

Network Attached Storage



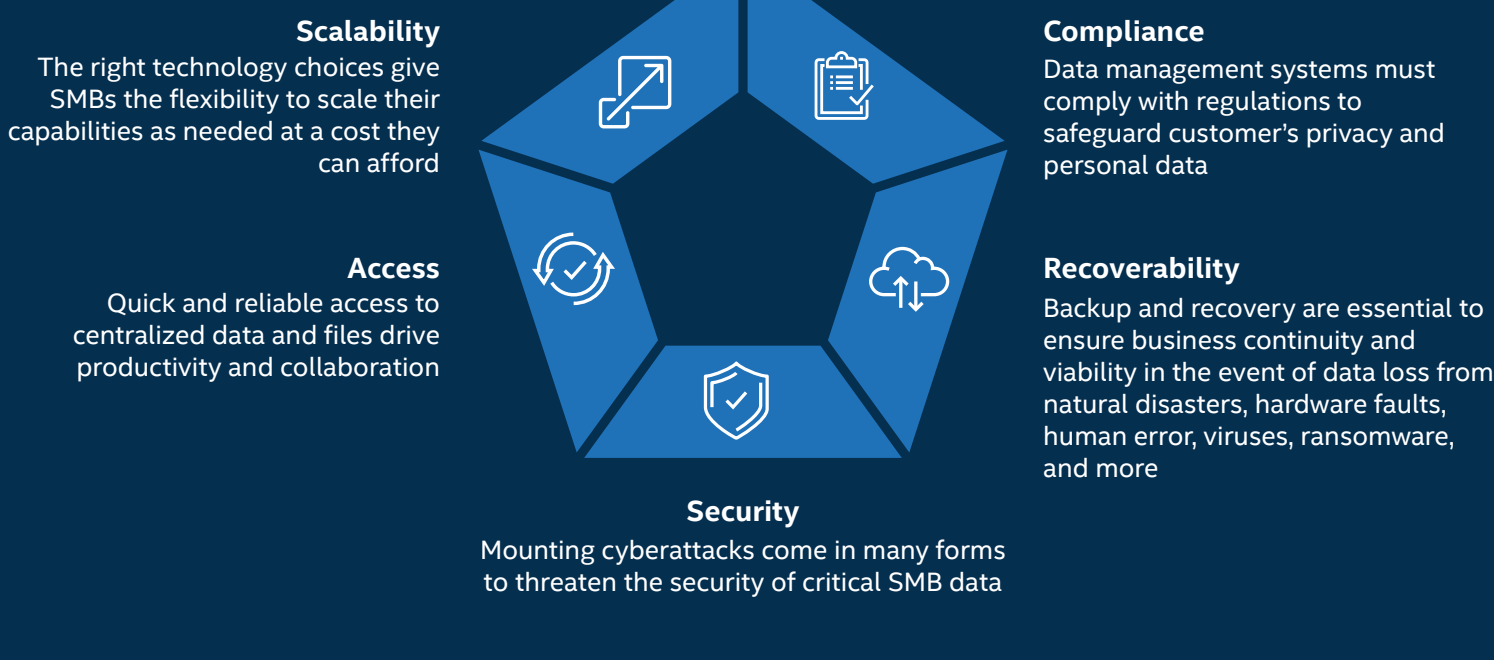
The Sweet Spot for SMB Storage, Backup, Data Security, and More

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.

733% expected surge in WFH by the end of 2021¹

SMB Data Management Business Imperatives



Network Attached Storage - Cloud Convenience, On-Premise Security

43% of cyberattacks are aimed at small businesses²

The average SMB manages **47.81** Terabytes of data and the volume is multiplying fast³

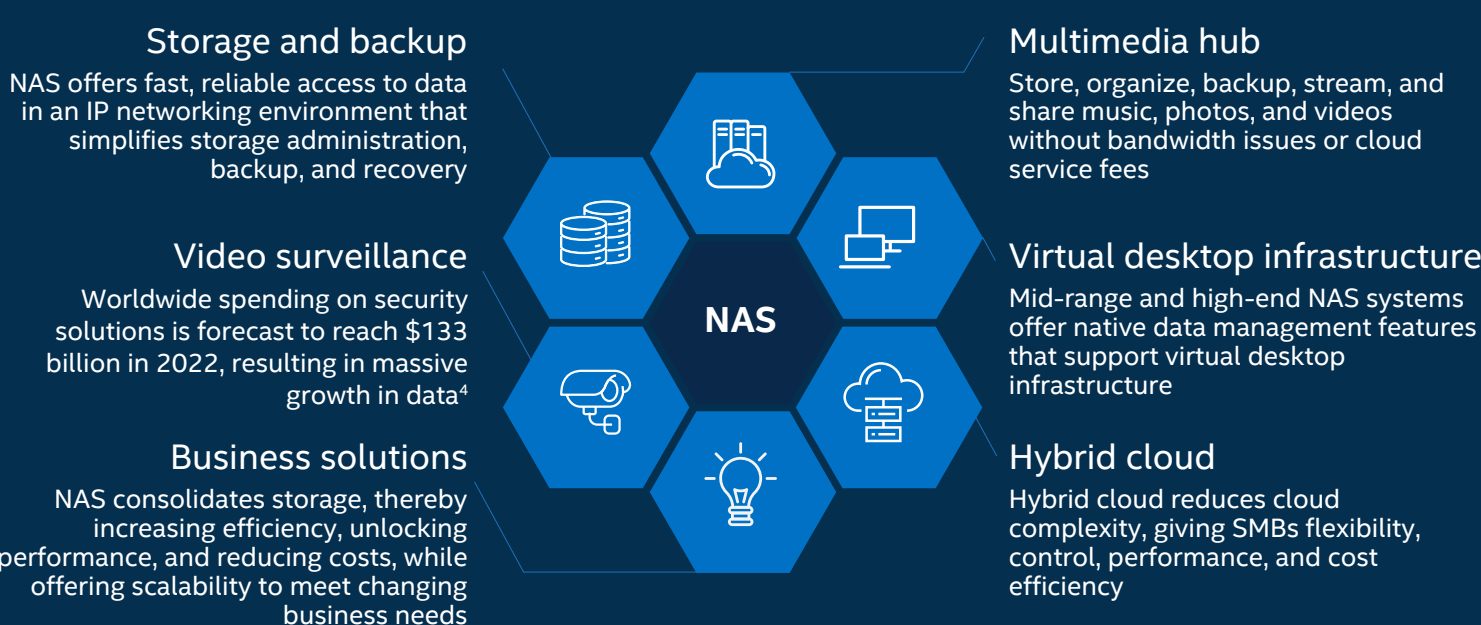
Only **14%** of SMBs are prepared to defend themselves²

Optimize SMB Infrastructure with NAS

- Minimize IT infrastructure investments
- Optimize IT capabilities/resources
- Facilitate collaboration
- Improve data accessibility by avoiding bottlenecks
- Minimize cybersecurity risks
- Improved protection of personal data
- Enable ease of use/manageability
- Implement backup and recovery plans



Right for Any SMB Use Case



NAS Delivers Intelligent Video Surveillance

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.

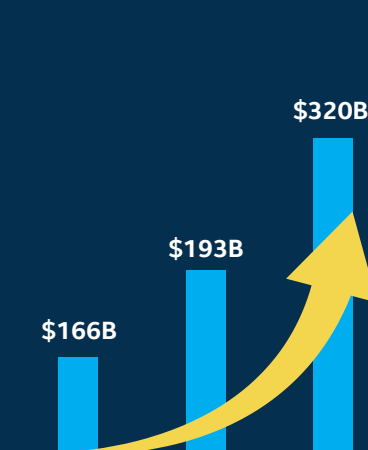
\$74.6 Billion USD

Expected global surveillance market by 2025 - a CAGR of 10.4%⁵

Benefits of NAS for Video Surveillance

Replace or augment cloud-based NVR services carrying recurring fees

- Save storage space with NAS compression capabilities
- Receive event notification with facial and object recognition as needed
- Store large video and media files on-premise to meet business requirements
 - o Lowers traffic
 - o Improves availability
 - o Contains costs
 - o Improves privacy



Managed service global market, 2018-2024

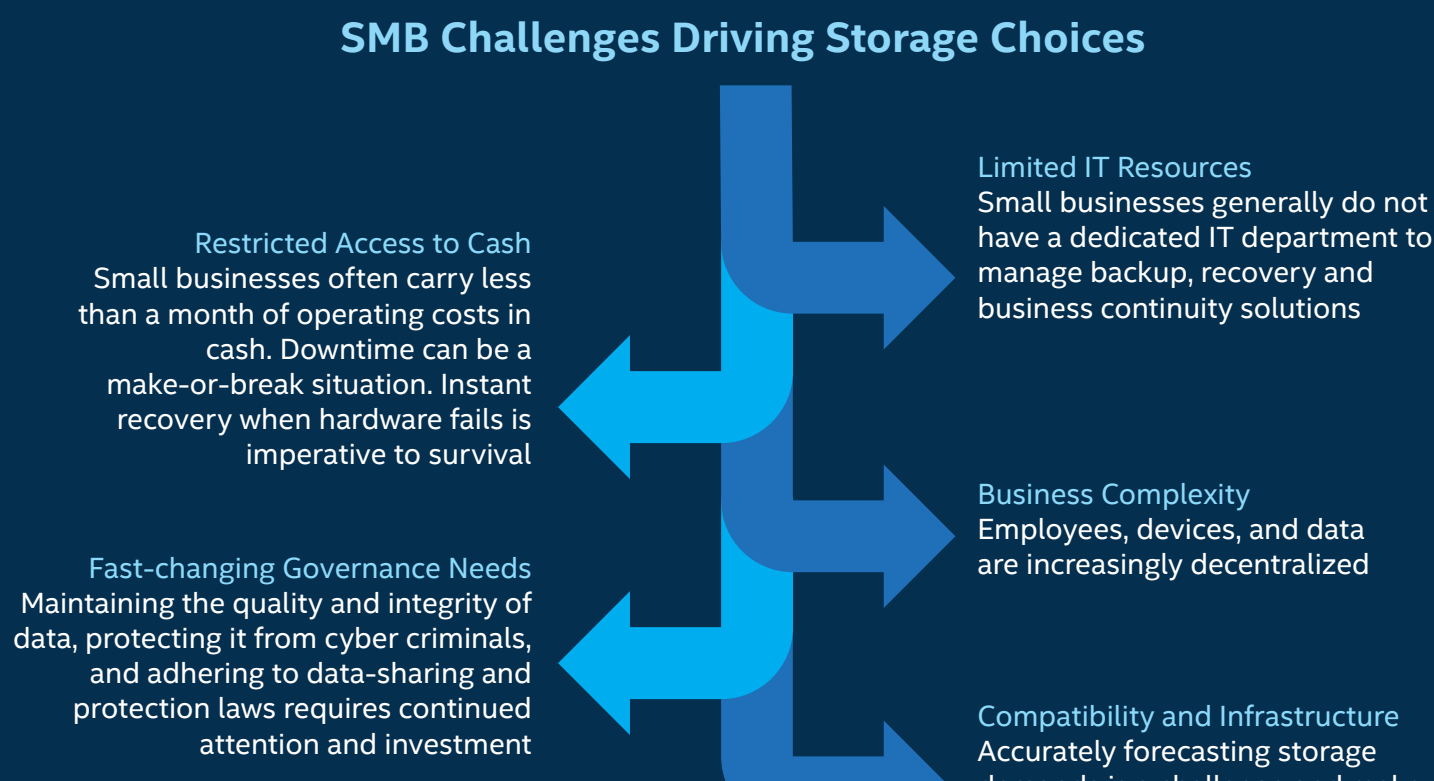
Expected year on year capital expenditure by SMBs towards these services will increase by **25%**.⁶

OpenVINO

The Power of Intel
Accelerate performance and enhance intelligence for image recognition and categorization using NAS with Intel® Distribution of OpenVINO™ toolkit.



SMB Challenges Driving Storage Choices



NAS Presents a Growing Channel Opportunity

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

Channel Opportunity

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.

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
⁴ Video Surveillance Market by System, Offering (Hardware, Camera, Storage Device, Monitor), and Software (Video Analytics, Video Management System) & Service (VSaaS), Vertical (Commercial, Infrastructure, Residential), and Geography - Global Forecast to 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

