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MARKET INSIGHTS
WHITE PAPER

5 STORAGE TRENDS FOR 2023 AND BEYOND

Data storage is a vital component of a business's sustained success. But in today's business environment, where data continues to pour in at a prolific pace, juxtaposed by an inflationary economic landscape and persistent post-Covid business challenges, storage strategies of yesterday and today are no longer sufficient. To stay one step ahead and ensure a thriving and profitable business, business leaders need to reevaluate their storage strategies with a forward-looking approach that considers the myriad of moving parts that continue to shape our evolving world.

Many IT teams are at a crossroads, trying to figure out where to take their storage in 2023 and beyond to combat the growing challenges and uncertainty that continue to plague the business community. Ransomware attacks have reached a new high as cyber hackers grow infinitely savvier amid continued economic and geopolitical upheaval. In its wake, many businesses are waking up to the reality that they are grossly under-prepared. According to a study of 200 information security leaders, more than two-thirds of respondents say an attack on their storage environment would have a "significant" or "catastrophic" impact. And more than half say they're not confident in their ability to recover from a ransomware attack.[1]

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Meanwhile, unstructured data continues to grow exponentially—with no signs of slowing down. According to IDC, unstructured data will account for 80% of all data by 2025.[2] As it stands now, the average organization's data center infrastructure will not be able to keep up, make sense of, or intelligently use this data. More needs to be done, says enterprise tech expert and Forbes contributor

Bernard Marr. "To fully realize the potential of unstructured data, organizations need to knock down data silos in favor of a scalable data hub."[3]

While the need for smarter, more robust storage solutions is growing, so are costs, adding another layer of complexity for business leaders to contend with. "If the economy goes into a significant recession, many companies will have less income and this will put pressure on spending plans, including spending on storage and memory," says Tom Coughlin, storage analyst. "At the same time that the economy may be facing spending pressures," he adds, "demand for the storage and processing of digital information is increasing and is a key part of the digital transformation underway in many companies."[4] Given the constellation of complexities affecting businesses' storage strategies, what lies ahead for storage in 2023 and the years that follow?

This paper will explore five storage trends that are expected to address complex data storage problems, enable innovation, and power growth in the coming year.

WHAT'S IN STORE FOR STORAGE IN 2023?

As we progress into 2023 and beyond, here are some emerging trends that are expected to shape the storage industry and help businesses thrive in the current economic and business environments.

1. Cyber Resilient Storage

While many of the storage tools already in place today offer some backup and disaster recovery capabilities, more is required to combat the new and evolving threats. "The cyberattacks have become increasingly sophisticated, pervasive, and aggressive, targeting both primary storage (file, block or object) and secondary/backup/disaster recovery storage," says Eric Herzog, software and system solutions expert. "Security leaders need to think of storage as part of the holistic enterprise security strategy."[5] Cyber resilient storage is not a nice-to-have; it's essential for most businesses. According to Gartner, 60 percent of all enterprises will require storage products to have integrated ransomware defense mechanisms by 2025.[6]

2. Intelligent Storage to Manage Unstructured Data

The global datasphere is expected to grow to 175 zettabytes (ZB) by 2025.

According to IDC, the global datasphere is expected to grow to 175 zettabytes (ZB) by 2025—up from 33 ZB in 2018.[7] Traditional data storage systems were not designed to handle the trillions of data objects that comprise a business's datasphere today. As a result, businesses are missing out on a massive treasure trove of insights that could otherwise spur growth. "Since the bulk of data generated today is unstructured data, it's important that organizations find ways to manage and analyze it so that they can act on the data and make important business decisions," says Marr. "If this information is ignored, organizations aren't using everything that's available to them to be successful."[8]

Enter intelligent storage. Using artificial intelligence to actively manage and respond to its environment on-premises and in the cloud, intelligent storage ensures the right data is available when and where it's needed. "With the new enterprise storage technologies available, the opportunities to improve infrastructure efficiency through denser workload consolidation are greater than ever," says Eric Burgener, research vice president, Infrastructure Systems Group at IDC. "With data growing at roughly 30% a year and IT budgets only growing at 10-12% per year, CIOs should absolutely be pursuing intelligent workload consolidation strategies."[9]

3. Sustainable Data Storage

2023 is expected to bring with it a new era of sustainable IT as businesses look for more ways to unlock new levels of power, space, and performance efficiency to both cut costs and contribute to the overall health of the environment. "An extended economic downturn in addition to growing climate change awareness will see businesses prioritize their IT spending on products that reduce power consumption, and thereby save money and deliver a positive return on investment in operational costs," says Paul Speciale, cloud computing, storage, and data management specialist.[10] The more data

According to research published in Global Energy Interconnection, by 2025, data centers will become the world's largest users of energy consumption.

stored, the more electricity is required to run the systems, move, back up, and replicate the data, and provide a secure and functional environment in which to manage it. According to research published in Global Energy Interconnection, by 2025, data centers will become the world's largest users of energy consumption.[11] And storage alone is expected to account for more than a third of data centers' power requirements by 2030, representing an expected 18% jump from 2020.[12] To address this growing threat and keep costs down, businesses are choosing modern data storage solutions designed to decrease power consumption and minimize the environmental impact.

4. Storage-as-a-Service (STaaS)

The as-a-service trend continues to pick up steam as it expands into all areas of IT, including storage. With the ability to manage storage capacity and workloads in a pay-as-you-go capacity, STaaS offers a zero-touch, set-it-and-forget-it experience, while helping businesses keep pace with soaring data growth to avoid overprovisioning, reduce infrastructure costs, scale capacity and workloads, support digital transformation, and decrease latency.[13] According to Storage as a Service Market by Service Type: Global Opportunity Analysis and Industry Forecast 2021 - 2031, storage-as-a-service eliminates the hardware costs required to maintain a business's storage facility and reduces disaster recovery risks in a cost-effective model.[14]

5. Object Storage

While object storage has been around for a few decades, only recently has it become economically

feasible enough to deploy at a large scale. And with the rise in cloud-native applications and the massive influx of data, IT departments are turning to object storage as their primary storage, particularly as performance continues to improve. "Scale-out file- and object-based storage will become even more critical as enterprises cope with the staggering growth of unstructured data as they try to gain greater business benefit from the information they keep," said Carol Sliwa, research director, IDC's Infrastructure Systems, Platforms, and Technologies Group.[15]

With the ability to offer scalability and flexibility, object-based storage is emerging as one of the most efficient ways to archive, back up, and retain data in the cloud or on-premises. In fact, eighty percent of responders to a recent IDC survey believe that object storage can support their top IT initiatives, including IoT, reporting, and analytics.[16]

SUMMARY

Data storage is a vital component of a successful business. In today's volatile environment, an IT team's ability to cost-effectively manage the massive volume of data—while ensuring the business is protected from damaging cyber threats that grow more advanced every day—can mean the difference between a thriving business that's powered by intelligent decision making and one that struggles to keep up. With HPE storage solutions from Melillo, IT leaders are poised to proactively combat the evolving business challenges while delivering a profound impact on the trajectory of their business's overall profitability and success.

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ABOUT THE AUTHOR

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