

Why Storage Agility Is Key to Keep Up with Globalization



The unprecedented economic climate of 2020 has brought many challenges with it. Globally, people are now living in a “virtual new norm.” It’s reshaped the way businesses not only operate but also generate revenue. Many businesses are under pressure to find new revenue streams to help stay afloat and capitalise on the expedited pace of digital globalization. These new operations are pushing existing IT infrastructure to the brink.

To succeed in the long term, organizations must manage the sheer volume of data that comes with these new ventures. After all, data is a golden asset for any business. [Database administrators \(DBAs\)](#) are the gatekeepers of databases. They ensure workloads are available, scalable, secure, and high performing to support business needs. But success requires an agile storage strategy that addresses the challenges of this new norm.

Hybrid Cloud: An Instigator of Storage Agility

According to McKinsey Digital’s 2019 report “[Unlocking business acceleration in a hybrid cloud world,](#)” CIOs believe that you can’t achieve business benefits such as agility and time to market solely by lifting and shifting applications. It’s also necessary to rethink the infrastructure stack. Having a storage strategy that supports business agility and mission-critical workloads is essential. And hybrid-cloud storage solutions are central to deliver the needed flexibility, mobility, and reliability.

Pure Storage® hybrid-cloud solutions support the agile, always-on demands of mission-critical database

workloads needed in today's 24x7x365 new norm. Regardless of whether you have a private or public hybrid-cloud infrastructure, Pure delivers always-on availability underpinned by state-of-the-art cloud data services. Effortless access to private and public-cloud data offers app mobility, enabling you to run applications anywhere. Pure FlashArray//X and FlashArray//C deliver 99.9999% on-prem availability for database deployments. With Pure hybrid-cloud solutions, DBAs truly get the best of both worlds, plus the accessibility and reliability they need to keep up with operational demands.

Predictive Analytics

Cloud-based predictive analytics tools such as Pure1®, provide added value for any DBA considering a hybrid-cloud deployment. Pure1 monitors system health and capacity planning, optimizing workflows and prevalidating upgrade options so that database workloads remain available without disruption. Pure eliminates the need for manual performance tuning of database workloads by tiering data between available storage media—from storage-class memory to flash memory, HDDs, and cloud—to help lower costs and simplify management for DBAs.

Simplified Workload Management

Database-workload management is a key pain point for many DBAs. Adding cloud-platform management to a DBA's already-long to-do list probably doesn't sound appealing. Fortunately, Pure's hybrid-cloud solutions provide a single control plane that enables you to view and manage environments both on- and off-premises. You can easily migrate database workloads bi-directionally from one dashboard, delivering data portability across environments to truly harness the power of hybrid cloud. Tap into a high-performing and efficient converged infrastructure that consolidates the management of data warehousing and analytics into one super-system. Plus, eliminate the tedious day-to-day tasks usually needed to manage database workloads. Now, that's agile.

It's no wonder [58% of enterprises are trying to go hybrid](#) according to 451 Research. The pressure is on DBAs to cut costs and time to deployment making agility a top consideration in any storage strategy. To keep up with the unprecedented pace of digital globalization calls for storage that allows you to pivot and respond quickly to ever-evolving business needs. Hybrid-cloud storage solutions provide a fluid way to manage mission-critical database workloads and should be a key component of your storage strategy.