DATA STORAGE AND MANAGEMENT  
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|  | Type | Storage Needs | Duration | Solution |
| Sales Data | structured | Scalability & capacity | Long term | Cloud |
| Manufacturing Data | structured | Scalability | Short term | On premise |
| Financial Data | Structured | strict access, high security, scalability | Long term | Hybrid |
| Market Research Data | Semi structured | Able to collaborate, scalability | Long term | Cloud |
| Social media & reviews | unstructured | scalability | Long term | Cloud |

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* Scalability for expanding and growing of data including different data types and structures
* Accessibility: some data required very strict access control to protect highly sensitive info while other is less sensitive and in fact sharing and collaborations is encouraged.
* Capacity: as growing company and a data driven culture is encourage loads of data will need much more storage capacity
* Security: some highly sensitive data need secure protection to prevent any potential financial loss from leaks or security breach.

4. hybrid offer the best of both from cloud based and on premise storage solutions. But at the expense of higher cost in maintaining or subscribing for both solutions. But they offer much more flexibility and control on organization level about security, accessibility, storage need in changing needs of the business.

5.scalability