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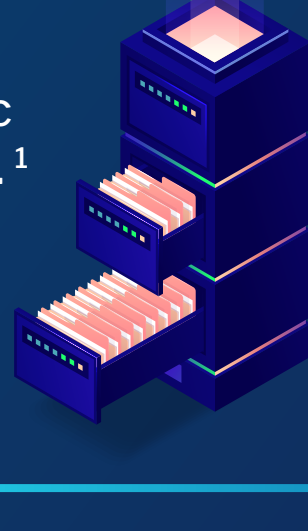
Market Intelligence

Data Implications in a Hybrid, Edge-to-Cloud World

The hybrid cloud model is the natural evolution of the enterprise datacenter



62% of enterprise survey respondents have adopted hybrid cloud as their strategic approach to IT environments.¹



An intelligent data strategy, with a foundation of an intelligent data platform, will help to unlock the value and agility of your data, edge to cloud.

Getting more value from data with a 'cloud everywhere' approach

To fully adopt hybrid cloud, businesses need to be prepared to deliver the **same dynamic cloud experience** everywhere – both on-premises and off. The experience should be workload-optimized, enable rapid provisioning and be delivered as a service.

AI and ML-based intelligence can play a major role in the efficiency of hybrid cloud IT operations and management.

- Improve employee efficiency in order to respond to data growth
- Ensure SLAs, reduce downtime and offer faster response times
- Reduce costs through management efficiency and capacity planning

Out of 450 IT professionals polled,

75% agree that ML or AI capabilities would simplify IT management.²

An intelligent data platform can help reduce complexity so IT can focus on areas that drive innovation:

- Data is always on and always fast
- Automation to meet shifting workload demands and make IT more efficient
- Support for both existing and new apps (that run on containers)
- Ability to scale, move and access data everywhere

Unlocking the Edge Potential with Hyperconverged Infrastructure (HCI)

Data will live and need to be accessed at the edge, and will need to be processed quickly and with little latency. This is where HCI comes in.

HCI meets many key needs for the edge

- Performance (to support autonomy)
- Efficiency (to meet cost constraints)
- Compact (to meet space constraints)
- Automatable (for remote management)
- Orchestration-ready (for complex tasks)
- Networked (for rapid data transfer)
- Federated (for uniform management)
- Easy to secure and protect (for BC/DR)



HCI adopters expand workloads at the edge

Both remote/branch office (ROBO) and edge-based applications are transitioning from traditional infrastructure toward HCI.

HCI adoption for edge:

From **9%** today to **21%** in 3 years,

or up to **26%** for organizations with at least 1,000 employees.

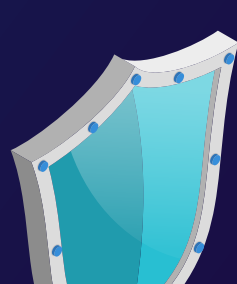
HCI adoption for ROBO:

From **19%** today to **25%** in 3 years.³



A Hybrid Approach: Next-Generation Data Protection and Disaster Recovery

Protecting applications and data is only the first step of a modern BC/DR strategy – it's critical to get ongoing value from business data, no matter where it resides. In a hybrid world, data will reside in a number of locations, so the new challenge is to ensure data is **visible, accessible and protected** throughout its lifecycle.



Rethink your approach to long-term data protection

An intelligent data strategy can help set priorities and establish the value of your data. The ideal platform needs to provide ongoing protection, be available on-demand so it aligns with spend, be scalable, and help you to get the most out of your backup data.

Almost 1/3 of the companies we polled experienced an outage in the last two years, and almost half led to losses of over \$100,000.⁴

Unlock the Value of Data

1. Start with an intelligent data strategy
2. Adopt a workload-optimized approach
3. Learn the business value of your data
4. Understand legal and compliance needs
5. Define the key criteria for data context
6. Establish data retention policies
7. Ensure ongoing data visibility
8. Automate data actions based on policy
9. Create a unified experience on-prem and off
10. Archive to reduce cost



To accelerate your transformation, look to partner with vendors that offer data platforms that are **AI-driven, built for cloud and delivered as a service** so you can start to transform your IT environment with hybrid cloud-enabled intelligent storage, AI/ML-based insights and modern data protection from edge to cloud.

1. Source: 451 Research's Voice of the Enterprise: Digital Pulse, Budgets & Outlook 2019

2. Source: 451 Research's Voice of the Enterprise: Storage, Budgets & Outlook 2019

3. Source: 451 Research's Voice of the Enterprise: Compute Infrastructure, Workloads and Key Projects 2019

4. Source: 451 Research's Voice of the Enterprise: Storage, Data Management & Disaster Recovery 2020



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Explore where intelligence will take you:

<https://www.hpe.com/info/intelligentdata>

As an edge-to-cloud, platform-as-a-service company, HPE understands the importance of data – it's the lifeblood of your business. Our aim is to help you get value from your data with infrastructure that's AI-driven, built for cloud, and delivered as a service. Come and see how you can use the Intelligent Data Platform from HPE to transform with intelligent storage while enabling hybrid cloud via modernized data protection, from edge to cloud.