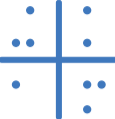


Digital transformation is measured in petabytes.

Is your storage keeping pace?

80% 
of all data created, replicated and transmitted today is unstructured.¹

90% 
of all data was created in the last two years.²

By **2020**, 
high-value data will double.³

5 signs your storage solution needs updating:

- 1 **Unstructured data growth overloads your traditional on-prem storage.**
- 2 **IT staff spends too much time managing the complexities of your storage environment.**
- 3 **Workload spikes difficult to accommodate.**
- 4 **Data is unavailable due to regional disruptions or slow performance.**
- 5 **Data is siloed, difficult to use in applications, and hard to mine for valuable insights.**

3 reasons hybrid cloud object storage is the answer

Highly cost-efficient on-prem, in the cloud or hybrid

Flexibility, scalability and simplicity to fuel transformation

Designed to drive business value from unstructured data in the IBM Cloud

IBM® Cloud Object Storage. Fueling digital transformation. Managing exponential data growth.

Flexibility



On-prem, public cloud or hybrid deployments to help deliver on business objectives.

Programmability



Build and deploy engaging web and mobile applications using Amazon S3 and OpenStack Swift APIs.

Simplicity



Less complex, more budget-friendly and easier to manage than traditional storage.

Scalability



Scales from petabytes to exabytes, providing a cost-effective repository and data backup solution.

Security



Carrier-grade security: data encryption while at rest or in motion and digital certificates to help regulate access.

Gartner has given IBM Cleversafe dsNet (now IBM Cloud Object Storage) the highest scores in the Analytics, Archiving and Cloud Storage use cases in the Object Storage Critical Capabilities report.⁴

Learn more! Read *The need for hybrid cloud object storage: Integrating systems and services for digital transformation.*



Download now!

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¹IDC. "Data Explosion Drives Need for Object Storage." Video featuring Laura DuBois, IDC Research Vice President, Enterprise Storage, Servers, and Software Infrastructure. www.youtube.com/watch?v=DVSiyBXgfzU ²Bringing big data to the enterprise. www.ibm.com/software/data/bigdata/what-is-big-data.html ³IDC. IDC FutureScape: Worldwide Big Data and Analytics 2016 Predictions. Document #259835. November 2015. <http://www.idc.com/getdoc.jsp?containerId=259835> ⁴Gartner. Critical Capabilities for Object Storage 2016. ID G00271719. March 31, 2016. <https://www.cleversafe.com/register?redirectTo=/documents/private/critical-capabilities-for-object-storage.aspx>

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