



Unstructured data is becoming the new mission-critical data

Business stakeholders and IT managers are focused on squeezing every bit of value out of their IT budgets, which means reducing infrastructure costs, as well as making the most of their business data. Historically, businesses felt it necessary to save everything just in case, which has become impractical and costly while stressing storage resources, IT staff, and user productivity. This practice of storing everything prohibits you from knowing whether the data is mission-critical, useless, or insecure. It can even lead to data sprawl,

which in turn causes your storage costs to spiral out of control. Now is the time to look for a cloud object storage service.

Object storage is perfect for many use cases and applications and is becoming a very popular target for backup, archiving, and general-purpose storage. In other words, a large part of applications that deal with unstructured data can easily take advantage of an object storage solution like iland Secure Cloud Object Storage.

Taking a step back, what is cloud object storage?

Cloud object storage is a format for storing unstructured data in the cloud. Object storage is considered a good fit for the cloud because it is designed to work over the Internet and can scale into multiple petabytes to support unlimited data growth. Data is stored as “objects” rather than blocks or files as in more traditional storage solutions like Storage Area Networks (SAN) or Network Attached Storage (NAS).

Why do you need secure cloud object storage?

Data volume continues to grow at an alarmingly high rate. But, when we analyze our data sets, we realize it is made up of some files that are expendable, some files that are critical, some files that have compliance obligations, some files that need to be retained long-term and so on. All of these different types of data can cause several pain points including:

- Complicated IT budgeting and planning for future storage capacity requirements
- Higher price of storage systems
- Larger growth of backups
- Increased concerns about data security

What is unstructured data?

Unstructured data files often include text and multimedia content and has no pre-defined format or organization, making it much more difficult to collect, process, and analyze. Examples include e-mail messages, videos, photos, audio files, presentations, webpages and many other kinds of business documents.

Why iland for my cloud object storage?

- Compatible with any S3-compliant software or hardware solution
- Integrated management with iland Secure Cloud Console
- Rapidly scale your data storage needs
- Maximum data retrieval, recovery, retention, and security

Do more with your data

For more information, visit [iland Secure Cloud Object Storage](#).

Protect business. Power innovation.

