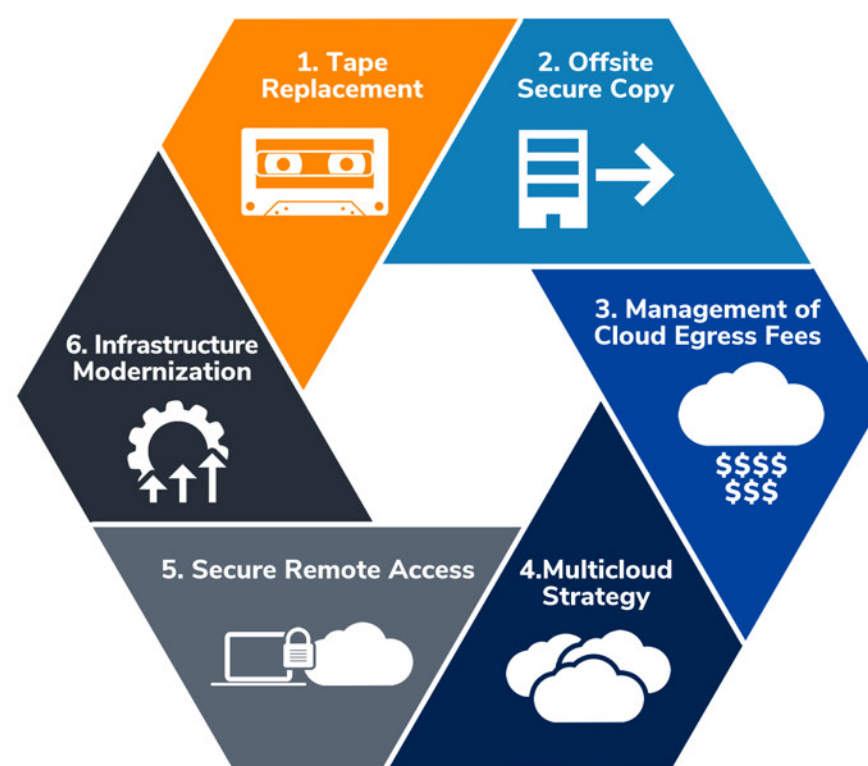
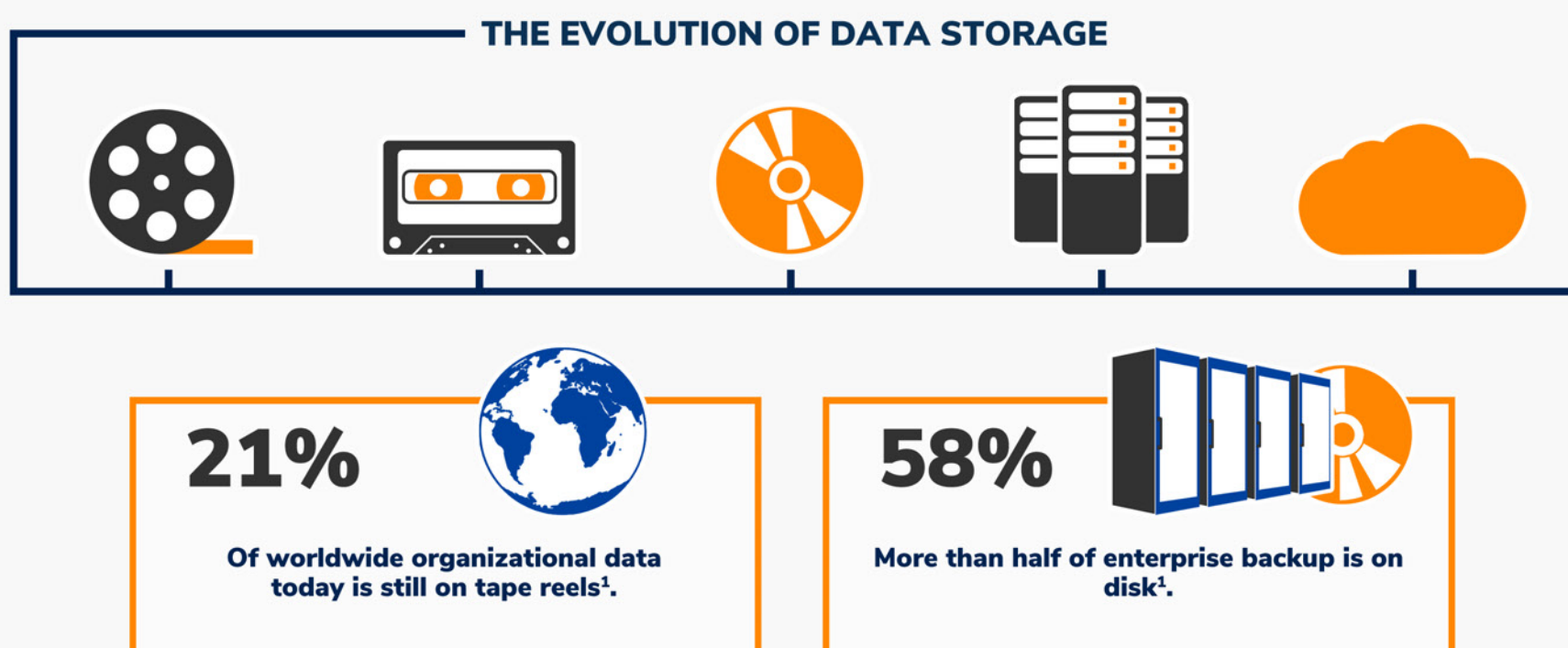


# 6 Use-Case Considerations for Cloud Storage

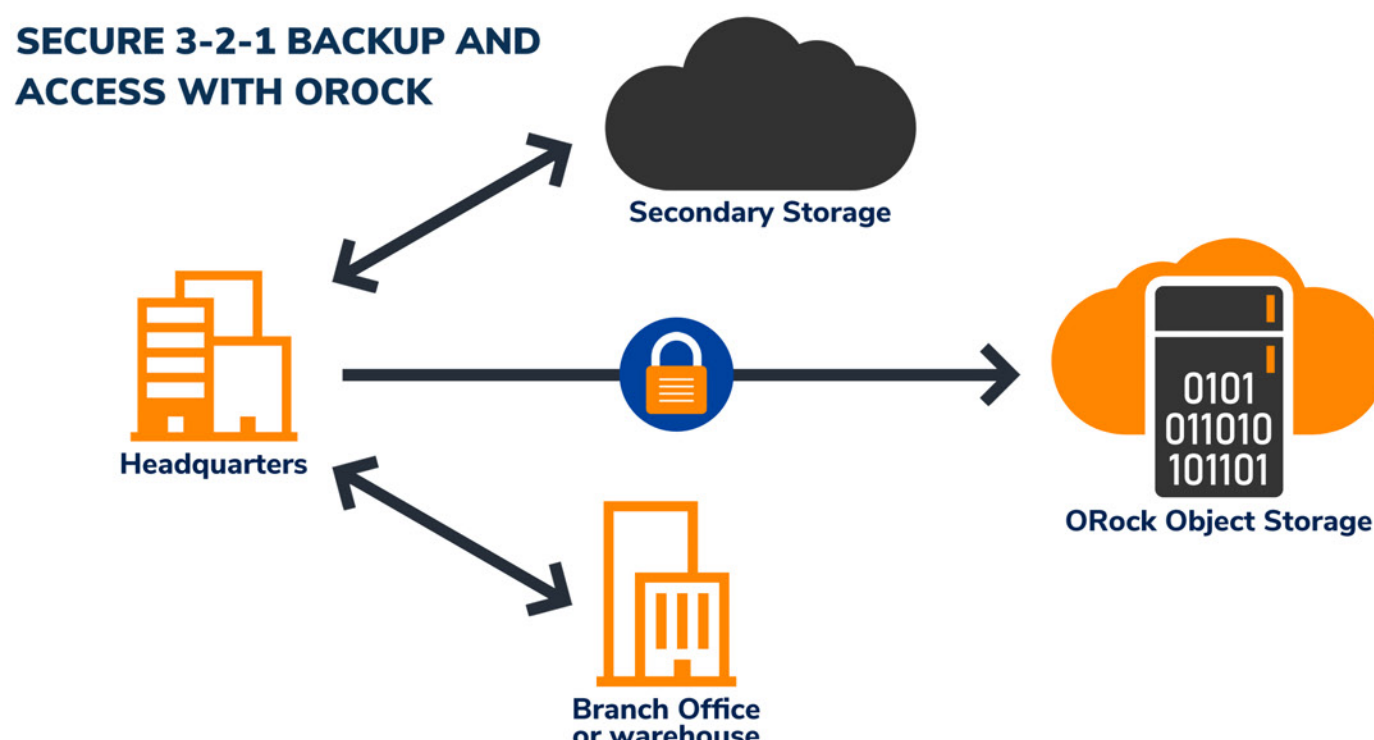


## 1. TAPE REPLACEMENT

Eighty percent of data is stored on disk and tape and predominantly on premises. Meanwhile, the cloud storage share is at about 18 percent but rising<sup>1</sup>. This cloud storage growth is being driven by the cloud's more dynamic and ubiquitous backup capabilities and its ability to deliver real-time connectivity through digital services. But watch out for hidden costs and new security concerns.



### SECURE 3-2-1 BACKUP AND ACCESS WITH OROCK



**72%**  
of organizations worldwide will migrate data from internal data centers to a public or private hosted cloud by 2022<sup>3</sup>.

## 2. OFFSITE SECURE COPY

Two copies of data are good, but three, including nonphysical storage mechanisms, are safer bets for disaster recovery and business intelligence.

Storage on tape prohibits any type of rapid analysis or fast confirmation of adherence to industry compliance requirements. For secondary or tertiary storage, many organizations are looking to the cloud.

## 3. MANAGEMENT OF CLOUD EGRESS FEES

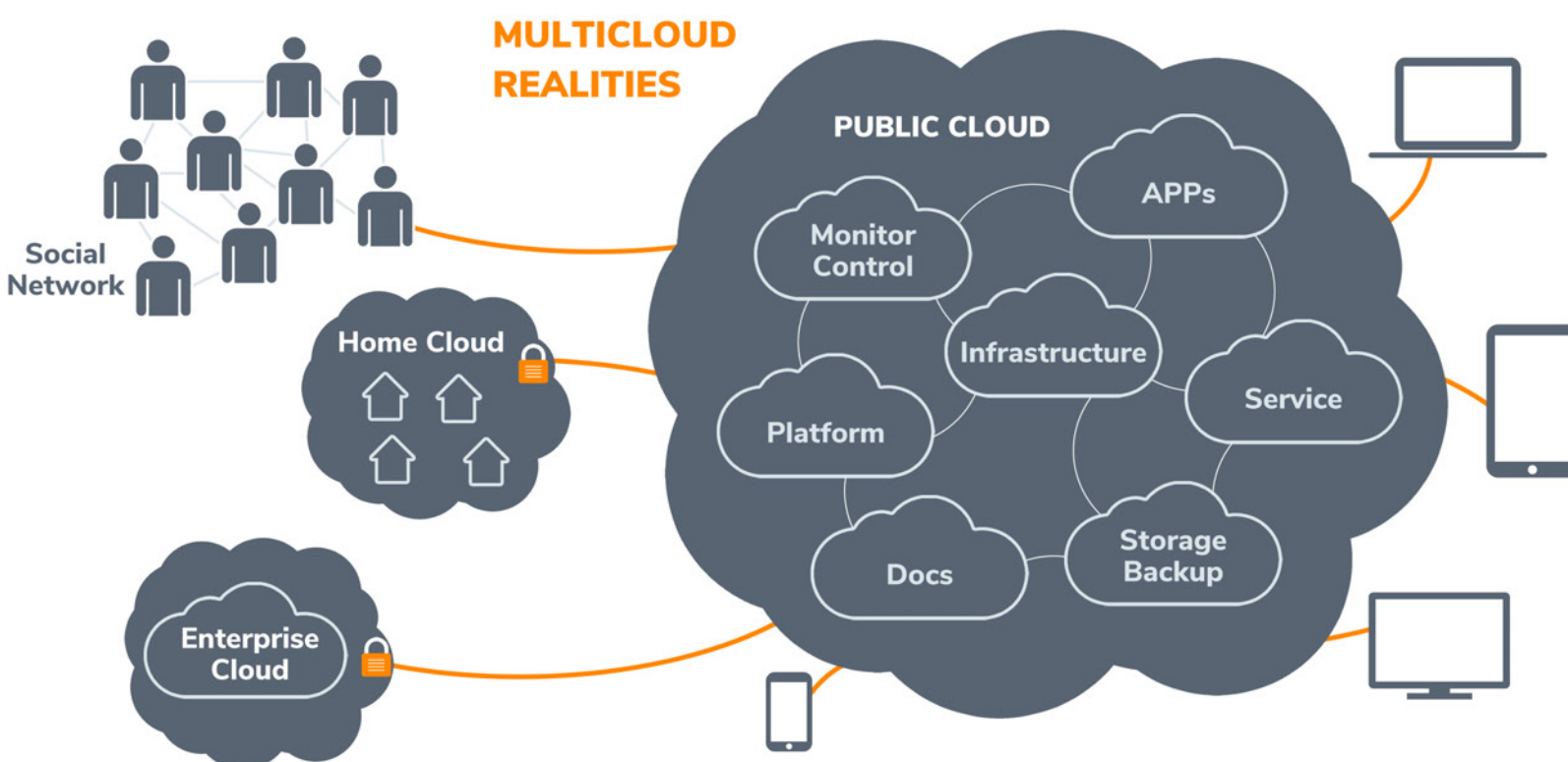
Too often, moving data to the cloud comes with strings attached.

Space agency NASA recently faced tens of millions of dollars in unexpected cloud egress fees just to access and analyze its own distributed data<sup>3</sup>.



**DON'T GET GROUNDED BY THE UNWIELDY COSTS OF HYPERSCALE PROVIDERS.**

### MULTICLOUD REALITIES



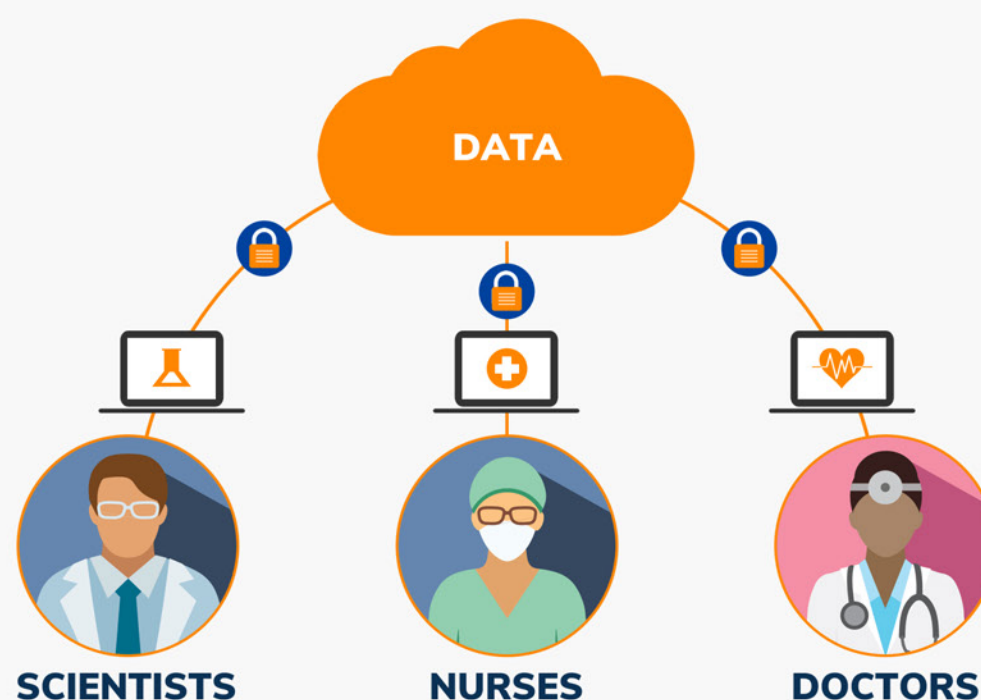
## 4. MULTICLOUD STRATEGY

Midsize to large organizations generally use four or more cloud partners (think Azure, AWS, Google). In addition to cloud egress fees:

- Cloud to network and cloud to cloud API building costs can range from several hundreds of dollars to as much \$20,000 or more per app.

## 5. SECURE REMOTE ACCESS

Your nurses, your scientists, your customer service reps, or an emergency team in the field need secure access to the latest research or historical data, the data you're backing up, without your organization paying the punitive cloud egress toll. Can you find the right balance from the cloud?



## 6. INFRASTRUCTURE MODERNIZATION

IT modernization often involves deploying, adopting and upgrading on-premises, cloud and edge platforms<sup>4</sup>.

Infrastructure as a service should boil down to connectivity, access, and security. Is your current data storage architecture prohibiting this infrastructural modernization?

**67%**  
of IT leaders believe IT modernization to be essential to business transformation.

**40%**  
of IT budgets are spent on these initiatives.

### OROCK SECURE CLOUD STORAGE



The good news is ORock can provide a secure storage offering that not only serves as an extension of your data center but also provides cost predictability. Whether you are modernizing infrastructure, replacing tape, employing a multicloud strategy or simply need a cost-effective location for data storage, ORock's standard offering delivers an unmatched total cost of ownership without sacrificing on resiliency and security of your data. With ORock, you get enhanced security with 24/7 customer service and extensive savings.



**Contact us to learn more about the ORock Cloud Storage Solution**  
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