The 2017 business will need to be as quick as a flash

The way we do business has changed. Industry 4.0 is upon us and in the next year we will see it take its formation. We have seen many industries be disrupted over the past few years and the explosion of technologies such as artificial intelligence and internet of things will continue this trend next year. Australian businesses now know that they need to transform in order to avoid disruption and many have already begun. For most, this means ensuring data is at the core of their business and every department.

This transformation has meant more emphasis on the importance of data, and with that, next year we will see a renewed focus on efficient and scalable storage. This is a critical tool in enabling data-driven innovation and managing the large amount of data businesses create in the digital economy.

An infrastructure to support change

In an Industry 4.0 economy the challenge for all businesses is capitalising on new digital initiatives ahead of their competitors, and bringing new services to market as quickly as possible. With the ability to conjure up an array of services with a touch of a finger, consumers have come to demand around the clock services and constant upgrades. This kind of quick and agile innovation needs to be supported by a robust storage infrastructure.

For Korda Mentha, an advisory firm that provides turnaround for restructuring, real estate and forensic support for companies and their stakeholders, reliable infrastructure has been a crucial factor in driving the business growth. With maintenance and co-location space costs continuing to increase, flash storage meant less time spent maintaining back up infrastructure and an expected saving of AUD $400,000 over the next four years. This has allowed them to further evolve their IT infrastructure without disrupting business operations, while at the same time, still growing their businesses and reaping the benefits of transformation and digitisation.

Making the most of your data

It is often said, in the new digital economy data is the most valuable tool. But this value is in the ability to collect, store and analyse it. The amount of data being created by Australian businesses today is huge, but it is vital that they are able to manage it and be able to make decisions based on data relevant to that specific time, place and customer. This is where a robust storage system becomes critical.

The infrastructure supporting these digital businesses needs to be able to scale to handle the variety of traffic and load spikes that data-centric businesses bring. Going hand-in-hand with broadband and computing power, storage plays a critical role in how systems perform under pressure.

Data-driven enterprises across all sectors are fortifying their digital infrastructure with flash storage. This ensures that spikes in traffic can be handled without affecting service levels, providing the level of performance and uptime their customers expect. A good example of this is University of Melbourne, which embraced flash storage and significantly increased its capacity without any downtime. This provided staff and students with faster and more reliable access during busy periods. The improvement in performance was particularly key during student enrollment periods and the release of student results, when spikes in activity and traffic are vast.

As Australian businesses embrace Industry 4.0 and prosper through digitisation, they are increasingly looking at their infrastructure to keep up with the rapidly changing workloads they need to manage. The movement towards flash is becoming almost inevitable as it provides the efficient and scalable infrastructure that the data centric business needs. In 2017 the trend of all-flash will continue as organisations look to deploy efficient and scalable infrastructure that can deal with the changes of the ever-evolving digital marketplace.

Sales: contactANZ@purestorage.com
Media: pr@purestorage.com
General: info@purestorage.com