Whether small or medium-sized business – the impact is big!

Data storage for high-growth companies

In today's digital world, fierce competition and ever-changing technologies make things rather difficult – not just for major enterprises, but even for small and medium-sized businesses (SMBs). However, SMBs have an ace up their sleeve because they are uniquely positioned to be agile and to respond to changing business scenarios in a way that large enterprises cannot. Data storage has become one of the most important investments that can differentiate you from your competitors. The latest storage technology guarantees efficient scalability, makes it possible to achieve more with less, and provides SMBs with attractive ways to overcome the complex data challenges of trends such as IoT and analytics. It enables you to quickly respond to new opportunities, increase productivity and reduce costs. And as the price of flash memory, software-defined storage and hyper-converged infrastructures continues to fall, SMBs no longer have to compromise when choosing the optimal technology for their business strategy.

However, many SMBs find it difficult to select the right storage technology for their strategy. This is where Fujitsu helps. We are one of the very few IT providers today who can offer you all kinds of storage options from a single source.

"We SMBs are uniquely positioned to be agile and ahead of the competition: It is typical for us that executive management, in tandem with IT management, drives business and IT innovations forward. This enables us to act much faster than large corporations."

shaping tomorrow with you

FUJITSU

Master challenges, seize opportunities
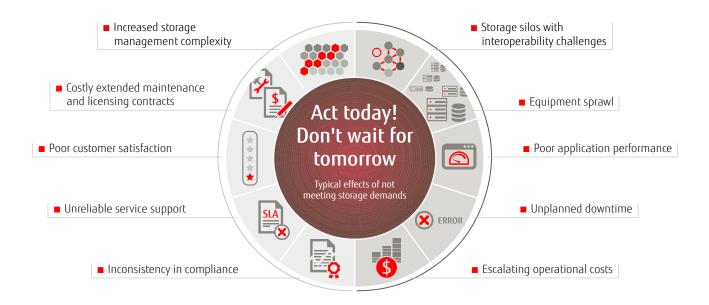
Situations in SMBs today

You have to cope with a lot of data every day – whether it is operational data, financials, employee data or customer information. This large volume of data needs to be stored securely, comply with legal requirements, and also be easily accessible. Thus storage needs to be scalable and deliver excellent performance – while keeping costs manageable at the same time.

When it comes to data growth, small businesses face the twin challenge of coping with budget constraints and missed growth opportunities. They cannot overcome existing storage restrictions without significant additional investment, and while they wait for this investment, the time spent between making the decision and procuring additional storage represents lost business opportunities.

Grow your storage along with your business

You have to foresee future technology demands as your business grows. Admittedly resource constraints can be a challenge, but that is where technology can be your biggest ally. Choosing the right storage technology can be your most significant differentiator. The right technology can not only solve your immediate problems, but also make your business more efficient and flexible to help open up entirely new possibilities. This is all the more important as IoT and data analytics are also becoming increasingly important as you strive to boost productivity and bring innovative products and services to market.

You need to rethink your data management strategies. How will you collect, store, manage and backup data? The right data management strategy will make trusted and actionable information readily available.

- Increased storage management complexity
- Costly extended maintenance and licensing contracts
- Poor customer satisfaction
- Unreliable service support
- Inconsistency in compliance

Act today! Don't wait for tomorrow

Typical effects of not meeting storage demands

- Storage silos with interoperability challenges
- Equipment sprawl
- Poor application performance
- Unplanned downtime
- Escalating operational costs

Top business and technology challenges for small businesses*

Figuring out how different solutions can help my businesses	**36%**	
Protecting company information from threats	**33%**	
Keeping systems up and running	**33%**	
Implementing new solutions or upgrades	**32%**	

* Source: SMB Group 2019, SMB 360 – Connecting the Dots between Business and Technology Study

The way forward: data storage for all IT needs

To address all data storage concerns, you need a vendor who can offer you affordable storage technology that meets the performance and scalability requirements of your applications, keeping things easily managed and ensuring that your business runs smoothly – both now and in the future.

Your end-user satisfaction is greatly influenced by application performance, while the technology you choose can directly impact your business performance. It is imperative that your storage scales in tandem with your business growth – because you cannot afford to dismantle and replace your storage infrastructure every few years.

Making the right investment decision that best serves your business needs is a very daunting task. You do not want to choose storage which meets your budget, but lacks scalability and performance, or does not meet your data protection requirements. What you really need is a technology partner who can recommend a tailored solution and help you manage it so that you can focus on what matters most – your business. Fujitsu is that partner! We provide you with reliable support from a single source – with end-to-end solutions and services for all of your growing data management and data protection requirements.

Collect, store, manage, back up data – aspects that should be considered more closely

Data collection: Are you ready to handle the avalanche of unstructured data?

As more and more companies begin utilizing IoT devices and edge computing, data collection will present them with significant challenges. Since most of the data gathered by IoT devices and customer-facing applications is unstructured, organizations may not be able to separate business-critical insights from irrelevant noise. Even if they do have the ability to sort through that data using powerful analytics, some data will need to be stored for later use or analysis. Legal obligations may also require them to hold information for a set period of time before it can be deleted, forcing you to maintain sufficient storage capacity as a pure expense.

Data growth: Have you estimated how much data your company will generate in the coming years?

Data is increasing at a mind-boggling rate, and we are already counting well into the zettabytes. Predictions about how much data will be created by the end of the decade are regularly revised upwards. Growing volumes of data are here to stay, and we need to do something about that. Increasing digitization of processes, machines, and human interactions is generating so much data that growing companies are running out of room to store it all. And with such a burdensome trend, you are unable to access the insights needed to capture the attention of new and existing customers.

Data storage: Can your existing infrastructure meet your requirements?

SMBs are becoming more and more reliant on email, shared files, critical application data, the need to digitize/store previous "paper" records or documents, and they are increasingly using video and image files, all of which are easily accessible over the Internet. Now add mountains of governmental compliance rules and regulations to this mix, and you find that you face a significant and growing data storage challenge. Data should be stored on a trusted platform that is expandable and scalable based on your company's current and future needs.

Data backup: How safe and secure is your data?

For many SMBs, backup processes that are up to date still have lower priority. On the other hand, service downtime is also costly and stressful. No service means you cannot access the data and applications on which your business depends. Not only could you miss out on new business, but there is also a risk that customers will be permanently lost. A good disaster recovery plan is a necessity.

Reliable backups are integral to business continuity and success. Backup is essential to mitigate the risk of cybercrimes like ransomware attacks – having an offline backup like tape providing an air gap can greatly help minimize business damage.

Data collection   Data storage   Data growth   Data backup

Concerns about data protection strategies include questions like: "How many copies of my data do I have to keep?" and "How can I assure these copies are available when necessary?" Unfortunately, no cure-all solution is available. At the end of the day, each organization will have to come up with a strategy that best suits its own specific needs.

A rule known as the 3-2-1 approach provides a simple solution, namely to keep
- three copies of data,
- on two different types of storage media,
- with one copy being kept in a remote location.

With a 3-2-1 approach, companies can protect their information in a way ensuring that at least one copy survives, even if the other two are lost, destroyed or encrypted in a ransomware attack. Though this concept may seem simple and effective – especially in SMB environments – it is far too broad and general for more complex environments or large-scale data centers. Choosing the right data protection appliance is essential to avoid high workloads and unnecessary costs.

3 Copies of Data   **2** Different Storage Types   **1** Remote Location

DISK   TAPE

...and that's it? Not at all!

Diversified data protection policies are required for
- complex environments
- large data centers

with **varying protection levels** to match the value of the data.

No one-size-fits-all solution – and the right choice of appliance is vital.

Fujitsu ETERNUS – Business-Centric Storage

Fujitsu's ETERNUS storage portfolio balances storage capacity, performance and costs for the complete data lifecycle – from production, business analytics and big data to backup and long-term archiving. It comprises all-flash and hybrid primary storage systems as well as backup to disk and tape solutions. We deliver complete storage solutions based on ETERNUS products, leading technology from our partners and comprehensive services from Fujitsu.

THE RIGHT STORAGE SOLUTION
FOR EVERY PURPOSE!

Data management – primary storage

Fujitsu Business-Centric Storage under the ETERNUS brand includes solutions that help SMBs achieve the right data service levels with a reduced cost per gigabyte. ETERNUS AF all-flash storage excels in recognized benchmarks by delivering incredible storage performance and extremely reliable data services at highly competitive prices. ETERNUS DX Hybrid storage enables you to achieve a maximum of storage consolidation for structured and unstructured data by balancing speed, capacity and cost in one system.

- Seamless family architecture ensures the unified management of all ETERNUS AF/DX storage systems via the ETERNUS SF platform
- Affordable business continuity via the ETERNUS Storage Cluster offering easy replication and flexible disaster recovery, not only between different ETERNUS DX Hybrid storage and ETERNUS AF all-flash models, but also between old and new ETERNUS generations
- Our family architecture gives you the flexibility to repurpose legacy ETERNUS storage and use it in combination with new ETERNUS models for data replication
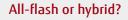
- Designed for superior performance and based on an award-winning performance architecture that delivers the fastest response times – even under extreme workloads
- Simplified storage operations thanks to modern data reduction technologies, Automated QoS (Quality of Services) and automated storage tiering
- Integration of Fujitsu and partner products to offer end-to-end solutions

→ Read more

ETERNUS AF
accelerates the flow of data with all-flash storage

ETERNUS AF250
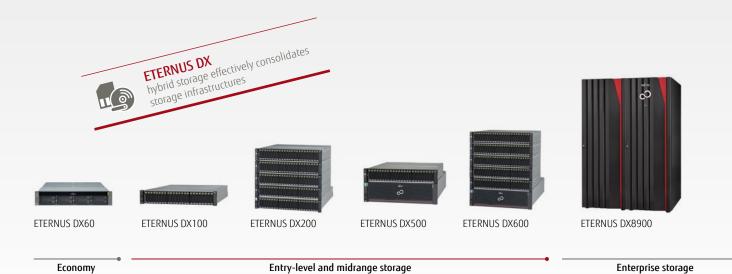
ETERNUS AF650

All-flash or hybrid?

The decision, of course, depends on the specific application scenario. However, the following recommendation is very helpful:

→ **Go hybrid** if
  – you want an ideal balance of capacity, performance and cost
  – minimal latency fluctuations are acceptable
  – you want to consolidate structured and unstructured data in one storage
→ **Go all-flash** if
  – performance-optimized storage is the priority
  – sub-millisecond latency is required
  – you want considerable savings in operations and maintenance (think TCO!)

Which system is right for you? Make sure you contact Fujitsu!

ETERNUS DX
hybrid storage effectively consolidates storage infrastructures

ETERNUS DX60

ETERNUS DX100

ETERNUS DX200

ETERNUS DX500

ETERNUS DX600

ETERNUS DX8900

Economy

Entry-level and midrange storage

Enterprise storage

ETERNUS SF storage management software

Data management – converged IT infrastructure

Fujitsu has just the right solution for SMBs wanting to introduce new IT services or modernize existing IT infrastructures quickly, without having valuable staff resources working on tedious procurement, integration of servers, storage, network connectivity and software, not to mention testing and deployment: FUJITSU Integrated System PRIMEFLEX reduces complexity, lowers project risks, and increases operational efficiency.

PRIMEFLEX is a family of powerful converged and hyper-converged systems that are pre-defined, pre-integrated and pre-tested. The portfolio includes general purpose and purpose-built systems, factory-installed ready-to-run systems and reference architectures which can easily be customized in response to specific needs.

- Improves business responsiveness by shortening time-to-market and cutting costs (CAPEX and OPEX)
- Hybrid-IT-enabled and integrates with all the major public cloud platforms
- Reduces complexity, lowers project risks, and increases operational efficiency
- Continuous and affordable availability to protect important data and business services

→ Read more

PRIMEFLEX delivers completely integrated solutions for all leading Hybrid IT stacks.

Customers have a wide range of flexible options:
→ Architecture (converged or hyper-converged)
→ Virtualization technology and cloud platforms (VMware, Microsoft Azure or Nutanix)
→ Storage systems (Fujitsu or NetApp)
→ Delivery models (ready-to-run, reference architectures or a combination of both)
→ Licensing and financing options
→ Services

Data backup – data protection appliances

Fujitsu's comprehensive portfolio of appliances, tape solutions, data protection software and services makes it easy to keep backup and archiving speed, capacity, and cost in balance. The Fujitsu ETERNUS CS data protection appliances offer outstanding data protection by aligning storage resources based on business priorities while minimizing backup times and fulfilling all recovery time objectives for every business-critical environment. Fujitsu's data protection portfolio is tailored for growing SMBs and includes:

→ Read more

For backup storage and more

FUJITSU Storage ETERNUS CS800 target data protection appliance
- Turnkey, easy-to-operate, backup-to-disk appliance
- Integrated deduplication and replication functionality
- Supports all market-relevant backup suites

FUJITSU Storage ETERNUS CS200c* integrated data protection appliance
- Simplifies data protection and management in a single integrated solution for the digital world
- Incorporates industry-leading software from Commvault
- Protects business applications, virtualized and hyper-converged environments while facilitating compliance with regulations
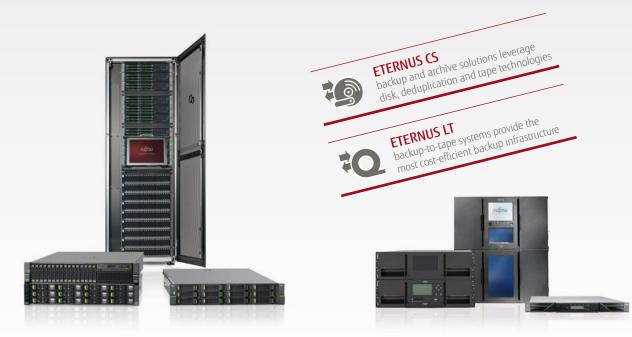
For archive and long-term storage

FUJITSU Storage ETERNUS CS8050 NAS
- Cost-efficient storage appliance for archiving
- Trusted long-term storage and second-tier file storage on disk
- Integrated SoftWORM, replication and backup functionality

FUJITSU Storage ETERNUS LT tape libraries
- Perfect for satisfying low-cost backup and long-term archiving requirements
- Flexible connectivity – both for connection to storage systems and servers, and in the choice of media
- Highly automated, simple and remote operation

ETERNUS CS backup and archive solutions leverage disk, deduplication and tape technologies

ETERNUS LT backup-to-tape systems provide the most cost-efficient backup infrastructure

*ETERNUS CS200c is only available in EMEIA

Just focus on your business, not on storage!

Whether you are an SMB just starting out, gaining traction, or expanding business with branch or remote offices, your focus should be on how you can leverage data to usher digital transformation into your industry. In order to grow, your data storage needs to be efficient, secure, available, and easy to manage as it keeps pace with your business growth. You want a solution that scales on demand, delivers enterprise-class functionality, is cost-effective and easy to use – Fujitsu provides you with all of this from a single source!

Next-generation storage without compromises

Fujitsu Business-Centric Storage under the ETERNUS brand includes solutions that provide the right data service levels with a reduced cost per gigabyte for all business scenarios. They enable you to align existing storage resources with business priorities with features like data deduplication and compression, automated quality of service, data backup to meet stringent RPOs/RTOs (recovery point objectives/recovery time objectives), continuous data protection, and integrated disaster recovery capabilities. At the same time, high performance levels contribute to better system utilization, which has a direct impact on ROI.

The ETERNUS line-up is comprised of compelling solutions for all tasks ranging from applications that demand ultra-fast response times, consolidation of different types of data in a single system, and deployment of hyper-scale, software-defined storage to data protection solutions that can be managed very easily and efficiently. The FUJITSU Integrated System PRIMEFLEX family includes both classical-converged and hyper-converged systems, provided as ready-to-run or reference architectures that can be adapted to your specific requirements.

While there is no single approach that fits all your needs all the time, you can certainly rely on FUJITSU for all of your infrastructure needs as you drive your business forward.

Realize your digitization strategy without compromise – with Fujitsu!
www.fujitsu.com/global/products/computing/storage/