FIVE THINGS ABOUT...

The Evolution of Data Storage

This past year, data storage came to the forefront in the IT ecosystem. In the past, storage was a backend function, but now data storage affects all aspects of enterprise workflows and workloads.

1. **Next-generation storage are now replacing more traditional data storage architectures**
With the merging of compute, store, and data movement capabilities, emerging data storage solutions have begun displacing older legacy solutions that focus primarily on reading and writing data to storage media without value-added capabilities.

2. **Hybrid cloud capabilities continue to expand**
Enterprises are increasingly moving data and workloads to public cloud in order to scale more dynamically with market conditions. However, critical data has remained on-premises, forcing storage solutions to support hybrid architectures.

3. **Data services have grown in importance and value**
Software has continued to rise in importance while hardware commoditization has accelerated. Storage solutions can make or break the data services—such as analytics, data security, and compliance—your company requires.

4. **Cloud native is starting to overshadow cloud first**
For years, enterprises have encouraged the business to adopt cloud applications before considering on-premises solutions. But now, the push for cloud native applications engineered exclusively for the cloud has necessitated a different kind of data storage solution.

5. **Scale-up and scale-out storage solutions are now equally in demand**
Both have their benefits, whether scaling storage up to increase speed and performance or scaling out to accommodate massive data sets and user bases.

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"**Next-generation storage includes computing technologies and devices that enable storing, porting, and extracting data more quickly and efficiently.**"

Markets and Markets, Next-Generation Data Storage Market Global Forecast to 2025, pg. 22.

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