

# 10

## KEY CONSIDERATIONS

### When Choosing a Cloud Storage Solution

Capturing the cloud opportunity means maintaining a large library of on-demand files including digital images, streaming media, software, documents, and more. Additionally, it is vital to manage the technical, maintenance, performance, and cost challenges within the cloud opportunity. With a decade of experience helping companies deliver the best online media experiences, Akamai presents the top issues to consider when choosing a media cloud storage solution.

#### The Growth of Cloud Storage

- 70.5% of organizations expected their storage budget to increase this year
- 43.6% say they will increase storage capacity up to 24%

Source: Bright Talk - 451 Research, 2016 Enterprise Storage Outlook

#### 1. Does the solution you're considering cover you from end to end?

Make sure your provider delivers expandable storage capacity, fast content uploads, security features, and performance reliability, along with efficient storage costs.

#### 2. Can your provider handle increased capacity when your storage needs grow?

Find a platform based on a distributed architecture, enabling you to scale globally and instantly.

#### 3. Does the storage solution ensure the best online experience for your audience?

The further end-users are from your content, the more likely they are to encounter Internet bottlenecks, performance difficulties, and availability issues. Ensure that your content is geographically distributed and stored as close to your end users as possible.

#### 4. Does your storage solution simplify your media workflow?

Having on-demand transcoding will help you streamline content preparation and deliver to any device, anywhere.

#### 5. What kind of downtime prevention is in place to handle large-scale events?

Automatic content replication across multiple geographies should be a standard feature, providing redundancy and fault tolerance. Make sure your solution can move content automatically between regions to avoid bandwidth issues or other situations that contribute to latency.

#### 6. Does the solution include a full featured, easy-to-use content management system?

Make sure you can expand your content library easily. Consider the limitations of the upload methods provided. Understand the file structure and, confirm that both standard and fast-upload methods are available.

#### 7. How fast do you need to upload content?

Audiences expect instant access to the latest content, whether it's breaking news, an on-demand sporting event, or a software upgrade. Verify that your provider enables fast uploads without the need to license, integrate with APIs, and manage additional relationships.

#### 8. What is the real cost of ownership for cloud storage?

The cost of your potential solution should include flexible content management, geographic content replication, data transfers, wide protocol support, and on-demand increased capacity, without additional fees. A comprehensive solution should include those capabilities.

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### 9. Is your content required in specific regions or do you need to move it across regions?

Legal and tax compliance often mandates that content must be located in a particular region. Confirm that your storage provider enables you to lock content geographically and/or move it seamlessly to address delivery methods from other zones or countries.

### 10. Are your media assets and audience protected?

Secure your content, along with your ability to store and deliver it. Any solution that does not ensure all three is incomplete and risks brand damage.

As you finalize your cloud storage strategy, consider Akamai's media delivery and storage solutions. Leveraging the Akamai Intelligent Platform™ you can scale rapidly, grow your audience, and ensure the best online experience.

To learn more, visit [NetStorage](#) to access videos, whitepapers, and other information.



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