

# THE UPS AND DOWNS OF CLOUD STORAGE COSTS

There's plenty of talk and even cold, hard stats about the cost-saving potential of cloud storage. But there are also many 'gotchas' that can counter the savings and actually make your costs rise. Adopting a hybrid data storage strategy can help your business utilise the benefits of cloud, coupled with tape for long-term data archive storage. Consider the opposing forces of potential savings versus unexpected costs to see what is the best option for your business.

## SECURITY COSTS

Most large providers have a base price for storage by gigabyte, then upcharge for extra security measures. For example, adding geo-resiliency could multiply your costs dramatically.

## ACCESS CHARGES

Some providers make you pay extra for data access and egress - essentially any time you want to touch your data - which can quickly offset any potential savings or limit your access.

## TIERED PRICING

Costs of services might suddenly rise if you reach a storage or bandwidth threshold, often without you even realising it.

## HIDDEN FEES

There can be big charges buried in lengthy cloud provider SLAs. For example, you might be charged more based on the location of the data centre used or get surprised by long term storage fees.

### Need help with your hybrid data management strategy?

To ensure cost savings while minimising surprises, the key is proper vetting and due diligence when selecting your managed service provider and technology. While there are ways cloud costs can sneak up on you, there are also providers with reasonable and predictable pricing and terms.

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