

# Empowering you to make the right data storage decisions

In 2016, an IBM Marketing Cloud report estimated that 90% of the data in the world had been created in the last two years alone. Those 2.5 quintillion bytes of data generated per day is likely even higher now. Your organisation is probably under pressure to store, protect and use your data better – and switch to more affordable public or private cloud services. But how is this done? What needs to be migrated? Will it be financially worthwhile? Nephos SmartData Object can help.

## A solid foundation for optimal data storage

Implementing an optimal data storage infrastructure (on-premise or in a public cloud) will deliver huge storage savings, as well as increase performance, and let you allocate storage systems to the application workloads that need them.

But getting an accurate view of the extent and locations of your data is difficult – and yet necessary to create an appropriate data lifecycle policy.

Nephos SmartData Storage is a unique Object as a Platform methodology which gives you oversight of your organisation's data and recommends the most appropriate technology and vendors. It also shows you which specific workloads should utilise object storage.

Nephos' tried and trusted approach is non-intrusive, combining both technical and commercial considerations.

## "Nephos' unique approach has saved us \$18m on storage and backup over 5 years."

*EMEA Technical Director, Global Advertising Firm*

### Your SmartData Object report will include



Use cases for object/capacity storage.



Visibility into all your data sets and usage.



High level design for all suggested use cases.



Business case for suggested use



Financial analysis based on empirical cost information for use cases.



TCO comparison for recommended use cases.



Recommended third party platforms to work with object storage and support use cases.

## NEPHOS TECHNOLOGIES

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## Identification of object storage use cases

- Understand existing infrastructure and data workflow
- Consider retention policies, access, modification and creation patterns
- Gain visibility into the data sets being stored
- Identify suitable workloads for object storage
- Consider file storage, archive, media storage and delivery, backup targets and tape replacement.



## Integration and testing of technology

- Nephos considers more than just the object store, identifying additional technologies to deliver an end-to-end solution.
- Identify potential solutions and technologies and assess these for technical and commercial viability.



## Development of a data migration plan

- Practical, customised advice for migrating unstructured file data into a lower cost, object storage platform – in a private, public or hybrid cloud.
- Advice on right-sizing the file storage environments for your 'hot' data, and lower cost storage options for aged data.



## Development of a business case

- Includes a total cost of ownership (TCO) calculation, and comparison with the status quo.
- Clear strategic recommendations for making the most of object storage based on your business's specific situation.

**“I was under pressure from our CFO to find lower cost storage options, due to the cost of AWS S3. We needed a specialist that could guide us through the process as it wasn't an area we had expertise in.**

**We engaged Nephos and their SmartData Object service, and they gave us clear options to help us make an informed decision. It saved us months of work and gave us a framework to work with.”**

*Technical Director, Asset Management Firm*

### Why trust Nephos?

Nephos takes a holistic view of the business, technological, financial and operational contexts of your data. We are not tied to recommending certain vendors – instead we provide the most appropriate advice and best possible value to our clients.

Nephos was one of the first companies in the UK to specialise in object storage solutions, back in [year]. We have delivered 50+ use-case-based object storage projects, ranging from 5TB to 10PB – and have deep knowledge of and real world experience in the ecosystems that support these deployments.

### You may also be interested in:

#### Nephos SmartData Strategy

Identify and get the most from your company's valuable data by storing and using it smartly. SmartData Strategy helps you turn your data challenges into opportunities and competitive advantages.

#### Nephos SmartData Governance

Data governance as a service: A gap analysis of your entire data security profile. This helps businesses accelerate migrations and reduce migration risk.

**Make object storage work for your business. Contact us today.**