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## CLOUD STORAGE SET TO DRIVE DEMAND FOR IT SERVICES

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In their recently released Cloud Storage Products Emerging Markets Forecast report, analyst firm Taneja Group estimated that the cloud storage industry represents a \$4 billion market today and is set to grow to almost \$10 billion by 2014. In an era where the volume of information, particularly digital information, is growing exponentially, storage capacity and security have become a major concern for organizations of all sizes across many industries.

The traditional model of managing data at the local level or within a single organization is becoming too expensive and unrealistic as it requires heavy investment on storage infrastructure to catch up with the pace of data growth and fails to provide critical functionality like disaster recovery. Data volumes are expected to grow at a rapid rate and in the face of a struggling economy and IT budgetary constraints, companies are looking at the Cloud as a way to deploy infrastructure that can meet IT requirements and budgets. Cloud storage, which consolidates tremendous resources and then seamlessly delivers them to a large number of users, represents an ideal solution for organizations which are seeking to reduce operating costs, expand storage capacity and enhance data security.

### STORAGE AS A SERVICE

Sharing a similar rationale with cloud computing, cloud storage consolidates and coordinates a large number of independent, small-size data centers in a network to establish an integrated data center which is then made available and accessible to all users, at any time.

The overarching benefits of replacing separated data centers by a uniform platform are significantly reduced construction costs and more effec-

tive utilization of resources. It also offers users more choice and flexibility as they can purchase or rent an appropriate portion of the "storage cloud" on an as-needed basis (think pay-per-use model), thus avoiding any unnecessary waste of resources. In addition, the big storage centers established and maintained by telecom operators – typically very costly for a single organization to build up – can serve as a reliable data back-up center, providing an additional layer of security and saving a considerable amount of resources.

### CLOUD STORAGE AND ORGANIZATIONS

#### Government

Government organizations are ideal candidates for cloud storage use because it augments data security reduces costs and enables them to provide better public services. In recent years, natural disasters have been wreaking havoc around the world, from high-magnitude earthquakes to tsunamis, floods, and volcano eruptions. These devastating events have as a result, forced government organizations to acknowledge the compelling need to improve their storage systems' disaster tolerance capability in order to avoid irretrievable loss of critical data.

#### Small and Medium Businesses

Small and medium businesses (SMBs) typically face two challenges when it comes to IT infrastructure construction. The first being affordability and cost-effectiveness, and the second being their diverse and ever-changing demands for IT services.

Telecom operators recognize the unique needs of SMBs and have shown a strong commitment

to tackling their challenges through cloud storage solutions and helping them improve operating efficiency. With online back-up and online storage services easily accessible to users, they are able to subscribe to the services they require without any fixed capital investment on software or hardware.

#### Enterprises

Enterprises usually have sufficient resources to establish and manage their own data centers. However, amid the global competition that is intensifying day by day, cost efficiency is more critical now than ever before to the sustainable development and business success of large corporations. After the Enron case in 2001, the United States government issued the Sarbanes Bill which requires all companies that are operating or listed in the U.S. to archive related documents for five to seven years, further adding to storage management expenses and risks.

The key benefit for enterprises to adopt offsite backup protection and disaster recovery services provided by cloud storage suppliers boils down to cost savings, whether it is in the area of infrastructure construction, data transmission or facility management. This translates to spare cash that can be used for more strategic investments to boost their business and improve bottom lines, stimulating a more competitive marketplace.

### CLOUD STORAGE IS COMING CLOSER

With the benefits of cloud storage becoming more recognized, the demand for reliable, high-performance and cost-effective cloud storage systems has also been growing rapidly. Huawei Symantec has seen strong support for its Cloud storage solutions which include the CloudStor Cloud Storage System (CCS) and the Cloudstor Cloud Storage service Engine (CSE). **SME**