

# Tell me more about... Storage

It's that never ending issue which has to be thought and planned. Data is an ever-increasing issue which affects every organisation in the UK, irrespective of size or vertical. Not having a handle on data can adversely impact on a business' efficiency, ROI and levels of services to both internal employees and customers.

## Storage Services

Understanding the importance of how BT Engage IT can help an organisation understand their current and future storage requirements can add real value and helps to build our relationship and focus on the experience and knowledge we bring. The range of storage advice and services we offer to our customers can positively impact and benefit an organisation, whilst also helping to make life easier for the business to get on with what they do best.

Key to the success of every organisation is information – but that needs to be relevant and credible to individual business needs and strategic approach. Working with a partner who understands their challenges, how they interact with their data and the business critical information which is needed at their fingertips can help to make their organisation cost effective, responsive and thrive in the current market conditions.

## How can we help an organisation with their Storage requirements?

- By helping a company chose the right storage solution specific to their individual needs and requirements
- By helping to review their current storage status with the Storage Assessment Service and recommending the best course of action

BT Engage IT provides expertise in Information lifecycle management, data protection, high availability and virtualisation to ensure manageable, efficient and compliant solutions and which provide the flexibility to adapt to market forces both now and in the future.

- By enabling an organisation to choose from a range of services which will cover their needs both now and in the future
- By designing, planning and installing the right storage solution for individual organisational requirements

## What type of organisation would want this ?

Any organisation who is aware that storage is an integral part of their organisational make-up and an understanding that they need to review and understand the wider implications on their data storage. An organisation who knows that by being able to analyse their data to understand what they have and then to help make better and more informed decisions helps to form the correct strategic approach

## What else can organisations benefit from?

BT Engage IT can help an organisation to understand what they have, what they need to keep and where they need to keep it, rather than just buying more storage as this is often uneconomical as costs are high for data management. We can help a customer to consolidate, rationalize and prioritise their storage requirements, thereby helping to improve efficiencies, ROI and data storage

management. We want to help customers determine and realise the real-time ROI of investigating and understanding their storage requirements

## Key Advantages

- Cost Reductions
- A clear strategic approach to managing different data in separate ways – depending on the complexity, importance and access required
- An understanding of the impact on other areas affected by inadequate storage strategy eg servers, PCs, laptops etc
- Green IT - reduce carbon footprint, costs and environmental impact
- Consolidation and rationalisation – reduce storage sprawl, simplify IT management and consolidate islands of storage
- Business Continuity – lifecycle management and back-up/restore/DR/application and document stores
- Data de-duplication - by eliminating duplicate & redundant data
- Escalating quantities of data and increasingly complex business regulations mean that storage and data management solutions are paramount to business.

Most data centres will double storage capacity every two to three years. While nearly every company's data is growing, their IT budgets aren't always: 55% expect their IT spending to rise this year, 18% are cutting, and 26% expect it to be flat (Information Week Analytics Outlook 2011 Survey)

## What can we help with?

Storage Hardware and Software

Storage Area Network (SAN)

Data Centre Infrastructure – Consolidation and Migration

Storage and Network Virtualisation

Data De-Duplication Services

Data Management Services (back-up, archive, business continuity)

Assessment, Design, Implementation and Support Services