

5 REASONS YOU NEED TO CHANGE YOUR **Financial Services Data Storage NOW!**

1

Growth

There is only so much scaling up you can do with a traditional data storage system. And upgrading to the next generation data center is costly -- and temporary, as your data storage needs continue to change. This means you have a recurring problem, more data, more costly replacements. Again and again. If you switch to an open technology, scale-out solution, though, you take control and grow your storage in a way that cost-effectively meets your needs, not the needs of the vendor.

2

Updates

With traditional storage appliances, you may find yourself unable to upgrade capacity, performance, or data protection, or these features may require you to purchase additional modules or licenses. They are designed to meet specific storage requirements, which doesn't keep up with ever-growing and changing business data needs. Switching to an open technology, software-defined storage solution empowers you with features and flexibility, so you don't have to compromise on your business requirements ... and you aren't surprised with hidden fees and options.

3

Upgrades

Traditional storage vendors have a business model based on volume of units sold. With a new, standard box coming out on a regular schedule, customers are expected to upgrade by purchasing a new unit. To encourage this, traditional storage vendors keep raising the cost of support for the original appliance. Instead of having predictable costs, you're hit with exorbitant fees that your budget didn't account for. And, if you stop paying for support, the appliance may just stop working. Switching to open technology storage solutions lets you decide how and when to handle hardware upgrades. In fact, you could run a rolling upgrade, where old equipment is replaced by new equipment as needed, and control the costs. And, software support is typically at a flat, predictable rate that is decoupled from continued use...which means the storage solution will not stop working if you decide you no longer need support and software updates.

4

Control

Traditional storage vendors count on locking you into their ecosystems, limiting your upgrade and support options. You can even be legally restricted from making any changes to the storage appliance...even though you bought it! Open technology solutions give you options and put you in control. If you don't like working with a particular hardware provider, you can choose a different one. If you don't like the support provider, you can change that too. You can even replace or modify the software layer to meet your own, specific requirements...without getting permission from anyone. The message should be clear: you can take control.

5

Security

Traditional storage vendors rely on costly and often small development teams, who rarely have the scale to keep up with changing business needs. This means they are still experimenting with new features already available in open technology solutions. For the same reason, proprietary solutions can be far less secure and leave unpatched security and stability vulnerabilities that impact overall reliability...and this can impact your bottom line. With open technologies, thousands of professionals collaborate to bring new features and capabilities as well as ensuring vulnerabilities are identified early and addressed quickly. This means that open technology vendors are not just in tune with industry shifts (like hybrid cloud computing, which requires secure and timely access to your data, anytime, anywhere) but also are able to respond more quickly to critical issues.

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