

WHY PIONEERING CIOs ARE TURNING TO HYBRID CLOUD

TOP TIPS TO MAKE ITS COST, PERFORMANCE AND SCALABILITY FEEL AMAZING.

As the calendar flips over to the start of a new financial year, and a new budget, financial services (FS) firms are looking to their CIOs to help them meet another year of unprecedented disruption, head-on. Many firms in the sector have already begun to look for clever, quick and cost-effective ways to maintain profitable growth in the face of radical changes to the traditional set-up of markets. Aggressive Fintechs, the rise of co-opetition, an evolving regulatory landscape, and highly empowered digital and mobile savvy customers are just a few of the forces powering this flux.

YOU ARE THE LINCHPIN OF SUCCESS

As a technology leader you hold the key to making a success of today and beyond. 70% of some 1,200 CIOs surveyed by Deloitte said they believe that aligning IT activities with business strategies is essential to their personal success¹.

It is therefore you who can help to exploit the latent value in data while enforcing compliance at every touch point. You can commission the analytics platforms capable of delivering real-time decisioning, from FX investments to fraud prevention and insurance claims management.

You are also the linchpin when it comes to modernising IT infrastructure to cope with digitalisation, getting new services and apps to market faster than competitors, and reducing IT costs while driving business value.

All of these challenges and priorities can be addressed, we believe, with a Hybrid Cloud approach. Hybrid Cloud can certainly deliver the flexibility and cost-effective scalability that's perfect for your development platforms and for providing additional capacity for intense periods of customer and analytics activity, for example. According to a Forrester study at CIO.com, 59% of North American and European enterprise infrastructure decision-makers said they were adopting a Hybrid Cloud model.



However, all these activities and routes to new competitive advantage are centred on your data.

It powers competitor-beating apps and services, holds the answers to complex business questions and creates your compliance challenges. If data is unavailable when needed it can diminish the customer experience, compromise real-time decision-making and result in lost profits, especially in high frequency trading environments. What does this mean for your Hybrid Cloud strategy? It must be supported by the right kind of storage.

So when you are developing a Hybrid Cloud deployment, here are some important factors to consider for your associated storage strategy:

1 SELECT STORAGE THAT FREES DATA FROM TRADITIONAL SILOES

The growing trend towards digitalisation means that the traditional model of data silo-based storage-per-server is dissolving. To take advantage of the real-time, multi-application nature of digitalisation, your storage must be able to serve up data wherever it is required at extremely low latency. And it must be able to cope with the high frequency 'bursts' in demand. You can't get this capability cost-effectively from disk or hybrid flash.

2 HYBRID CLOUD IS NOTHING WITHOUT HIGH SPEED CONNECTIVITY

If the applications that will be spun up on Hybrid Cloud can't access the data they need at high speed, then you will lose the advantage that speed gives your business. Delays of milliseconds can result in millions in lost revenue. Make sure your storage solution comes with high-speed connectivity.

3 ENSURE DATA MANAGEMENT IS NON-DISRUPTIVE

Given that the kind of storage you deploy can have a significant impact on the success of your Hybrid Cloud strategy and the performance of the applications it hosts, you don't want the style of data management to have a negative impact. Make sure to choose All-flash with non-disruptive upgrades and no need for complex data migrations.

4 REMEMBER NOT ALL DATA IS EQUAL

In terms of keeping costs down, it's important to remember that not all data is hotly in demand. If your Hybrid Cloud has been developed to support high speed transactional experiences for customers, or high intensity business intelligence functions, slice out relevant data sets to be housed on All-flash arrays that are both competitively priced and deliver the lowest possible TCO.

5 SECURE CONNECTIONS TO YOUR DATA MUST BE BUILT IN FROM THE START

With data privacy and security slated as one of the most important concerns for FS CIOs, it's imperative that when you connect to data – either on premise, or at another cloud exchange co-location facility – it remains secure and encrypted. Look for storage solutions with dedicated connectivity built-in.

Making the move to Hybrid Cloud could be a sensible strategy for financial services organisations. The cost and flexibility benefits alone make it so. To ease your pathway and simplify deployment, Pure Storage has developed its own solution: the Pure Storage Hybrid Cloud in association with Microsoft.



It provides a Hybrid Cloud solution for workloads requiring high-performance storage and cloud burst compute while meeting strict data security, governance, and compliance requirements.

Why not take a look, today?

WANT TO KNOW MORE?

Contact us on 01784 614 069 or email pdh@purestorage.com

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