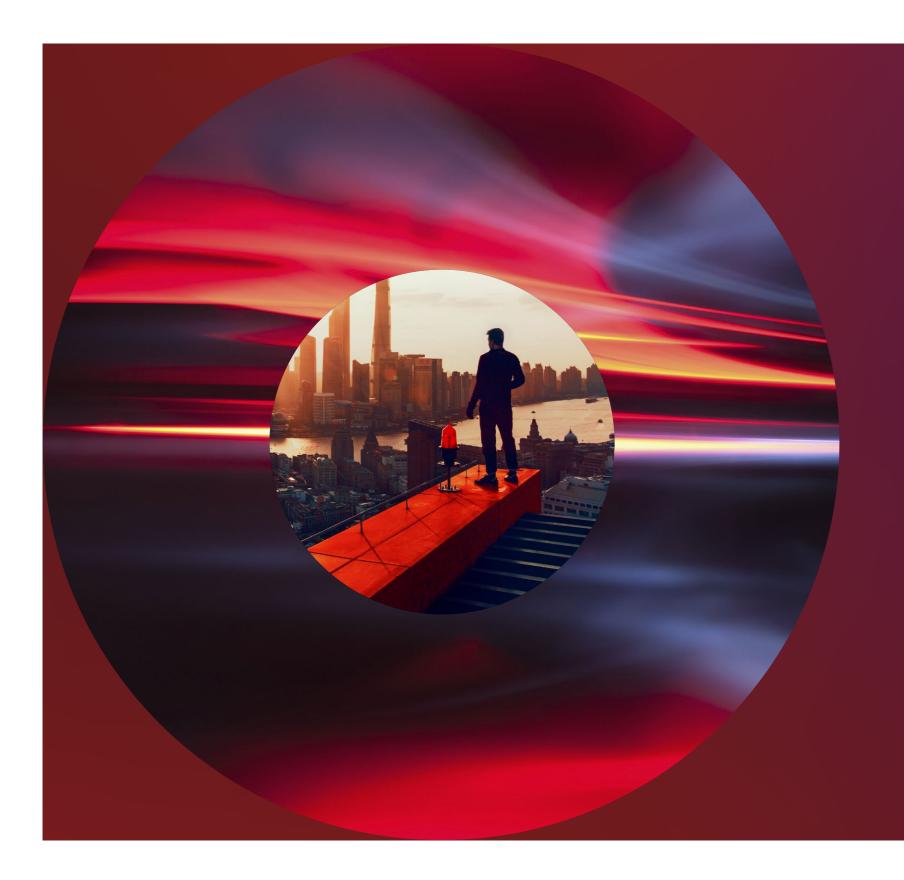# Three ways Storage-as-a-Service can help you control costs and drive digital innovation

In today's fast-changing environment, organizations need the support of flexible IT infrastructures to leverage new opportunities and respond to unexpected challenges. Successfully navigating rapid changes in business requirements requires agility, and data storage is no exception. As storage needs evolve, scaling on demand can bring significant advantages and provide a secure foundation for increasing operational efficiency.

Traditionally, these benefits have been associated with cloud storage, but the security concerns and poor cost visibility have made it unsuitable for some workloads. On-premise, on the other hand, can be costly and strenuous to maintain, stifling growth potential. Now, more agile as-a-Service (aaS) models are providing an alternative approach, helping businesses safely combine the flexibility of the cloud with the security of on-premise for optimal agility. Here we introduce three ways storage aaS can help enterprises improve cost-control and accelerate digital innovation.
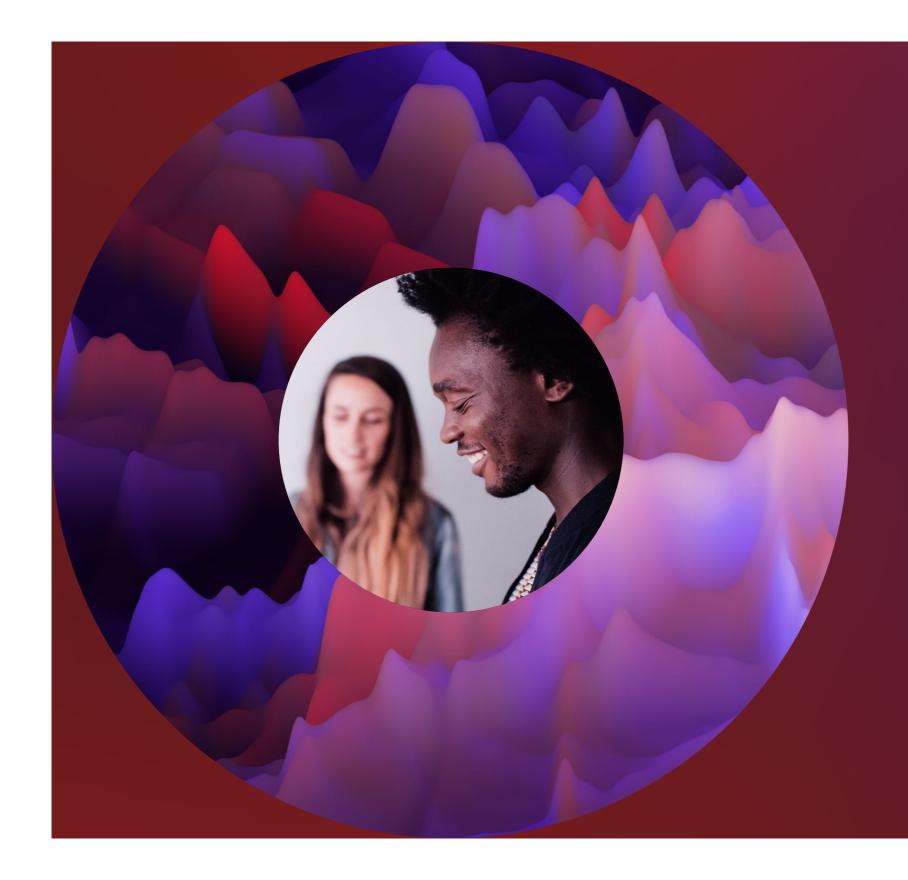
>

Eliminate overprovisioning

One of the key benefits of the aaS approach to storage is that there is no need for costly overprovisioning. With many Capex models, the organization typically buys storage systems that can be expected to last for five years. However, with many IT leaders recognizing too well that business requirements can evolve over time, there is often a temptation to over-size the capacity, just in case, to reduce the risk of unexpected costs arising if needs change. Unfortunately, this type of forward-planning is likely to result in unnecessary expense.
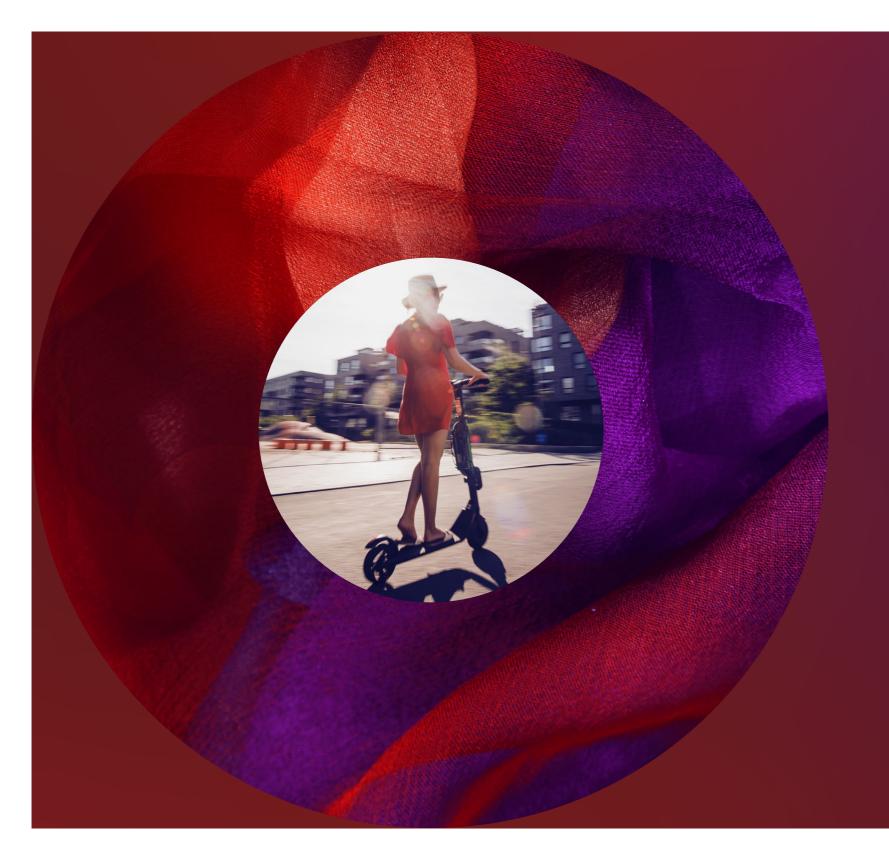
With storage-as-a-Service, there is no need to worry about overprovisioning: the pay-as-you-go approach makes it easy to grow capacity to support changing requirements. To start with, the end-user first decides on the storage class and desired performance level. The aaS provider then installs enough storage arrays on-premise or in a designated colocation facility to cover immediate and near-term demand. The consumption is constantly monitored, and additional storage is supplied as and when needed.

Avoid hidden fees

With storage capacity licensed from a third party, many organizations have seen the public cloud as a convenient way to enhance flexibility. Despite its many benefits, however, the cost structure of the cloud model is not always transparent. This can lead to unexpected ingress and egress fees that can be difficult to forecast or budget for, especially when storage requirements evolve quickly. It's no surprise that research shows that nearly 60% of enterprises have found the cloud to be more expensive than initially expected.

Here, the as-a-Service approach eliminates any uncertainty over billing, providing complete visibility of the storage capacity consumed and its costs. The genuine consumption-based model allows the user to monitor usage in real-time, with the cost based on a simple per terabyte per month fee. As a result, billing will rise or fall directly relative to the average terabyte consumption per month. There are also no surprise fees: the solution provider automatically provides additional capacity when required with no extra charges.

Optimize agility

How much more could you achieve if you didn't have to commit to a certain level of storage but could instead adapt as and when your needs change? Traditional approaches to storage are restricted by infrastructure and the need to budget for expansion in advance. This makes it difficult to quickly adjust storage capacity, resulting in missed business opportunities and challenges adapting to changing workflow requirements.

Fortunately, the aaS approach comes with inbuilt flexibility. You can quickly scale up or down, and there is no need to increase your minimum commitment as your usage increases. Expansion is non-disruptive, so you can achieve a solution that is rightsized all the time. This allows you to grow capacity while still retaining control over your usage and budget, so you can quickly access the resource you need without being limited by a contract that doesn't update as soon as your plans do.

To find out how Lenovo TruScale for Data Management solutions can help you drive digital innovation in your organization, visit www.truscale.com.