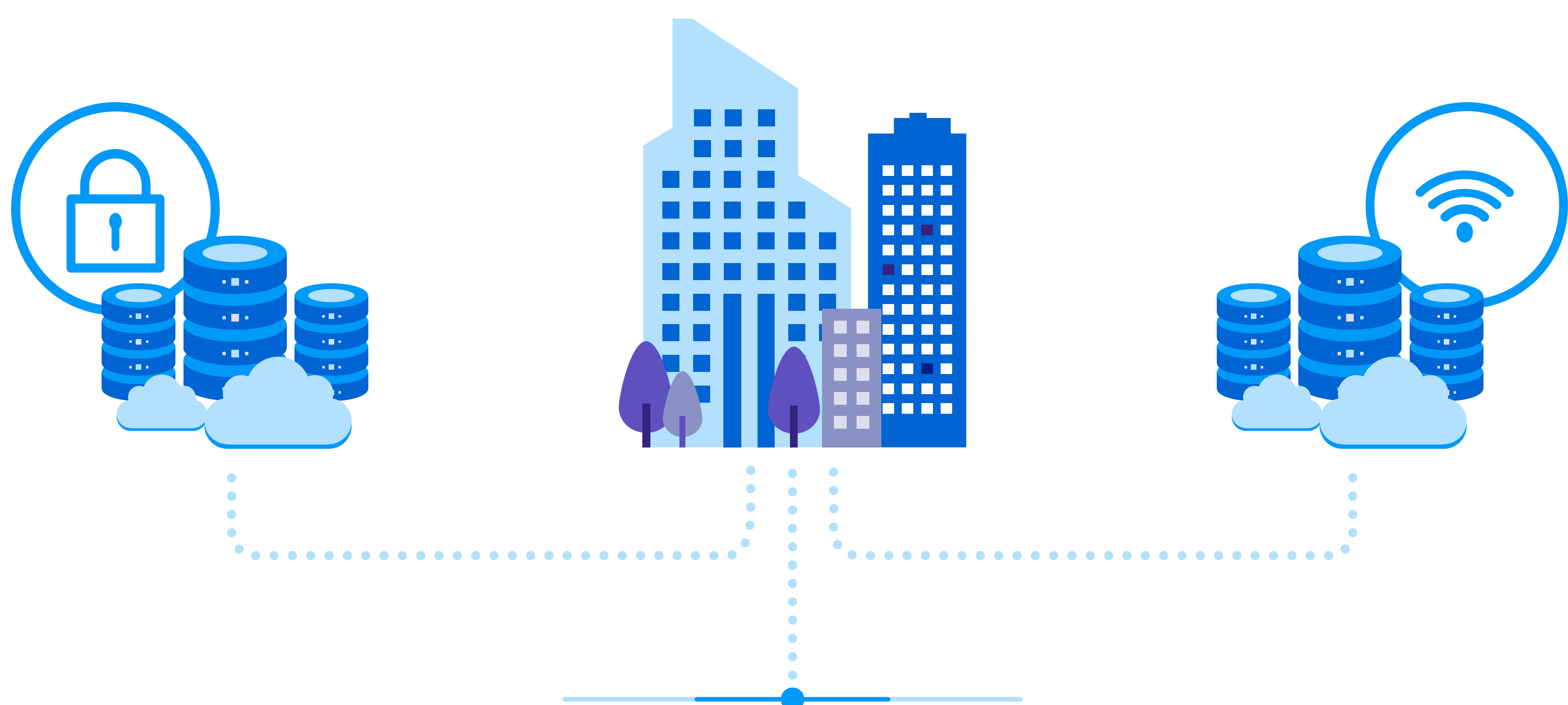
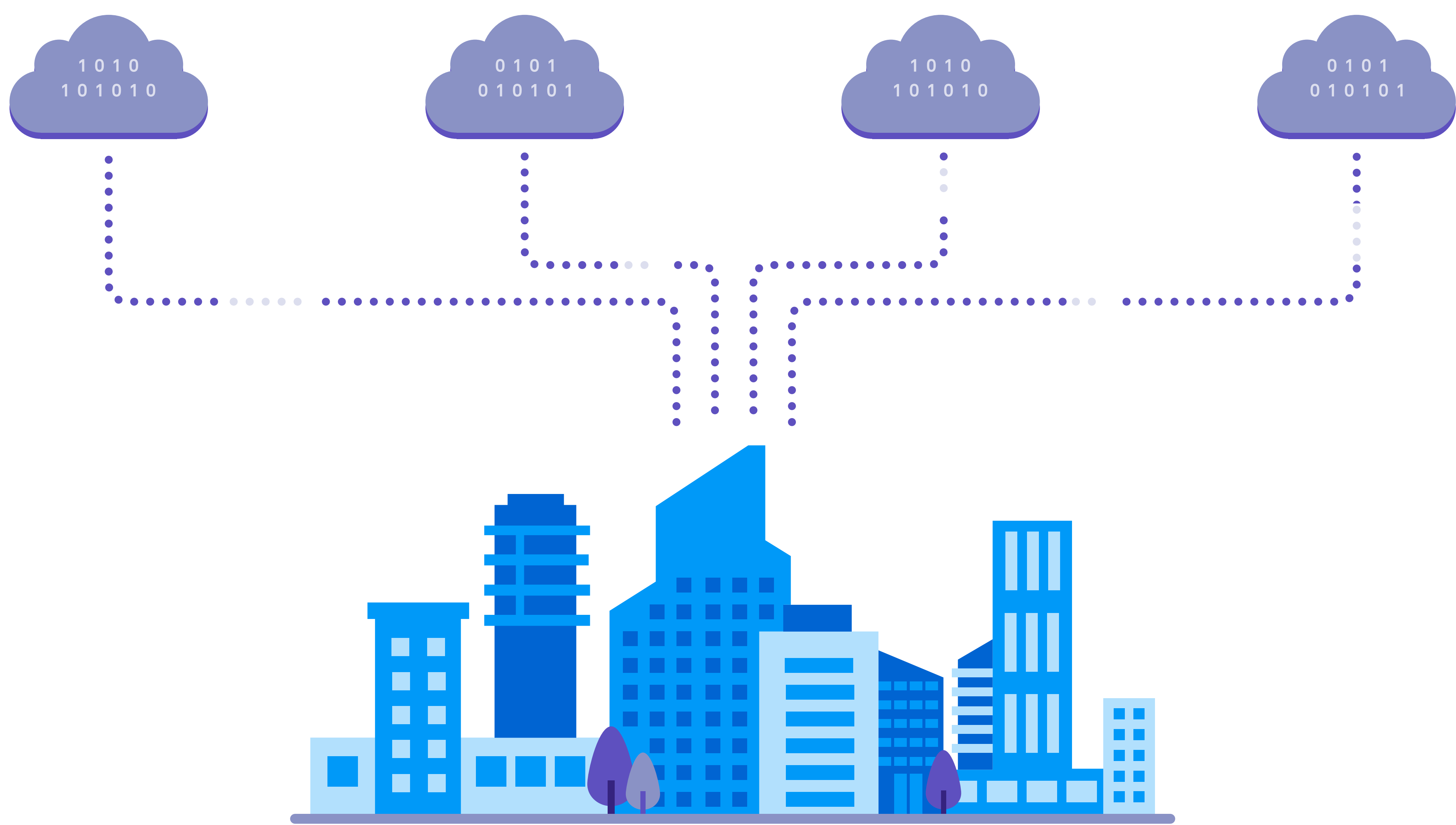


# Maximise the value of your data within your Hybrid Cloud environment



In Hybrid Cloud environments, **data can become fragmented across** different applications and clouds, making it harder for you to get the most out of your assets

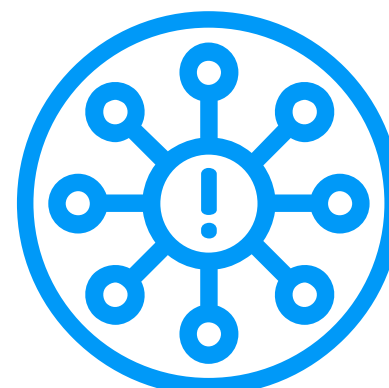


## Data sprawl is a growing challenge for enterprises

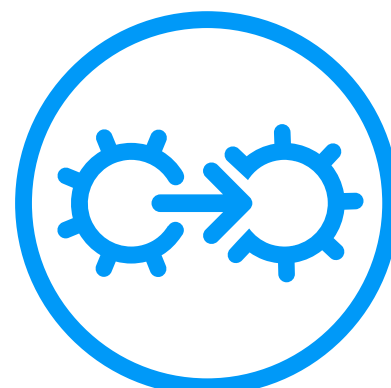
It increases costs and complexity



Costly to transfer data from one cloud or app to another

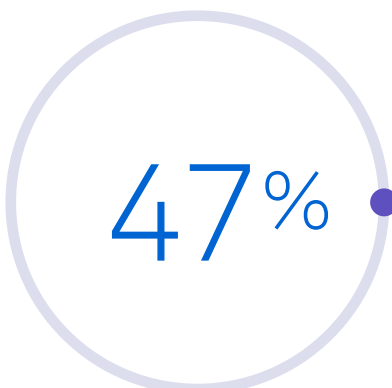


Complex to manage and secure multiple environments

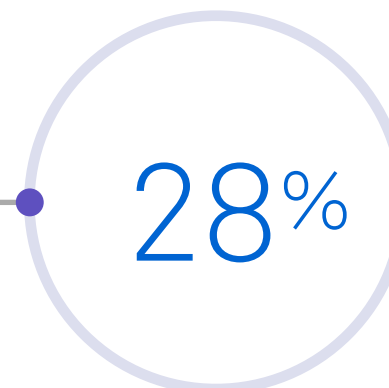


Difficult to combine for analytics purposes

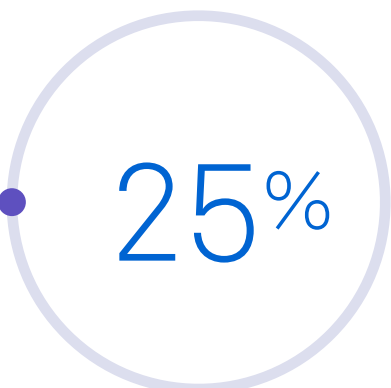
### Root causes for data loss<sup>1</sup>



Malicious or criminal attack



Human error

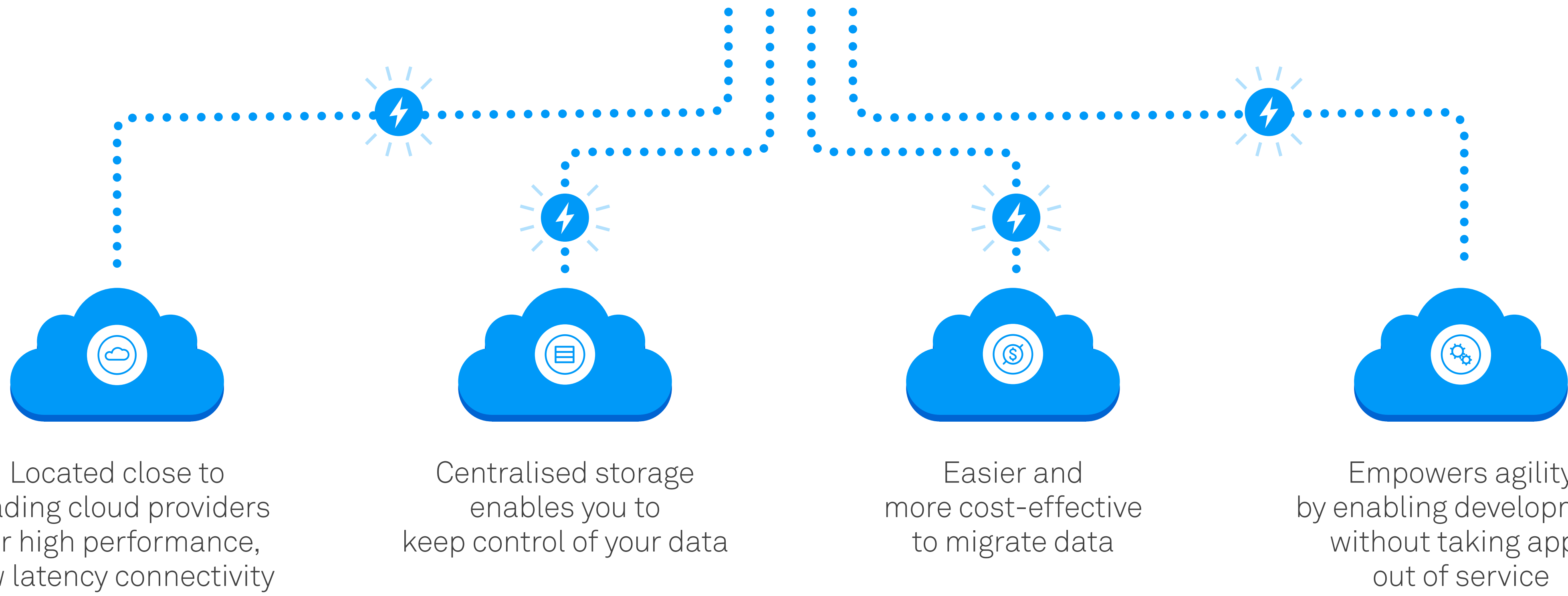


System glitch



### Virtual storage

Enables you to take advantage of leading cloud service providers whilst keeping your data safe and centralised with fast, reliable connectivity from Telstra data centres to your chosen cloud provider



Located close to leading cloud providers for high performance, low latency connectivity

Centralised storage enables you to keep control of your data

Easier and more cost-effective to migrate data

Empowers agility by enabling development without taking apps out of service



Download **Telstra 2018 best practice guide to Hybrid Cloud** to understand how you can optimise your journey to Hybrid Cloud, or speak to our experts today.