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A Framework for Navigating Enterprise Storage

Understanding and Evaluating Modern Hybrid Cloud File Data Management Solutions and Services

Exploring On-Premises, Cloud-Native, and Hybrid Cloud Models

It's often been said that data is the new oil. That really isn't true. Data isn't just the lifeblood of business operations either. Instead, it's the beating heart of the business itself, simultaneously an incalculable asset and a prime target. Ensuring that data is accessible whenever and wherever needed is paramount. The right storage solution not only assures data availability but also brings agility, scalability, and cost efficiency to the enterprise equation.

As businesses move toward digital transformation, they encounter three primary storage architectures: on-premises, cloud-native, and hybrid cloud. On-premises storage offers unparalleled control and security, ideal for enterprises with stringent data governance and compliance requirements. However, it lacks the flexibility and scalability of cloud solutions.

Cloud-native storage, on the other hand, provides unmatched elasticity and cost efficiency that allows teams to sail on the boundless winds and currents of cloud provider resources and capacity. But it can also introduce latency issues and dependency on internet connectivity.

Hybrid cloud storage emerges as a compelling middle ground, combining the best of both worlds. It lets companies maintain data on-premises while leveraging the cloud for scalability and cost savings, balancing control and flexibility.

One of the essential considerations in choosing a storage solution is command and control. This concerns more than ease of management. Teams need to harness all available storage tiers to reduce costs, enhance performance, and align business outcomes. Resilience is another critical factor. This is about more than backups or redundant nodes. Failovers must work within service-level agreements (SLAs). Meeting recovery point objectives (RPOs) and recovery time objectives (RTOs) is complicated. Disaster recovery strategies can make or break a company.

Immediate data delivery, often referred to as performance or I/O throughput, is more complex with cloud-based solutions. The physical distance between data centers and end users can introduce delays that impact user experience and productivity. This is where hybrid cloud storage shines, offering localized data access and the benefits of cloud scalability. Gartner® notes that "modern unstructured data storage solutions can enable better business insights and analytics workflows, among other benefits, by supporting both file and object services on a single platform, a global namespace and metadatabased data categorization." [1]

From the perspective of Panzura, choosing the right storage architecture is crucial for businesses. On-premises storage offers reliability and security but has limited—and capital intensive—scalability. Cloud-native storage provides speed and flexibility but depends on stable infrastructure.

Hybrid cloud storage combines stability with the ability to handle diverse environments. By understanding the unique benefits and challenges of each storage option, businesses can make informed decisions about their data management strategies.

On-Premises Storage is a Cornerstone of Business Operations

Understanding the strengths and limitations of on-premises storage is crucial for aligning business objectives with operational goals, governance, risk, and compliance requirements. According to a LogicMonitor survey on the future of the cloud, public cloud platforms run 41% of enterprise workloads, and nearly a third of organizations (27%) rely on-premises solutions.

This highlights that on-premises storage remains a cornerstone of the IT landscape. Housing data storage systems within an organization's own facilities allows enterprise firms to own, operate, and maintain their hardware resources like servers and storage arrays.

One of the primary advantages is the unparalleled control it offers over data and resources, translating into greater customization and the ability to implement security measures tailored to specific needs.

Industries with stringent regulatory requirements, such as healthcare and finance, find on-premises storage distinctly beneficial. Data residency and security are paramount for them and having direct oversight of data storage infrastructure while avoiding dependencies on third parties is vital.

On-premises storage excels at low latency because it stores data closer to computing resources and end users. This proximity is important for highperformance applications that demand rapid data access. For instance, financial trading platforms and real-time analytics systems rely on the swift retrieval and processing of data with high throughput. However, there are also clear challenges. The initial capital expenditure (CapEx) for purchasing hardware can be daunting. Additionally, ongoing operational expenditure (OpEx) for power, cooling, IT maintenance, and storage refreshes as hardware nears end of life adds to the total cost of ownership.



Scalability is another concern. Expanding storage capacity requires purchasing and installing new hardware, which can be both time consuming and costly. Upgrades and maintenance often require manual intervention.

A notable limitation of on-premises storage is its isolation from cloud-based applications. Data stored on site is not readily accessible to cloud applications. Processes like extraction, transformation, and loading (ETL) are often needed to move data into the cloud. This can be cumbersome, duplicative, and time intensive.

Businesses and entire industry sectors with strict data security demands, minimal tolerance for downtime, and critical applications requiring high data-access speeds and low latency are prime candidates for on-premises storage. Companies with limited reliance on internet connectivity are assured consistent performance without dependence on external networks.

Dell EMC, NetApp, and HPE are the top three vendors in the on-premises storage market. These companies offer a range of solutions, including Network Attached Storage (NAS) for file storage, Storage Area Network (SAN) for block storage, object storage, archival solutions, and all-flash configurations. Each of these vendors provides a diversity of on-premises options, and benefits of control, security, and performance make them indispensable to many IT strategies.



Anchoring Modern IT Infrastructure in the Cloud

Cloud-native storage has become synonymous with modern IT infrastructure. Cloud providers like Amazon Web Services (AWS), Microsoft Azure, or Google Cloud Platform (GCP) typically provision these storage resources.

One of the most significant benefits of cloud-native storage is on-demand elasticity. Organizations typically pay only for what they use, transforming CapEx into OpEx. This reduces the financial burden of fixed infrastructure and allows businesses to scale without upfront investments. Cloud providers also handle infrastructure maintenance including updates, patching, and security. This frees up time for strategic initiatives rather than the minutiae of upkeep. And with data accessible from anywhere, workforces can work seamlessly across geographies.

However, security concerns and data control are a hurdle, especially for sensitive or regulated data. The dependency on connectivity is another critical issue, and latency can vary based on the distance to the data center. This is a problem for applications that rely on immediate data access.

The pay-as-you-go model is advantageous, but heavy data transfer or specialized storage needs can drive up costs. Achieving conformity with certain regulations can also incur extra expenses to meet rigorous standards.

Multi-cloud support is even more complex. Data replication to other clouds via ETL or simple mirroring can incur egress fees, and bifurcating data access based on local applications can be problematic.

A critical component of cloud-native is the use of object storage. This adaptability is ideal for unstructured data. AWS S3 and other object storage systems offer virtually unlimited expansion and ensure high durability and availability.



Hyperscalers have their own file, block, and object storage offerings for managing files in the cloud. These include Azure Files and Amazon FSx, as well as Amazon Elastic File System (EFS) which supports the Network File System (NFS) protocol, and Google Cloud Filestore, which supports both NFS and SMB protocols.

A Gartner press release says, "Worldwide end-user spending on public cloud services is forecast to grow 20.4% to total \$675.4 billion in 2024, up from \$561 billion in 2023, according to the latest forecast from Gartner, Inc. This growth is being driven by generative AI (GenAI) and application modernization." [2]

Panzura asserts that the future of enterprise storage is undoubtedly cloud native. Support for AI workflows and integration with DevOps practices are key benefits. Cloud-native storage continuous integration and continuous deployment (CI/CD) pipelines reduce the time to market for new features and improvements.

Moreover, cloud-native storage integrates effortlessly with other cloud-native tools and services such as artificial intelligence (AI) analytics, serverless, and containerization. This allows IT operations to leverage these technologies without the need for extensive in-house expertise.

Companies with global reach or distributed collaboration, businesses leveraging analytics, AI, and other cloud-native tools, and organizations with unpredictable growth, are typical use cases for cloud-native storage.

Hybrid Cloud Storage is the Best of Both Worlds

Hybrid cloud storage provides a "best of both worlds" approach. It allows IT leaders and teams to selectively leverage the adaptability and cost efficiency of public cloud services alongside the control and resilience of private, on-premises environments.

Cost management is driving enterprises to move to hybrid cloud storage. Public cloud services typically offer various tiers of object storage and pricing that help companies optimize their IT expenditure by scaling resources up or down as needed.





They can also avoid the up-front capital investments required for expanding onpremises storage capacity. Frequently accessed or mission-critical data can remain on-premises, via a caching mechanism, to ensure low latency and high performance, offering a tailored solution for varying data usage patterns.

The flexibility and adaptability of hybrid cloud configurations also make them ideal for handling the spiraling amount of unstructured data generated by modern enterprises. A widely cited figure suggests an annual growth rate of 55-65%, and IDC forecasts that this data will account for 80% of the global datasphere by 2025. The unrelenting march of digitization and the proliferation of devices contribute to an expanding datasphere. The unstructured data they generate holds immense value. However, the challenge lies in effectively processing, analyzing, and deriving actionable insights from it. Traditional data management tools and strategies too often fall short.

One of the key advantages of hybrid cloud storage is a seamless experience across different environments. For example, AWS offers a range of hybrid cloud services, including AWS Outposts, which extends AWS infrastructure and services to onpremises environments, and AWS Storage Gateway, which enables on-premises applications to use AWS cloud storage.

These services allow IT teams to build hybrid architectures for unique needs, conditions, and use cases, whether it's data residency and sovereignty, local processing, or latency-sensitive applications.

Another important aspect of hybrid cloud storage is its role in supporting digital transformation initiatives. Leveraging the cloud's scalability and flexibility, enterprise firms can accelerate their transformation projects and bring new products and services to the market faster. This is important in industries like retail commerce, biotechnology, investment banking, and renewable energy, where surviving intense competition requires continuous innovation.

The hybrid cloud storage market is continuously evolving, with new trends emerging that further enhance its capabilities. One such trend is the integration of artificial intelligence (AI) and machine learning (ML) to optimize data management and storage. AI and ML can help predict storage needs, automate data migration, and improve data security by identifying potential threats in real-time. Additionally, the rise of edge computing complements hybrid cloud storage by enabling data processing closer to the source, reducing latency, and improving performance for applications that require real-time data analysis.

Building Hybrid Cloud Storage Security and Resilience

Managing the complexity of hybrid cloud environments is a significant challenge. With data sprawled across multiple locations, businesses need effective management strategies to ensure data consistency and availability. This includes using tools and technologies that can automate data synchronization and replication, as well as monitoring and managing data usage and performance across different IT landscapes and systems.

Hybrid cloud approaches support business continuity and disaster recovery plans by offering flexible redundancy and backup options. Distributing data across both on-premises infrastructure and the cloud enhances its availability. For example, in the case of unforeseen events such as hardware failures, natural disasters, or cyberattacks like ransomware, IT and security teams can quickly recover operations by accessing their on-premises data stores. This capability significantly minimizes downtime and reduces the risk of data loss.

When implementing a hybrid cloud storage solution, ensuring data security and compliance across heterogeneous environments is paramount. Organizations deploy stringent security measures to protect data, whether it's stored on premises or in the cloud. Encryption, access controls, interdiction, and regular security audits harden storage and ensure compliance with regulatory frameworks. Advanced security measures such as immutability and air-gapped networks provide comprehensive protection against cyber threats. Hybrid and multi-cloud environments can be a boon for resilience if data is duplicated across multiple cloud platforms. Storing backups in a different location than primary data can help combat threats like ransomware and aid disaster recovery. Additionally, hybrid cloud storage solutions often include features like automated failover and failback, which ensure that data remains accessible even during outages or disruptions. This level of resilience is crucial for maintaining business operations and protecting against data loss.

The benefits of hybrid cloud storage far outweigh the drawbacks. Combining the best of on-premises and cloud storage, it's possible to achieve greater flexibility, scalability, and cost efficiency, while also ensuring data security and compliance with mandates.

As the cloud-native market continues to grow alongside emerging cloud repatriation trends, on-premises storage remains indispensable for certain types of data and workloads. Hybrid cloud storage is a future-proof approach that is well suited to the dynamic digital economy.

Key Factors in Choosing a Storage Strategy

Choosing the right enterprise-grade storage strategy depends on a variety of factors:

- 01 **Data Sensitivity and Compliance:** On-premises or hybrid cloud storage may be best for organizations in regulated industries that must maintain tight control over data.
- 02 **Scalability Requirements:** Cloud-native storage provides unmatched scalability, but hybrid approaches offer a balance when on-premises resources are also essential.
- 03 **Performance and Latency Needs:** On-premises solutions may be required for low-latency applications, though cloud providers increasingly offer solutions with edge computing to help address these needs.
- 04 **Cost Efficiency:** A cloud-native approach may reduce CapEx but increase OpEx over time, depending on data transfer and storage volume. Hybrid solutions often help balance these costs.
- 05 **Disaster Recovery:** Hybrid or cloud-native storage solutions offer flexibility in disaster recovery, with options like geo-redundancy and automated backups across regions.

Evaluation Criteria for Choosing the Right Platform

Hybrid cloud storage is emerging as the hero enterprises need. Driven by the quest for operational flexibility, cost-efficiency, data security, and business continuity, it is now a go-to strategy for modernizing IT infrastructures.

However, managing a hybrid cloud environment requires sophisticated tools and processes to ensure consistent performance, security, and regulatory conformity across both cloud and on-premises infrastructure. Applications must integrate across these environments, which requires careful planning and investment in hybrid cloud file and data services solutions.

Additionally, moving data between on-premises and cloud environments can incur substantial costs, especially with frequent data movement or high egress. These costs can add up quickly, making thoughtful data movement strategies and solution choice an integral part of any technology acquisition decision.

Hybrid cloud storage is particularly beneficial for companies looking to retain control over sensitive data while leveraging cloud services. It's also ideal for enterprises with legacy applications and workloads not yet migrated to the cloud. This storage model is attractive to those that need the flexibility to scale with demand while managing costs, and organizations seeking vigorous, efficient data resilience and recovery options.

The market is competitive, with players like NetApp, Nasuni, and Panzura leading the charge. As we look to the future, the adoption of hybrid cloud storage is set to soar. In 2022, the market was valued at approximately \$55.68 billion. According to a Future Market Insights report, it is projected to reach around \$187.98 billion by 2032, growing at a compound annual growth rate (CAGR) of 12.9% during the forecast period.

The integration of AI and ML into hybrid cloud storage solutions is revolutionizing data management. AI-driven analytics can optimize storage performance, predict potential failures, and automate routine tasks, thereby reducing operational overhead and enhancing efficiency. For instance, AI can help identify patterns in data usage, enabling more intelligent tiering of data between on-premises and cloud storage, which can further optimize costs and performance.

With its blend of flexibility, cost efficiency, and data protection and resiliency, hybrid cloud storage is changing the way businesses manage their data. Recognition of its benefits also drives continued innovation and growth which makes it an essential component of the modern IT landscape.

Choosing the right hybrid cloud storage management solutions can be daunting. The following sections provide detailed guidance on evaluating and understanding solutions from leading providers NetApp, Nasuni, and Panzura.

These insights equip IT and business leaders with helpful insights as they consider their unique needs and goals. They also offer a consistent framework for building and adapting their hybrid cloud strategy to drive and support business objectives and outcomes.

NetApp BlueXP Global File Cache

NetApp's BlueXP volume caching enhances NetApp Cloud Volume ONTAP, centralizing unstructured data management and distributed file locking. It uses local caching and compression to optimize data transfers between cloud and onpremises locations.

Data Management: BlueXP offers automated, AI-driven contextualized tagging, cloud-native integrations, and data protection tools to support hybrid cloud workloads. However, AI-driven analytics may require significant initial setup and ongoing management.

Access and Permissions: The solution provides advanced role-based access control (RBAC), privileged access management (PAM), and Active Directory integration. Despite these features, integrating with existing access management systems can be challenging and may require additional configuration and maintenance.

Security and Compliance: BlueXP includes features like block-level encryption, data encryption at rest and in transit, data immutability, autonomous ransomware detection and recovery, and automated remediation workflows. BlueXP relies on security modules in its supporting architecture that may be FIPS 140-2 and/or FIPS 140-3 compliant. However, this can introduce performance overhead, potentially impacting data transfer speeds and system responsiveness. **Performance and Protocol Compatibility:** NetApp's Cloud Volumes ONTAP and BlueXP solutions have limitations in protocol compatibility and interface support. This can affect data transfer speeds and performance in high-demand settings.

Specifically, the dependency on Microsoft's Distributed File System (DFS) restricts end-user protocols to SMB and NFS, limiting flexibility in multi-protocol file sharing. Additionally, BlueXP performance may vary based on configurations and workloads, necessitating thorough performance testing and validation. Other solutions provide broader protocol support and better performance for a wider range of applications.

Cost Considerations: While NetApp does not charge for using the BlueXP volume caching service, data ingress and egress charges from cloud providers can add up. Organizations must consider strategies to minimize data transfer expenses. More competitive options may be available, particularly for enterprises with high data transfer requirements.

Implementation and Management: BlueXP requires sophisticated tools and processes to ensure consistent performance, security, and compliance across both cloud and on-premises infrastructure. Applications must seamlessly integrate across these environments, necessitating careful planning and investment in hybrid file and data services solutions. The complexity of managing such an environment can be a barrier. Other platforms offer more streamlined management tools and processes, reducing complexity and resources for deployment and ongoing management.

Conclusion

NetApp's BlueXP comes with challenges that need careful consideration. Potential buyers should evaluate their specific needs, including performance requirements, protocol compatibility, and cost implications, to determine BlueXP aligns with their operational goals and IT infrastructure.

Nasuni File Data Platform

The Nasuni File Data Platform offers distributed file access integrated with cloud providers like AWS, Azure, and GCP. It functions as a file data management solution with features like automated indexing, tagging, and advanced security. Edge appliances ensure local file access with global file locking, facilitating data handling and collaboration.

Data Management: Nasuni offers automated indexing and tagging for data organization and retrieval. Its ability to handle large amounts of unstructured data suits businesses with heavy storage needs. However, these features require significant initial setup and ongoing management. In comparison, other solutions offer more intuitive interfaces and faster setup times, reducing the burden on IT teams.

Access Control: RBAC and integration with identity management systems enable access across distributed environments. Integrating Nasuni with existing access management systems can be challenging and may require additional configuration and maintenance.

Security and Compliance: Nasuni includes features like AES-256 encryption and ISO 27001 compliance, immutable snapshots for recovery, and ransomware detection. However, its core data encryption and key management processes are not FIPS 140-3 certified which may be problematic for organizations that need to meet the stringent requirements of government agencies and regulated industries like healthcare and banking. Moreover, its security measures can introduce performance overhead, potentially impacting data transfer speeds and system responsiveness. Alternative platforms offer stronger security features without sacrificing speed.

Scalability: Nasuni performance in high-volume data processing and large file manipulation can be limited. Enterprises with performance-sensitive workloads, such as high-frequency data transactions or complex data processing workflows, should evaluate these potential limitations. Other solutions provide more robust performance, making them better in high-demand environments.

Performance and Protocol Compatibility: There are limitations in protocol compatibility and interface support which can affect data transfer speeds and performance. Dependency on Microsoft's Distributed File System (DFS) restricts protocols to SMB and NFS, limiting flexibility in multi-protocol file sharing. Other platforms offer broader protocol support and better performance for a wider range of applications.

Cost Considerations: Nasuni's pricing model includes costs around data ingress and egress from cloud providers. Businesses must consider strategies to minimize data transfer expenses. More competitive pricing structures with Nasuni may come with tradeoffs in speed, flexibility, and scale.

Implementation and Management: Managing a hybrid cloud environment with Nasuni requires sophisticated tools and processes to ensure consistent performance, security, and compliance across both cloud and on-premises infrastructure. This can be a significant barrier for teams and departments without adequate IT resources. More streamlined tools and processes are available elsewhere.

Conclusion

Nasuni's File Data Platform comes with challenges. Potential buyers should evaluate their specific needs, including performance requirements, protocol compatibility, and cost implications, to determine if this solution aligns with their operational goals.



Panzura CloudFS

Panzura CloudFS is a high-performance hybrid cloud file platform that unifies multicomponent storage environments into a globally distributed, secure, and resilient file system. It leverages S3-compatible object storage across public or private cloud providers, delivering encrypted, consolidated storage through a unique hub, spoke, and mesh architecture. This supports peer-to-peer communication, real-time data transfer, and global collaboration with advanced file locking.



CloudFS offers native integrations from Panzura—Data Services, Edge, and Detect and Rescue—that leverage the platform's extensibility to deliver additional hybrid cloud file services. These include data visibility, compliance tracking, near real-time ransomware detection, secure file access for remote users, and enterprise file sync and share for external collaboration.

Data Management and Analytics: Panzura CloudFS offers features real-time global file consistency, efficient data deduplication, and peer-to-peer file locking. These ensure data is consistently available and up to date across all locations, maximizing organizational productivity. Integrated ransomware detection and interdiction enhance data protection. Automated AI-driven functionalities are available. Compared to other solutions, Panzura's real-time global file consistency and efficient data deduplication stand out.

Access and Permissions: The Panzura CloudFS platform integrates with Active Directory to offer detailed user permissions, file sharing control, two-factor authentication, and encryption. It supports ACLs, RBAC, and Single Sign-On with MFA, providing secure and flexible authentication and authorization across multiple environments. The integration capabilities ensure smooth deployment and management, unlike other solutions that may struggle with seamless integration.

Protocol Support: CloudFS supports critical protocols like SMB3 and NFSv4.1, ensuring smooth integration with existing IT infrastructures. Byte-range locking allows concurrent file editing without conflict, beneficial for industries requiring real-time collaboration on large files, such as CAD files in architecture, engineering, and construction (AEC). Other solutions may lack this level of protocol support and conflict-free file editing.

Security and Compliance: Panzura CloudFS is the only hybrid cloud file storage solution to have achieved FIPS 140-3 certification for its core data encryption and key management processes. It offers AES-256 encryption and data immutability through read-only snapshots for the most advanced protection. The Detect and Rescue feature enables ransomware alerting and automatic user interdiction. While alternative solutions may offer similar features, the CloudFS approach is the most stringent and comprehensive.

Performance and Scalability: Panzura CloudFS handles significant data volumes across cloud environments, meeting the scalability demands of large enterprises. Its performance in high-volume data processing and large file manipulation is robust, suitable for performance-sensitive workloads. Other solutions may be limited in these areas, particularly in high-demand settings. The platform's architecture ensures consistent performance as data volumes grow.

Cost Considerations: Panzura CloudFS delivers comprehensive features. Cost-effectiveness should be assessed in the context of its overall benefits and the specific needs of the business, compared to other solutions.

Implementation and Management: The CloudFS platform offers streamlined management tools and processes that reduce complexity and resource requirements for deployment and ongoing management, making it more accessible for enterprises.

Use Cases: Panzura CloudFS is adaptable across industries. Elasticity and scalability are suited to large-scale enterprises and complex, multisite organizations moving file data into and out of the cloud and on-premises storage. It is ideal for secure global file collaboration, disaster recovery, and extensive file-sharing capabilities, and offers stringent FIPS 140-3 certification. Other solutions may not offer the same level of support.

Enterprise Storage Insight and Future Direction

The digital age has made data an invaluable asset for businesses. As organizations navigate the complexities of modern IT infrastructure, the choice of storage solution becomes paramount. On-premises, cloud-native, and hybrid cloud storage each offer distinct advantages and disadvantages.

On-premises storage provides unparalleled control and security, offering a safety zone where teams with stringent data compliance requirements can safeguard valuable data assets. However, it can be expensive to maintain and scale. Cloudnative storage offers unmatched flexibility and scalability, but it may lack the control and security of on-premises solutions.

Hybrid cloud storage emerges as a compelling middle ground, combining the best of both worlds. It allows companies to leverage the benefits of the cloud while maintaining control over sensitive data. By carefully evaluating factors such as data sensitivity, scalability, performance, cost, and disaster recovery, evolving enterprises can select the storage strategy that best aligns with their unique needs.

In the ever-evolving landscape of enterprise storage, hybrid cloud solutions are gaining significant traction. They offer a flexible and cost-effective approach to managing data, enabling organizations to adapt to changing business needs and achieve their digital transformation goals.

Understanding the key considerations of hybrid cloud storage and exploring the offerings of incumbent data management solutions from leading vendors like NetApp, Nasuni, and Panzura, enterprise teams can make informed decisions to optimize their storage infrastructure and increase the strategic impact of IT in support of business outcomes.

[1] Gartner, Top Trends in Enterprise Data Storage 2023, Chandra Mukhyala, Julia Palmer, Jeff Vogel, 29 June 2023.

[2] Gartner Press Release, "Gartner Forecasts Worldwide Public Cloud End-User Spending to Surpass \$675 Billion in 2024," 20 May 2024. https:// www.gartner.com/en/newsroom/press-releases/2024-05-20-gartner-forecasts-worldwide-public-cloud-end-user-spending-to-surpass-675-billion-in-2024

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