

# STORAGE AS-A-SERVICE (STaaS)

On-premise, private cloud or hybrid storage  
– choose the best of both worlds



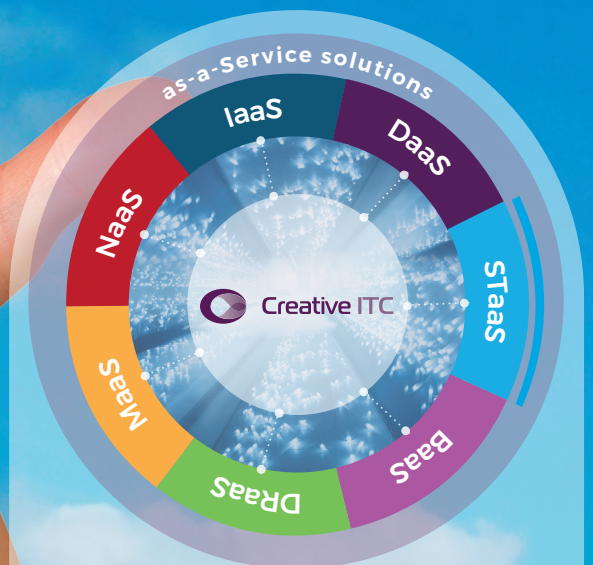
On-Premise



Hybrid



Cloud



# KEEP DATA SECURE WITH PAY-AS-YOU-GO MANAGED STORAGE BENEFITS



## Battling rising tides

Storage management used to be straightforward. Not now. Today's digital marketplace lives on big data and analytics, taking up ever-more space within the data centre. With interest growing in the internet of things, artificial intelligence and machine learning, keeping up with business requests for data storage is only going to get harder.

While the idea of a cloud-based solution may appear attractive, not all companies are ready to put their data in the public cloud. Equally, they don't want to keep investing in high-spec servers or paying dedicated storage teams to battle with ever-increasing documentation and software updates.

## Flex between on-premise and private cloud storage

Creative believes storage shouldn't come down to an either/or choice. You should be able to pick the best of both worlds, giving you more flexibility to choose which data and workloads to keep onsite and which are best suited to go into the cloud. Our Storage-as-a-Service provides pay-as-you-go, on-premise or private cloud storage, fully managed by our industry leading specialists.



# BUILT FOR YOUR BUSINESS

We'll assist with solution design, using our buying power with leading partners to get you the best deal.



**Choose a bespoke solution for all your storage or just for specific workloads, on any type of media**



**Pay per TB only for what you need**



**Get the best deal, leveraging our buying power with leading partners**



**Safe storage in the cloud, onsite or a hybrid solution – we'll take care of your data and all the heavy lifting**

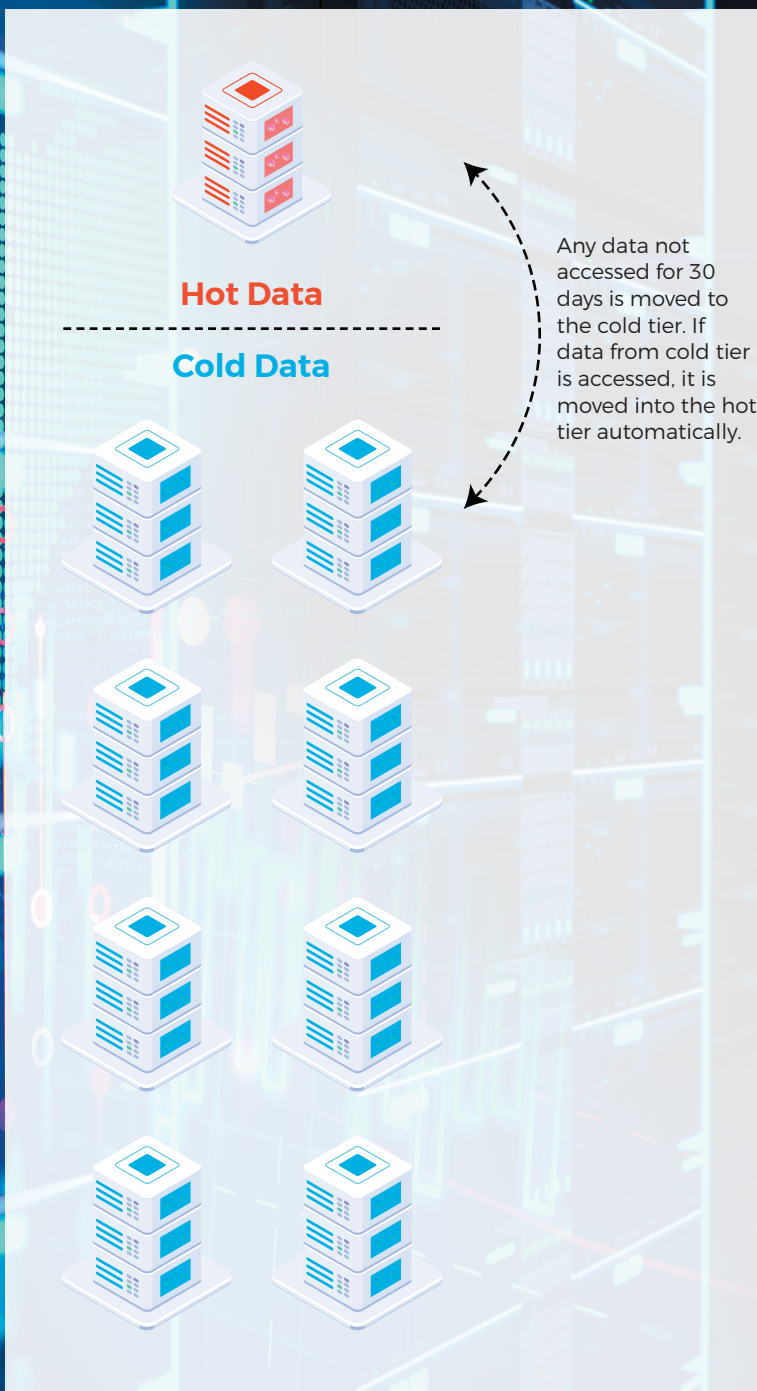
## Shorter lead time, healthier balance sheet

You'll also benefit from fast, cost-effective scaling. Savings accrue from not having to oversize your storage domains and carry the cost of spare capacity you may not need in the future. No more ordering and waiting for new hardware to be delivered and set up. And no more worrying about products reaching end-of-life or end-of-support.

Storage-as-a-Service brings the latest storage technology to your door. You can quickly spin-up capacity, reducing lead times from days and weeks to minutes and hours. We'll also include patch management to save you more time and money, backed with robust SLAs for maximum uptime.

## Data tiering tailored to your needs

Our storage experts will work closely with you to design and implement a pragmatic storage strategy tailored to your needs, based on a tiered 'hot' and 'cold' model. Our STaaS solution combines cost effective storage with fast access to essential data in the 'cold' tier, with premium performance and instant access only applied to the critical 'hot' data and applications that actually need it.



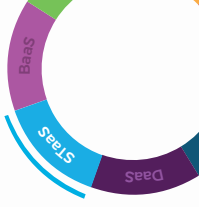
**Hot Data**

Where ultra-low latency is crucial, Creative's STaaS solution leverages all flash storage technology to provide sub-millisecond access to 'hot' project data. Flash storage provides accelerated enterprise application performance and speeds up big data analytics, enabling users to access information faster and more effectively.

**Cold Data**

Creative's STaaS is a cost-effective, fully managed storage solution that provides users with fast and reliable access to essential information and applications in the 'cold' storage tier.





# BENEFITS

## Creative's fully managed Storage-as-a-Service:

- ✓ Let's you mix and match storage to suit different business requirements
- ✓ Enables choice of on-premise, private cloud or hybrid solutions to suit your business
- ✓ Ensures on-premise and cloud data stays secure
- ✓ Saves money through better storage utilisation, consumed per TB
- ✓ Allows fast, cost-effective scale up from entry level
- ✓ Increases agility without the expense of hyperscalers
- ✓ Boosts availability with archived toolsets for customised storage options
- ✓ Improves DR with cloud data stored in multiple Creative facilities around the world
- ✓ Reduces training and maintenance, releasing valuable IT resources
- ✓ Replaces large CapEx investment with manageable OpEx



Creative ITC

# WHY CREATIVE

- ✓ We'll look after your data storage just as if it was our own, adhering to proven processes and best practices like ISO 27001, the international information security standard.
- ✓ Our ratio of technicians to office staff is 4:1, significantly above our peers. Each specialist holds, or is close to attaining, the very highest qualifications in their field.
- ✓ We'll ensure seamless migration with minimum impact on your business to ensure maximum uptime.
- ✓ We're renowned for our consistently high quality of service, proactivity, attention to detail and fast response.
- ✓ We'll provide you with free access to ZENO, our easy-to-manage powerful analytics-based portal that allows you to track all your Creative as-a-Service solutions in real time. It's a completely free of charge, value-added extra for our customers as part of our as-a-Service packages.

That's why Creative is a trusted partner for some of the world's biggest brands, involved in many of the largest IoT, cloud and digital transformations. It's also why we have one of the highest customer retention rates in the industry.

**Here are some clients, among many, who have entrusted us to support their data storage:**

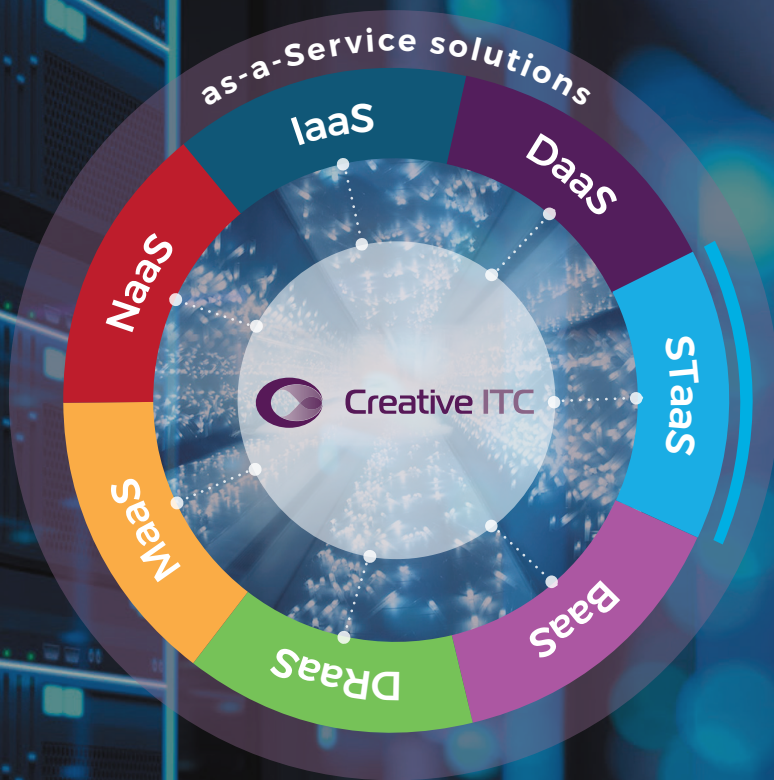


**Thornton  
Tomasetti**

**BroadwayMalyan<sup>BM</sup>**

**SHEPPARD ROBSON**





with  
**ZENO**  
Service Analytics Portal

## DISCOVER HOW

To arrange a free, no-strings consultation or a trial of Storage-as-a-Service, or to find out more about integration with our range of managed services, please contact:

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**DELL EMC**  
PARTNER  
GOLD

**cisco**  
Gold Partner

**NetApp**  
Platinum Partner

**NVIDIA**  
ELITE PARTNER

**vmware**  
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ENTERPRISE SOLUTION PROVIDER