

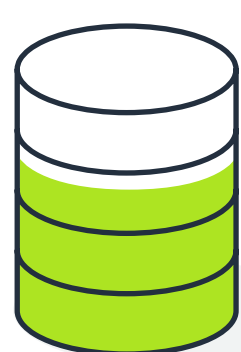
AMAZON WEB SERVICES

# Store and Protect the Data That You Collect With the Cloud

## Data and storage requirements are growing

Amount of data stored by organizations will grow

**3X**  
by 2025



**70%**  
2021

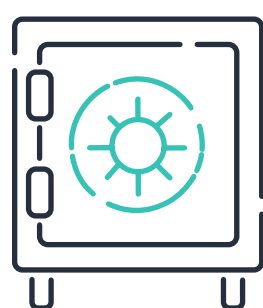


**87%**  
2025

Percentage of data stored in the cloud will increase<sup>1</sup>

1. IDC (on AWS), **"2021 Market Spotlight."**

## Why businesses like yours are choosing the cloud



### On-premises

Requires investments in hardware, software, and hidden costs, like power, cooling, and floor space.

**VS.**



### Cloud storage

Pay-as-you go for only the storage resources you use, with no upfront investments.

Difficult to predict how much data you'll need to store, process, and analyze in the future.

### Capacity

More flexibility for scaling your capacity up or down as your business requires.

Needs a high level of security expertise to create, monitor, and maintain a secure system.

### Security

Cloud infrastructure and facilities are built according to the most stringent security standards.

Hardware and software failures, data corruption, and loss of power can cause unexpected downtime.

### Continuity

Additional redundancy for your data to ensure it's available to you if a theft or disaster happens on your site.