst's  
Perspective**

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## Today's Presenters

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**Laura DuBois**  
**IDC Storage Program Vice President**

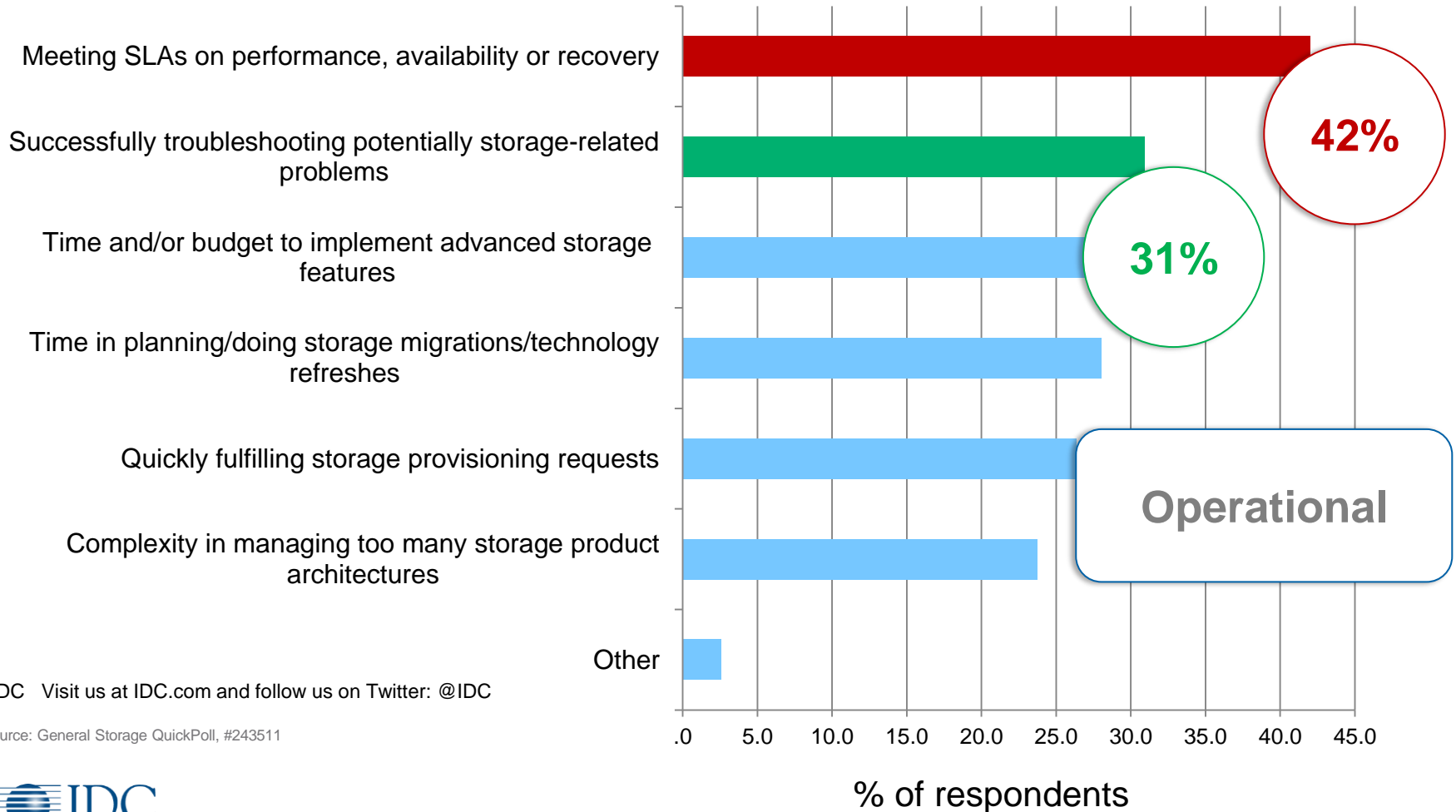


**David A. Chapa**  
**Seagate Cloud Systems and Solutions**  
**Chief Technology Evangelist**



# Leading Storage Challenges for IT and Storage Professionals

## Most Pressing Storage Challenges



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Source: General Storage QuickPoll, #243511

# Changes in Protection and Recovery Landscape

## In the Past ...

- Backup
- Back-office
- Structured
- Data center
- Data only
- 300 GB
- Initial SANs



Performance

## Today ...

- + Options
- C-level focus
- + Unstructured
- + Edge
- Data and image
- Multi-TBs
- Silos



Consolidation

## In the Future ...

- Native formats
- -as-a-Service
- ++ Objects
- ++ Endpoints
- Storage pooling
- Reuse



Unified Mgmt



## Buyer Insights: Mapping Challenges to Investments

Challenge	Investment Areas
Meeting SLAs on Performance	Flash – Host, Hybrid and All-flash arrays
Meeting SLAS on Availability	Active/Active DCs, Scale-out architectures, Replication and continuity services
Meeting SLAS on Recovery	Disk-based data protection, replication services
Troubleshooting storage issues	Integrated infrastructure/platforms
Time/budget to implement advanced storage features	IaaS – both public and private, arrays with built-in features, Appliances
Time/planning for migrations/refreshes	Public IaaS, Hosted services, storage virtualization
Fast provisioning of storage	SaaS, IaaS (public and private), service catalogs, Integrated infrastructure/platforms, scale-out architectures
Complexity in managing too many storage architectures	Consolidation, standardization, IaaS, Integrated infrastructure/platforms

## Purpose Built Backup Solutions

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**Data protection  
& recovery  
Software**

**Tape Drives &  
Automation**

**Backup-as-  
a-Service**

**Purpose Built  
Backup  
Appliances**

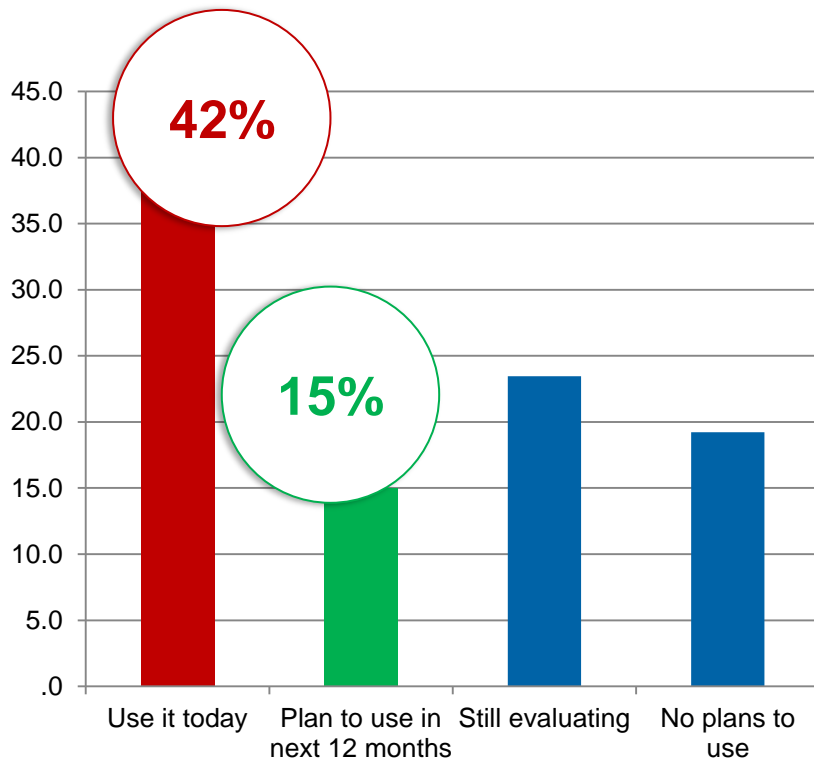
**Integrated  
Appliances**

**Target Appliances**

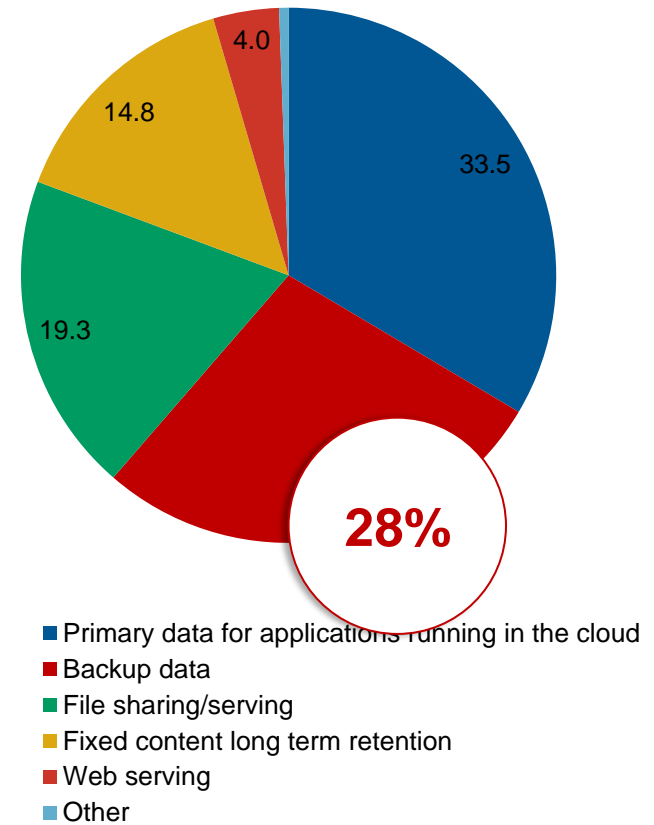


## Use of Public Cloud Storage Reaching Majority

Q: Given this definition, what is your organization's use of Public Cloud Storage today?



Q: How are you using it or plan to use it??



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# Questions?

For more information:

Learn more about Seagate's EVault Enterprise Backup and Recovery Appliances at [evault.com/products/onsite/appliances/EBA](https://evault.com/products/onsite/appliances/EBA)

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