WELCOME TO PCH TECHNOLOGIES' PRIVATE DATA CENTER

PRIVATE DATA STORAGE VS. PUBLIC DATA STORAGE

What do we mean when we reference private and public data storage? By now, everyone knows about the cloud, but did you know there are 3 distinct variations on using its benefits?

If you're looking for an efficient way to store your data, you could choose between a public cloud, private cloud, or hybrid cloud solution.

According to the [National Institute of Standards and Technology](#), a **private cloud** is infrastructure provisioned for exclusive use by a single organization comprising multiple consumers (e.g., business units). It may be owned, managed, and operated by the organization, a third party, or some combination, and it may exist on or off premises.

A **public cloud** infrastructure is provisioned for open use by the general public. It may be owned, managed, and operated by a business, academic, or government organization, or some combination of them. It exists on premises at the cloud provider.

With a **hybrid cloud**, the infrastructure is a composition of two or more distinct cloud infrastructures (private, community, or public) that remain unique entities, but are bound together by standardized or proprietary technology that enables data and application portability (e.g., cloud bursting for load balancing between clouds).

At PCH, we can help you choose which cloud solution works best for your business. For the purpose of this whitepaper, we'd like to highlight the benefits of a private data center.

5 BENEFITS OF A PRIVATE DATA CENTER

1. **Your data, when and where you need it**
   The flexibility of a private data center is invaluable. Don't worry if you're on the go, working remotely – your data is always accessible.

2. **Your data, safely secured**
   No need to worry about a data loss disaster. With a private data center storing your information, you are only minutes away from a fully backed up system should your network undergo an attack or business continuity threat.

3. **Scalable infrastructure to meet your changing needs**
   With a private data center, you can easily expand or shrink your network resources. During times of high demand, growing your infrastructure is a breeze. If you decide to scale down your systems, we can handle that as well.
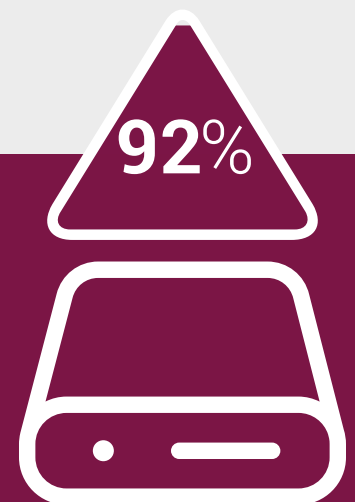
4. **Reliable access to your information**
   Any time, day or night, your sensitive information is stored securely, available for your easy access. Because we routinely monitor the efficiencies of our backup hardware, you can be confident your information is safely encrypted and protected at all times.

5. **Cost efficient solution to secure data storage**
   When you do decide to use a private data storage solution for your backup and recovery needs, you have the ability to manage your changing infrastructure without costly additions you might only temporarily need. Allow us to manage your systems for a budget-friendly solution to your business demands.

92%

"BY 2020, 92 PERCENT OF ALL WORKLOADS WILL BE PROCESSED IN CLOUD DATA CENTERS."

CONCLUSION

According to a report published by [Cisco](#), private cloud utilization will see 15% CAGR from 2015-2020. With improvements in efficiency and security, it makes sense to choose a cost efficient data storage solution.

If you've considered the possibility of trusting your data storage to technical experts, you're in good company. Each year, more businesses fall victim to cybersecurity threats that aim to confiscate data. Without the proper systems in place to protect your sensitive business information, you could be at risk.

Let PCH Technologies handle your business data backup needs. Call us today.

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