Network Attached Storage

The Sweet Spot for SMB Storage, Backup, Data Security, and More



SMB Business Complexities and Storage Challenges

A growing decentralized workforce, combined with rapidly evolving data requirements from business applications has increased complexity for SMBs across all markets.



ected surge in WFH by the end of 20211

SMB Data Management Business Imperatives

Scalability

The right technology choices give SMBs the flexibility to scale their capabilities as needed at a cost they can afford

Access Quick and reliable access to centralized data and files drive productivity and collaboration



Compliance

Data management systems must comply with regulations to safeguard customer's privacy and personal data

Recoverability

Backup and recovery are essential to ensure business continuity and viability in the event of data loss from natural disasters, hardware faults, human error, viruses, ransomware, and more

Network Attached Storage - Cloud Convenience, On-Premise Security

Security Mounting cyberattacks come in many forms to threaten the security of critical SMB data



of cyberattacks are aimed at small businesses²



The average SMB manages

Terabytes of data and the volume is multiplying fast³



SMBs are prepared to defend themselves²

Minimize IT infrastructure investments Minimize cybersecurity risks

Optimize SMB Infrastructure with NAS

- Optimize IT capabilities/resources
- Facilitate collaboration
- Improve data accessibility by avoiding
- bottlenecks
- Enable ease of use/manageability
- Implement backup and recovery plans

Improved protection of personal data



Storage and backup NAS offers fast, reliable access to data in an IP networking environment that

Right for Any SMB Use Case

simplifies storage administration, backup, and recovery Video surveillance Worldwide spending on security

Business solutions

offering scalability to meet changing business needs



without bandwidth issues or cloud service fees

Multimedia hub

Virtual desktop infrastructure Mid-range and high-end NAS systems

Store, organize, backup, stream, and

share music, photos, and videos

that support virtual desktop infrastructure Hybrid cloud Hybrid cloud reduces cloud

offer native data management features

efficiency

NAS Delivers Intelligent Video Surveillance

complexity, giving SMBs flexibility,

control, performance, and cost

Fast SMB adoption of networked intelligent surveillance solutions for security and loss prevention has driven the need for an easy-to-manage, affordable, and reliable storage solution.

\$74.6 Billion USD Expected global surveillance market

Benefits of NAS for Video Surveillance

Replace or augment cloud-based NVR services carrying recurring fees

by 2025 - a CAGR of 10.4%⁵

Save storage space with NAS compression capabilities Receive event notification with facial

Store large video and media files

and object recognition as needed

on-premise to meet business requirements o Lowers traffic

o Improves availability

o Improves privacy

\$320B

o Contains costs

\$166B

Private Cloud Public Cloud **OpenVINO** The Power of Intel

2018 2019 Managed service global market, 2018-2024 Expected year on year capital expenditure by SMBs towards these services will increase by 25%.6

Restricted Access to Cash

cash. Downtime can be a

imperative to survival

Small businesses often carry less

make-or-break situation. Instant recovery when hardware fails is

than a month of operating costs in

\$193B

Accelerate performance and enhance intelligence for image recognition and categorization using

NAS with Intel® Distribution of OpenVINO™ toolkit.



Business Complexity Employees, devices, and data are increasingly decentralized

Fast-changing Governance Needs Maintaining the quality and integrity of data, protecting it from cyber criminals, and adhering to data-sharing and protection laws requires continued attention and investment



it likely SMBs will need to use multiple systems

Today's NAS devices make it easy for SMBs to host their own private cloud that seamlessly integrates with public cloud services for a scalable, cost-efficient hybrid cloud infrastructure



SMBs run 78% of workloads in cloud with public cloud 43% vs. private cloud 35%7

Optimal Hybrid Infrastructure for SMBs = On-premise Network **Attached Storage + Public Cloud Services**

Help SMBs manage growing complexity with IT investments that go beyond just office devices. Bundle office device upgrades with a cost-efficient NAS system to help secure their valuable data with connected, on-premise control, reliable backup and recovery, and flexible, hybrid cloud capabilities.

Management System) & Service (VSaaS), Vertical (Commercial, Infrastructure, Residential), and Geography - Global Forecast to

Intel technologies may require enabled hardware, software or service activation. No product or component can be absolutely secure.

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¹ After COVID-19: Cyber and the coming remote work revolution, White Paper, Willis Tower Watson ² Data Breach Investigation Report (DBIR), Verizon, 2019 ³ Ninth Annual Cost OF Cybercrime Report, Accenture 2019 ⁴Video Surveillance Market by System, Offering (Hardware, Camera, Storage Device, Monitor), Software (Video Analytics, Video

²⁰²⁵ report, 2020, Research and Markets. ⁵ Video Surveillance Market by System, Vertical And Geography - Global Forecast to 2025, April 2020, Reportlinker ⁶ Managed Services Market Size, Share - Growth, Trends and Forecast, 2020, Mordor Intelligence LLP ⁷ RightScale® State of the Cloud Report from Flexera™, 2019

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