



Intelligent Insight:

How Intelligent Insights Drive Business Innovation

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How Intelligent Insights Drive Business Innovation

Organizations are going digital as they seek to dramatically increase their innovation to unlock new business capabilities, meet changing customer demands, create unique advantages, or simply stay ahead of disruption.

To drive innovation, organizations not only require data, but also the ability to act on it. The good news is that data is everywhere. But because it's now generated with greater volume and velocity than organizations can keep up, too much data from too many diverse data sources can be just as much of a barrier to action as not having enough.

This means that the right approach to innovation starts with the right approach to storage: an approach that combines software, hardware, data services, and the cloud to address the new realities of data while providing IT with more agility.



By approaching the storage question correctly, organizations can save time, money, and resources, all of which can be allocated to innovative projects.

Why Innovation is More Important Than Ever

As the transition to digital-first continues to accelerate, it's clear that we live in a dynamic, fast-changing world where normal can't be taken for granted. Not only do organizations have to meet the needs of a changing market, but they need to do it quickly and at scale.

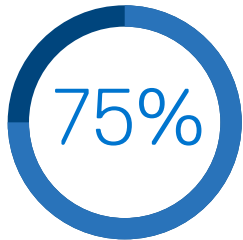
IT plays a critical role in innovation within an organization by delivering the tools and technologies that elevate the user experience. But if IT is not able to quickly deliver on the innovation demands of the organization, the whole department can quickly become a hinderance to rapid, cost-effective, and error-free progress. By focusing more and more on transformational activities such as modernizing infrastructure and applications, IT is now spending more of its time driving business innovation.

While the role of IT is evolving, the challenge is that their focus on innovation can't take away from their functional duties, such as deploying and managing devices or maintaining cybersecurity. In order to balance the demand on their time and resources to both enable innovation and keep the lights on, IT must take an intelligent approach to operations.



How Storage Complexity Holds Innovation Back

In some ways, it's never been more difficult to be innovative:



of IT managers say IT is more complex than it was two years ago,¹ and more than half say that the complexity of their infrastructure slows their operations and digital initiatives.²

Yet, the opportunity is clear: organizations that are equipped with modern, simple technology and flexible consumption models can ensure their teams have the efficient and secure experiences required to contribute their best ideas. A key part of that technology is intelligent storage, the foundation to building a resilient, digital-first organization.

Today's data demands expose the limits of traditional arrays to keep pace with ever-evolving needs. Instead, you need a storage architecture that is highly adaptable, scalable, automated, and simple to operate across your on-prem, cloud, and edge environments. It should be seamless to monitor performance, proactively identify system issues, and use data to mitigate any problems before they ever arise.

Organizations must be able to manage these data volumes in a way that enables speed and agility while balancing IT operations. This requires IT to rethink how they extract value from data while looking for ways to simplify how they manage it. Given the ever-increasing volumes of data, a new approach to storage is required to drive innovation forward. We call this approach intelligent insights.



Why You Need an Intelligent Insights and Automation Approach to Storage

With modern devices, software, and applications generating more data from more places than ever before, modern storage has a critical role to play in uncovering the value of data to enable consistent and autonomous operations.

To enable an intelligent insights approach, organizations require modern storage arrays offering a flexible architecture that is highly adaptable, cost-effective, and easily integrated into existing IT operations.

A modern approach to storage lets organizations save time and resources while proactively detecting and resolving storage issues. This approach includes three essential elements.



DATA-CENTRICITY

- Leverage a single architecture for physical, virtual, and containerbased apps and databases.
- Scale up and scale out independently without limits.
- Use always-on inline data reduction to achieve peak efficiency without compromise.



INTELLIGENCE

- Use cloud-based intelligence to monitor storage and related infrastructure across all sites in one efficient view.
- Leverage built-in machine learning and automation to optimize resources and IT staff.
- Harness smart monitoring and analytics software to reduce risks and predict future needs.



ADAPTABILITY

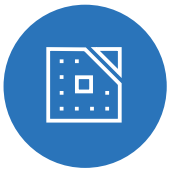
- Use container-based software stack to enable application mobility.
- Flexible deployment lets you modernize the core, edge and cloud without disruption.
- Pay-per-use solutions provides consumption that fits any budget.

Unlike human administrators, machine intelligence can keep pace with the growing volume and diversity of data that your organization generates and processes. Not only can it manage your storage at the scale and velocity required, but it can also uncover hidden connections and identify trends that may indicate a need to increase capacity, perform proactive maintenance, or shift storage to improve performance and ROI.



The Benefits of an Intelligent Automation Approach

Driving IT automation and operational efficiency are top priorities for organizations seeking to free up resources and reduce the demands of their IT teams. Leveraging storage intelligence gives your IT teams greater agility and operational oversight so you can:



Leverage new technologies:

By consolidating your storage system health scores and analytics for triage in one location, you can prioritize actions across all your storage and related infrastructure to eliminate the greatest risk and impact to your business first. Machine learning can identify abnormal performance and isolate performance latency and capacity consumption spikes or other issues that cause workload contention, so you can proactively resolve issues before they impact business operations.



Improve productivity:

Manage all your primary storage across the data center and edge locations, and data protection in the public cloud in a single portal for a holistic view. Customize and share reports that update in real time about systems and locations to speed access to information that counts. Integrate dynamic information with applications to trigger human and automated actions to save time and speed operations.



Plan ahead:

Leverage machine learning to forecast when storage will reach full capacity. Anticipate short-term and long-term capacity requirements so you can proactively budget, procure and provision the storage expansion that your organization needs before capacity runs out.

Enable Intelligent Insights with Dell Technologies

In a hyper-distributed world, the future belongs to the innovators that are equipped to adapt and thrive wherever and whenever new opportunities arise. Dell Technologies is your trusted ally to deliver it all. We bring together the partnerships, innovative technologies, and end-to-end simplicity you need to serve all your users and customers wherever they are.



Together, PowerStore storage with the CloudIQ AIOps application delivers incredible storage capabilities along with intelligent insights that can proactively detect and resolve storage issues, reduce risk, spot anomalies, and enable powerful forecasting:

Dell PowerStore: PowerStore supports any workload by delivering unified storage (physical or virtual, file-based, or container-based) in a performance-optimized appliance that supports end-to-end NVMe that scales up and out when demands increase. Customers can easily and independently add capacity and performance so they can customize the platform for the needs of individual environments.

 [Learn more about PowerStore](#)

CloudIQ: Intelligent insights based on machine learning and other algorithms are applied to telemetry collected from PowerStore to provide proactive storage health and cybersecurity notifications and recommendations for quickly resolving issues. Advanced analytics provide further insights for proactively addressing performance and capacity issues. Monitoring servers, data protection and network infrastructure associated with PowerStore adds valuable perspective and further improves IT efficiency.

 [Learn more about CloudIQ](#)

Our holistic and intelligent offerings enable you to simply, quickly, and securely build your breakthrough beyond the reach of competitors. Connect the people, applications, and data that power your organization with trusted IT solutions so you can focus on inspiring innovation, not managing infrastructure.



[Learn more about Dell Technologies Storage Solutions](#)

Making Innovation Sustainable

At Dell Technologies, sustainability is an integral part of everything we do.

We feel a deep responsibility to innovate for our customers and our planet, using all the levers at our disposal to make technology work for the world we need.

To help customers meet their sustainability goals, we are rethinking and redesigning our offerings to maximize recyclability and minimize carbon footprints. We are driving ethical and environmentally sustainable practices across our supply chain and throughout the industry. And we are partnering with our customers, suppliers, and communities to create projects that use less, enable more, and give back to the world that's given us so much.

 [Learn more at Dell.com/Sustainability](https://www.dell.com/sustainability)

Sources

[1] ESG, Dell EMC CloudIQ: AIOps for Intelligent IT Infrastructure Insights.

[2] ESG, Dell EMC CloudIQ - Changing the Infrastructure Management Game

