

Do You Have Mastery Over Your Data?

Data is leading the way toward a prosperous digital economy, innovation, and competitive advantage. 95% of C-level executives believe that data is an integral part of forming their business strategy.¹

What's the deal with data?



Total worldwide data will swell to

163ZB by 2025

10x the amount today.

{ That's the equivalent of watching the entire Netflix catalog 489 million times.² }

With this explosion comes the challenge of managing, protecting, and optimizing all that data.

60% 60% of IT departments want to automate storage operations to lower costs³

56% 56% of organizations are trying to simplify management of different types of storage³

20% Only 20% of organizations report they have optimized their data management practices³

1 High operational costs
High up-front and operating costs hinder effective data management and protection and drain resources.

2 Siloed data environment
Silos lead to sub-par data management and protection and the lack of a holistic view into your environment.

3 Compromised speed & agility
Data recovery and migration objectives aren't met, making it difficult to keep up with SLAs and business expectations.

These challenges can be addressed with powerful solutions.

FalconStor customers tell us that now that the hype around data has died down, there are three main issues which, once addressed, lead to success in managing, protecting, and optimizing data.

1. Push the boundaries of data management problem-solving.

Align your data management initiatives to your organization's goals and prioritize your data management use cases.



Backup and Archive Orchestration

Meet the backup window and leverage the cloud for lower cost long-term data retention and recovery.

79% of IT departments are likely to move some legacy tape to the cloud.⁴



Storage Orchestration

Guarantee mission-critical functions continue during and after unforeseen events.

The average cost of a critical application failure per hour is \$500,000 to \$1 million⁵



Data Protection and Recovery

Ensure organizational stability following an impact to IT.

69% of organizations wrongly believe data protection is the responsibility of the cloud provider⁶



Predictive Analytics

Get real-time, actionable information to make better, faster decisions on your storage capacity needs and free up time to focus on strategic projects.

70% of IT budgets got to IT maintenance and operations vs 30% for new projects⁷

2.



Master your data without compromising or starting over.

Choose hardware- and software-agnostic solutions that work with your existing investments and that support physical, virtual, and cloud environments across all storage platforms and media types to avoid the lock-in penalties of rigid, costly legacy or built-in solutions.

42%

of organizations are disappointed in being locked-in to a specific storage vendor³

3.



Unlock insights to elevate the strategic importance of data.

Use predictive analytics to get real-time, actionable information on all your storage resources across the enterprise to ensure high availability, flexible data protection and disaster recovery, and reliable data migration so your organization can harness its data for competitive advantage.

The average total cost of unplanned application downtime per year is **\$1.25 - 2.5 billion**⁵

Master your data to push the boundaries of the possible.

Learn how these FalconStor customers are achieving data mastery.



Lower costs

Extend the life of existing investments and pave the way to move to the cloud.



Achieve 0% data loss

Meet demanding RPO and RTO in the event of unforeseen disasters.



Increase agility

Provide the highest levels of availability and data security for competitive advantage.



Break down silos

Reduce the backup window with speeds of 40TB/hour, eliminate the need for physical tape, and reduce storage capacity needs by up to 95%.

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Sources:

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Learn how your organization can achieve data mastery

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