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Business Value Highlights

>3.5 times

benefits-to-costs ratio over three years

8 months

to payback

44% lower

three-year cost of storage operations

76% more

efficient to manage

12% higher

developer productivity

43% faster

to deploy new storage

3.7% average

percentage increase in revenue per organization



The Business Value of IBM Cloud Object Storage

EXECUTIVE SUMMARY

Technology enables business and digital transformation (DX) and 3rd Platform technologies (social, mobile, Big Data, and cloud) that are changing IT infrastructure requirements at a rapid pace. Adoption of innovation accelerators such as Internet of Things (IoT), artificial intelligence (AI) and analytics, augmented reality and virtual reality (AR/VR), and robotics is also fueling data growth. Because of this, the need to secure and store data for extended periods of time is not limited to simply compliance or governance but also extends to deriving insights and thereby steering business direction for product and service development/improvement. Storage technologies such as object-based storage (OBS) have emerged as the de facto alternative to storing hundreds of petabytes (PBs) of data and are widely known for their deployment flexibility (on/off-premises or public cloud). Many vendors in this space offer OBS solutions that enable organizations to get a handle on their data growth and DX strategies. IBM Cloud Object Storage (COS) is one such OBS solution.

IDC spoke with organizations using IBM Cloud Object Storage about their experiences. These IBM customers reported benefiting from having a cost-effective, scalable object storage solution. The result is that these customers have changed the economics of extending object storage to support their operations, allowing them to address and support more business operations dependent on significant volumes of data. Based on interviews with these organizations, IDC finds that they are achieving strong value with IBM Cloud Object Storage that results in benefits worth more than 3.5 times their investment costs by:

- » Reducing storage costs
- » Requiring less staff time to manage their storage environments
- » Enabling developers whose work depends on object storage
- » Winning new business by having the ability to extend storage environments and the use of unstructured data in a timely and cost-effective manner