

## A Look at the 3 Main Types of Data Storage

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According to information technology and research company Gartner, 43 percent of companies were immediately put out of business by a "major loss" of computer records and another 51 percent permanently closed their doors within two years.

There are three main types of data storage on the market: cloud-based, server-based (also known as hyper-convergence), and traditional. No matter how old your business is, it's important to understand what your data storage options are and use them accordingly.

### 1. Cloud Storage

Cloud storage is simply offsite computing that holds your data for you to access anytime, anywhere. The idea of cloud computing in the form of an "intergalactic computer network" was introduced in 1969 and has seen big milestones since, noted Computer Weekly.

"People like the cloud because it seems like magic," said Anthony R. Howard, best-selling author of the "Invisible Enemy: Black Fox" and technology expert. "I use the term automagic when referring to the cloud because the end user doesn't have to do anything such as make any type of updates; all your storage headaches are someone else's when you use a cloud."

Other benefits of the cloud include flexibility, disaster recovery, automatic software updates, increased collaboration, and a "pay-as-you-go" affordable pricing structure. On the downside, Howard advises being cautious of security and compliance risks: "You don't know where your data is being stored which could be an issue for some industries."

While security breaches have remained low, especially in one industry where privacy is a must, there's always that risk: HIMSS, a thought leader of health transformation through health IT in a survey found that just 2.4 percent of respondents had a data breach with their cloud provider.'

Is cloud computing right for your business? It has certainly gained buzz over the past few years. It's now as ordinary as clouds in the sky, wrote Business.com contributor Ashley Unitt. Ideal candidates for it include businesses:

- With smaller budgets.
- That might need to expand storage usage.
- Need the flexibility to increase or reduce costs and storage as needed.
- Don't want to have to worry about maintenance.
- That need collaboration among team members.

### 2. Server Based (Hyper Convergence)

Server-based or the more recently referred to as hyper-convergence storage, is data stored within individual servers at a data center, typically on your business site. Businesses with the budget for it can appreciate their speed and in-house control. With hyper-convergence, you have different servers and your data is striped across them.

"The idea behind hyper-convergence is to abstract other layers of infrastructure for simplicity and elasticity. Software-defined networking (SDN) brings the benefits of standardization to network virtualization and reduces costs in hardware and management layers," reported Information Week.

Due to the high price tag (upwards of 75K according to our expert) and physical space needed, a small business would not be your typical hyper-convergence candidate. Businesses with bigger budgets who can afford to store it and manage it in-house are typically better fits. Despite that

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