# Enabled By The Cloud

The business world we live in now is far different than that of yesterday. Today we have to do more, way more, with less; work faster to outpace the competition; plus nearly all industries are constantly being challenged by disruption and upheaval.

When it comes to file storage, moving from on-prem to the cloud allows organizations to better focus on their core competencies, accelerate innovation, increase data security, build new solutions, and reduce costs. Yet most of the time file storage remains the last piece of IT infrastructure to stay on-prem, forcing users to choose between rewriting applications and workflows, while continuing to manage the on-prem infrastructure.

**QUMULO IS DIFFERENT.**

How? Our enterprise-ready file system runs both on-prem and in the cloud, empowering users to move to the cloud on their terms. Qumulo eliminates the need to re-engineer business-critical workflows and applications while simultaneously reducing total cost of ownership (TCO), enabling users to take advantage of the hundreds of innovative services which reside in the cloud

We know it can be hard for businesses to transition to the cloud, and even harder to determine which storage vendor is the right one for your company. Organizations can be hesitant to keep all of their cloud data on just a single vendor's solution platform for fear of lock-in, scalability limitations, or the risk of a single point of failure.

For that reason, Qumulo is investing in a multicloud solution strategy, which gives our customers the flexibility to make the best choice for their business and price points. Solutions that make strategic sense to be on one platform or another due to location, pricing, or feature sets – can take advantage of Qumulo's multicloud strategy.

**HOW CAN YOU GET STARTED? HERE ARE FIVE MISPERCEPTIONS ABOUT MOVING TO THE CLOUD THAT WE'VE "MYTH-BUSTED":**

1. "We're moving to the cloud "because my CEO said so!"
   a. Just because you have a mandate from the CEO, without a timeline or additional executive sponsors, you'll be fighting an uphill battle trying to change mindsets that haven't changed in years. Even with a winning story and business plan, cloud transitions can fail without executive and departmental support.
   b. Create a cloud strategy, and get everyone on the same page to align goals, expectations and outcomes - that's how you can get to the cloud.

2. "The only reason we should move to the cloud is to save money"
   a. Wrong. In some situations, the cloud may actually be more costly based on usage - however, what you gain with agility and accelerated time-to-market will increase your ROI.
   b. Don't make cost the only factor to consider in your cloud journey. Think about the future needs of your customers rather than simply focusing on cutting costs.

3. "I moved to the cloud, now everything should work faster and better, right?"

   a. Moving to the cloud can be challenging, specifically based on the workloads you are moving. Make sure you have a reliable storage partner to help you navigate the roads of migrations and timelines. The right partner will help prioritize your cloud strategy by evaluating "effort vs impact," which will help you ease into the cloud instead of jumping straight into the deep end.

4. "IT will be fully supportive (or non-supportive) of my business in the cloud."

   a. Take the cloud as an opportunity to connect lines of business with central IT in order to mitigate potential security concerns as well as "Shadow IT" application creep. This may be a painful process in the beginning, but should hopefully prevent any "gotchas" after the fact.

5. "I can't go to the cloud because it's not secure."

   a. Get your organizations IT security experts involved early in the process to overcome any potential security red flags or roadblocks.

Even if a piece of data must always reside on-prem due to security mandates, there might be options to move that data in the cloud in a hybrid setting. Work with your storage partner to address potential compliance, governance or other security issues out in the open so you can work together on migrating them securely.

If you're interested in the cloud for your storage needs, contact the coolest file storage company out there - Qumulo: the leader in hybrid file storage for the cloud!

## SO, WHO CAN HELP YOU GET TO THE CLOUD?

**Qumulo, of course!**

Here's why:

- Software-defined & built for hybrid cloud
- Modern enterprise file storage that scales for your business
- Real-time visibility to save you time and effort
- Take control with API tools to share information to all stakeholders
- Next-gen customer success that will delight

**ABOUT QUMULO**

Qumulo is the pioneer and leader in file storage for the modern era. Qumulo gives data-intensive businesses the freedom to store, manage, and access petabytes of data at a global scale. Qumulo serves the modern storage needs of today's rapidly evolving video surveillance infrastructures. www.qumulo.com