

What about Data Economics?

Could your business benefit from leveraging data in new ways, finding new insights, and reducing the cost of storing all your data? It's all about improving data economics – when you get more value from your data, your business outcomes improve.

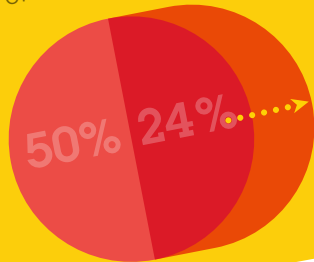
70% of companies have no organized means of finding data

90% of data on the planet was created in the past two years



A traditional approach to storing information can cause:

Purchasing up to **24%** additional storage while using less than **50%** of what they have



Storing too much of their data on the most expensive storage



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Having performance problems and experiencing too much downtime



IBM can provide the right Data Economics:

Large scale deployments

Effortless grid scale storage maintains performance and utilization as it scales¹



Data storage

Experience **30%** less capacity growth with external virtualization³



IBM helps you get the most value of your data:

Independence

Reduce management

47%



Complexity reduction

Orchestration



Reduce the per-terabyte cost of storage by up to **50%** with tiered storage optimization²

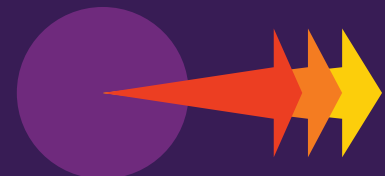
Business critical

999999

Six-nines availability for continuous access to critical data⁴

Optimization

3x performance with as little as **5%** capacity on flash²



Sources

1. ibm.com/xiv
 2. ibm.com/flash
 3. ibm.com/storwize
 4. ibm.com/storage/disk/ds8000
- For more information, visit ibm.com/storage

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