



Turbocharge Your Hybrid Cloud Journey

How to handle a predicted 163 ZB of data/year by 2025¹

By 2020, companies expect to run 83% of their workloads in the cloud.¹ And so far, it's the primary data that gets all the attention. While most have focused on primary workloads and data, 80% of all enterprise data is secondary. It's non-mission critical data that's massively fragmented across backups, archives, file shares, object stores, test/dev systems and analytics data sets.

What if you could simplify your operations, easily migrate to the cloud, and extract more value from your secondary data and apps?

Data Growth Brings New Challenges in Cloud Era



EXPLOSIVE DATA GROWTH REQUIRES CLOUD

63% of enterprises are managing 50 PB or more, with 40-50% annual growth.²

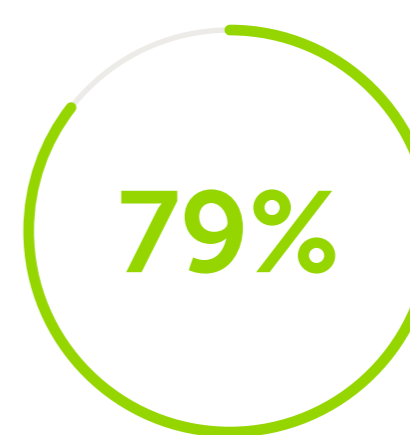
19% of respondents say managing data stored in 3rd party cloud environments as a growing pain point.³



GROWTH COMPOUNDS BACKUP CHALLENGES

51% of businesses admit their backup infrastructure can't keep up.⁴

Archiving is seen as a means to control growth.⁵

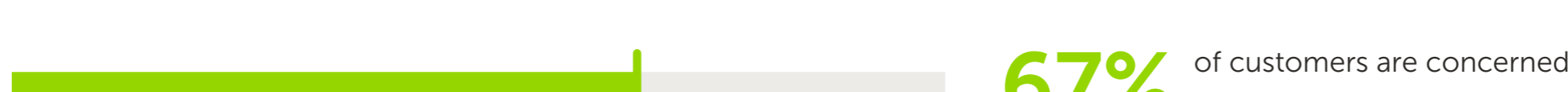


COLD DATA ISN'T "COLD" ANYMORE

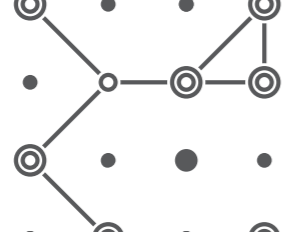
62% of IT decision makers are frequently retrieving tape data for compliance needs.⁶

79% are likely to move some legacy tape data to the cloud.⁷

Legacy Solutions Don't Meet a 24x7 Data-Driven World



TOP 3 CHALLENGES IN A HYBRID CLOUD ENVIRONMENT



Increased complexity:
Multiple point solutions



Lack of data mobility:
Time-consuming conversion between on-premises and cloud



Lack of visibility and control:
Risk of compliance violations with data stored in multiple locations

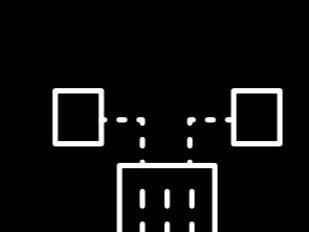
What if you could bring simplicity to this hybrid cloud landscape—and unlock the value of all your secondary data?

Take Control with a Cloud-First Platform

Legacy solutions simply weren't designed for today's hybrid cloud world. With a "built for the cloud" platform, you get:



Seamless integration and broad agnostic support for the major cloud platforms



Increased mobility across data center and cloud



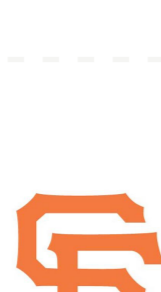
A single, web-scale platform to support all cloud use cases

Discover the Cohesity Difference

COHESITY OFFERS A HYBRID CLOUD PLATFORM FOR MULTIPLE USE CASES



Over 50% of our customers take advantage of cloud capabilities.



"Cohesity has allowed us to simplify and transform our secondary data environment, protecting more than 350T of data, leveraging the cloud and saving costs while moving away from legacy infrastructure."

BACKUP WINDOWS REDUCED BY

50%



"Cohesity's native cloud integration allowed us to seamlessly archive data to Microsoft Azure Blob Storage in a secure and encrypted manner, using simple yet powerful storage policies."

COST SAVINGS (PER YEAR)

\$60,000



"Cohesity has greatly simplified the entire process of managing and consolidating secondary data in a hybrid cloud environment."

CAPEX COST SAVINGS OF

50%

See What Cohesity Can Do for You

Cohesity accelerates your journey to the hybrid cloud. With a single, web-scale platform, Cohesity can radically simplify your IT operations, improve efficiency, reduce total cost of ownership (TCO) and enable meaningful business insights across your entire organization.

[Read the White Paper](#)

SOURCES:

- ¹ <https://www.forbes.com/sites/louiscolombus/2018/01/07/83-of-enterprise-workloads-will-be-in-the-cloud-by-2020/#9783e556261a>
- ² <http://www.enterprisestorageforum.com/storage-management/unstructured-data-growth-fueling-massive-migration-to-object-storage.html>
- ³ <https://www.networkeurope.com/article/3200691/storage/most-acute-storage-pain-points-letdowns.html>
- ⁴ <http://www.enterprisestorageforum.com/backup-recovery/half-of-u.s.-businesses-are-bungling-their-backups.html>
- ⁵ "Gartner - 2017 Magic Quadrant for Backup and Recovery Solutions"
- ^{6,7} <https://www.ironmountain.com/resources/infographics-and-tools/moving-from-tape-to-cloud>

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