

The Business Value of IBM Cloud Object Storage

IDC's research demonstrates that interviewed IBM Cloud Object Storage customers have benefited from changing the economics of extending object storage to support data-driven business operations. As a result, IDC projects they will achieve benefits through storage-related cost savings, staff efficiencies, and higher revenue worth more than 3.5 costs over three years.

Key Results



44%

Lower 3-year cost of operations



>3.5x

3-year benefits to costs ratio



8 months

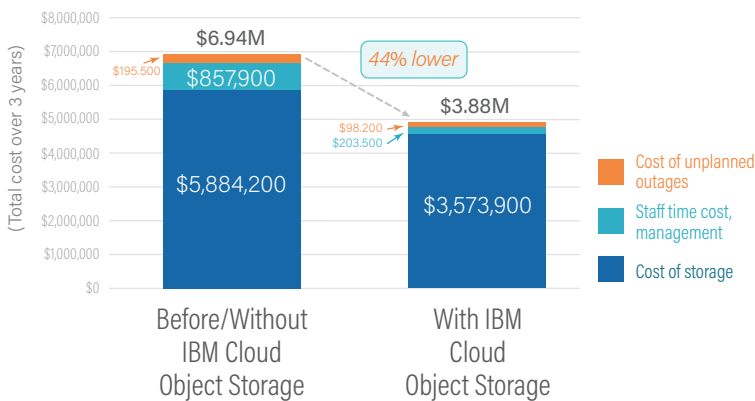
Payback period

Customer Quote:



"We added the IBM Cloud Object Storage solution because it is more mature than alternatives and its storage efficiency significantly improves our profit calculations."

3-Year Cost of Operating Storage Environment



Operational Benefits

76% more efficient storage management

43% faster storage deployment

Business Benefits

12% higher developer productivity

3.7% higher revenue on average by organization

\$7.04 million per year higher revenue per organization

Annual Financial Benefits by Area per PB

\$168,200

IT Infrastructure Cost Reductions

\$145,200

IT Staff Productivity Benefits

\$102,200

Business Productivity Benefits

\$3,100

Risk Mitigation — User Productivity Benefits