

The title is centered over a background image of a modern office with people working at desks. The text is in a large, white, sans-serif font. The background image is dimmed and overlaid with a semi-transparent teal and orange geometric pattern.

Amazon Web Services (AWS) Consulting Storage Partners who attained the AWS Storage Competency have the expertise and experience to assess, deploy, upgrade and manage storage-centric solutions including Primary Storage, Backup and Restore, Data Archiving, and Business Continuity/ Disaster Recovery (BCDR). This solution brief describes some of their capabilities, the customer challenges they address, and the value they provide.

Storage Challenges

Data storage is the foundation of every workload. Customers are burdened with evaluating rapidly changing technologies and multiple vendors, planning ahead for capacity, performance and data protection to satisfy corporate objectives, while also being asked to continuously cut costs. Key challenges facing customers include:

- **Data growth:** Businesses innovate and increase productivity by leveraging more data than ever before, leveraging new capabilities, such as big data analytics and machine learning, to power their business decisions. That massive growth in data results in scalability and cost challenges.
- **Availability:** As organizations put data at the core of their business, protecting data and keeping it accessible during physical and logical disasters becomes more critical and requirements for rapid recovery across applications become more demanding.
- **Security:** Data growth, coupled with a multitude of data sources and consumption devices present significant data security challenges. These are compounded by new attack vectors, such as ransomware.
- **Compliance:** Complying with industry regulations, such as Payment Card Industry (PCI) and Health Insurance Portability and Accountability Act (HIPAA), and regional ones, such as General Data Protection Regulation (GDPR), can be complex and costly to manage. Customers need to classify their data, keep it for longer periods of time and be able to retrieve or delete it within strict time windows or face harsh financial penalties.

AWS storage services, along with AWS Partner Network Storage Technology Partners, provide innovative tools to address storage challenges. AWS Consulting Partners help provide the skillsets to deploy and manage these tools, doing the storage infrastructure heavy lifting.

AWS Consulting Partner Services

AWS storage services, along with AWS Partner Network (APN) Storage Technology Partners, provide innovative tools to address these challenges. However, organizations often lack the skillsets to deploy and manage these tools or would prefer to have prized IT teams focus on solving problems further up the stack and let AWS Consulting Partners do the storage infrastructure heavy-lifting. Some key APN Consulting Partner services you can leverage today include:

Cloud data protection assessments

- **Services:** Partners scan and evaluate existing on-premises and cloud-based data protection solutions and provide an analysis of migrating those workloads to AWS. Services provided may include operational, financial, cost-benefit and risk analysis assessments. For example, AHEAD, an AWS Storage Competency partner, provides its Backup Environment Discovery and Analysis Service that delivers discovery and analysis of all existing backup software and hardware used across all different sites in the client's environment and then provides a roadmap to upgrade, optimize and integrate the environment with AWS.
- **Benefits:** Assessments provide customers with a set of recommendations on how to leverage AWS services and APN Technology Partner products to improve data protection service level agreements (SLAs), cut costs, and find additional ways to use data, such as business analytics and setting up test and development environments.

Backup, archive, and BCDR modernization

- **Services:** Partners can upgrade existing software to support hybrid backup, archive and BCDR or deploy next generation solutions that were designed from the ground-up to support AWS. For example, Softchoice has a Backup Accelerator consulting offer that helps customers deploy Veritas Backup Exec software to back up and archive their data into the AWS Cloud. The complete solution and the Softchoice consulting offer are published on AWS Solution Space.
- **Benefits:** Once you have a good grasp of how you'd like to leverage the power of AWS for data protection and archiving, APN Consulting Partners, through their services, can create and execute a plan to get you there and, if needed, provide a knowledge transfer to your architecture and ops teams.

AWS Storage Competency Technology Partners

AWS Storage Competency Technology Partners have demonstrated success helping customers evaluate and use the techniques and technologies of effectively storing data in the AWS Cloud. These APN Partners have been recognized as having demonstrated technical proficiency and proven customer success in one or more storage use cases: Backup and Restore, Primary Storage, Data Archiving, and Business Continuity/Disaster Recovery. For more information on AWS Storage Competency Technology Partners, please visit <https://aws.amazon.com/backup-recovery/partner-solutions/>

Block- and file-based cloud workload migration

- **Services:** Many organizations are evaluating how to classify, select, prioritize and migrate workloads onto AWS. These migration initiatives are motivated by AWS benefits of increased workforce productivity, business agility, operational resiliency, and lower costs. Some popular workloads experiencing significant migration momentum onto AWS include: SAP, Microsoft Windows, and Oracle databases. AWS Consulting Partners help customers plan for migrations and choose the right data transfer and data storage services that best fit their workloads.
- **Benefits:** Partners accelerate and remove risk from complex migration scenarios that involve multiple application workloads, each with unique performance and uptime SLAs, requiring different AWS services and APN Technology Partner solutions. APN Consulting Partners are often the difference between success and failure for migration projects.

Web application cloud storage

- **Services:** Many of the world's most popular web applications, including Netflix, Hulu, AirBNB and Pinterest, rely on Amazon Simple Storage Service (S3) and Amazon Glacier as their back-end object storage due to their scalability, ease of management, global access and high durability. AWS Consulting Partners help customers incorporate Amazon S3 into their overall web application design on AWS and optimize its use for performance, security and high-availability.
- **Benefits:** partners can help you incorporate AWS object storage into your web application design, ensuring it's optimized for performance, resiliency and cost and leveraging Amazon S3's advanced capabilities for both primary application workloads and analytics.

Managed backup and disaster recovery on AWS

- **Services:** Many customers take advantage of AWS to reduce data protection costs and put secondary data copies to use by leveraging cloud-based big data analytics and machine learning. Additional value is unlocked through managed backup and DR services, such as Sungard Availability Services' Cloud Recovery for AWS, which provides managed, SLA-backed recovery services from on-prem data centers into AWS and between AWS regions.
- **Benefits:** Managed recovery services alleviate the headache and risk of managing full-stack application fail-over onto AWS and between AWS regions using block replication or virtual machine replication technology. Certain solutions, such as Sungard's Cloud Recovery for AWS, provide recovery SLAs, monitoring capabilities, assisted DR testing and additional advisory services.