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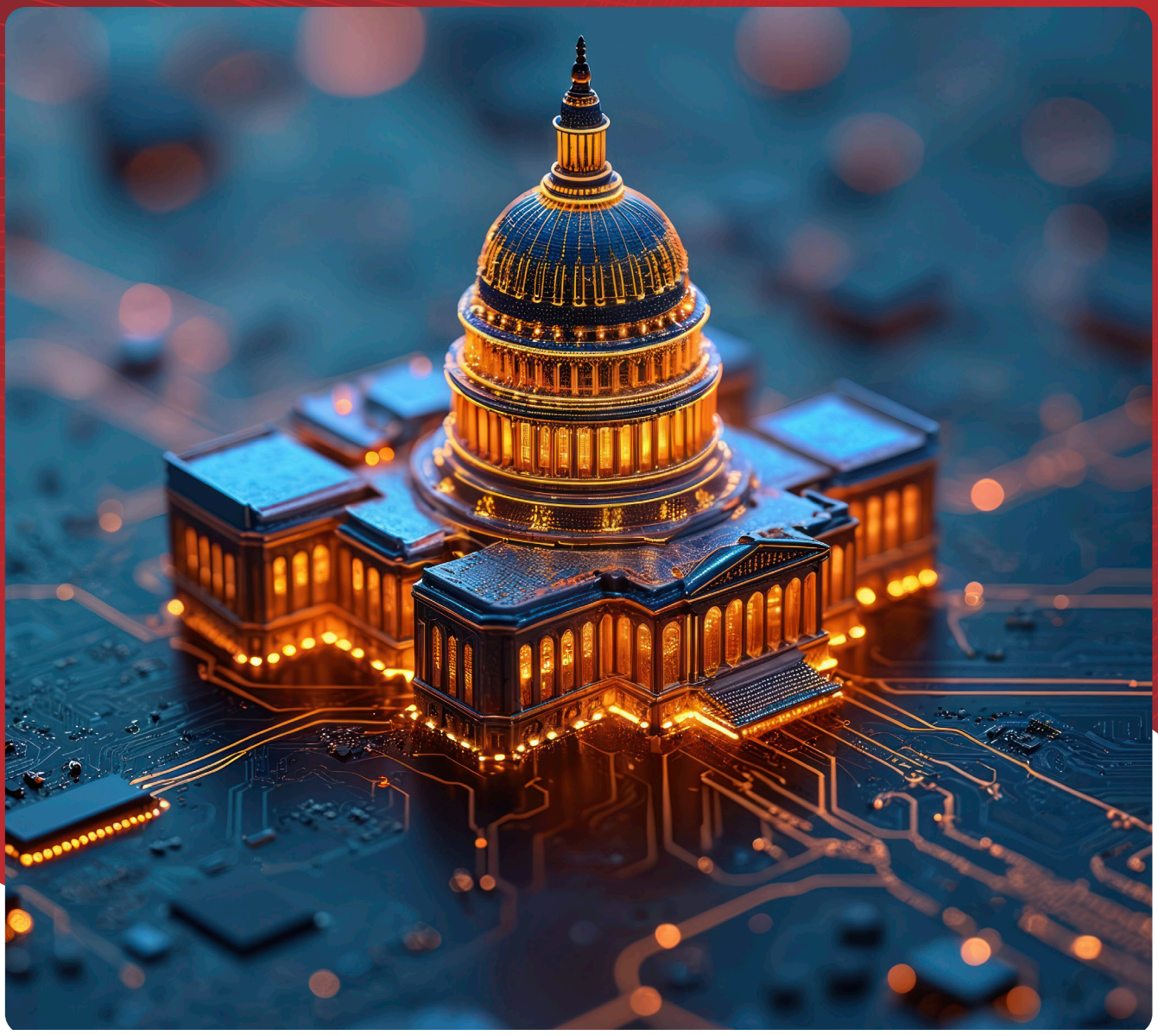

DATA STORAGE:

5 WAYS FEDERAL IT LEADERS CAN IMPROVE EFFICIENCY IN A VOLATILE MARKET

By 2028, **60%** of CIOs who do not respond to infrastructure pricing changes will risk delivery failures and reputational damage because they will be unable to effectively deliver infrastructure services.[1]

Gartner

AI is a strategic mandate, as agencies respond to recent federal guidance and race to turn

AI's potential for growth, innovation, and operational efficiency into real outcomes. At the same time, the AI boom is driving up infrastructure costs, tightening supply, and extending lead times for critical systems. In volatile markets, agencies gain leverage by improving what they can control: utilization, duplication, automation, and commercial flexibility.

In this brief, ThunderCat and Everpure share how federal IT leaders can rethink their infrastructure strategies to reduce pressure on IT budgets, project timelines, and operational execution. Adopting a unified, consumption-based model can help agencies control data storage costs while improving efficiency, agility, and control.

HIGHER IT COSTS AND TIGHTER SUPPLY

Organizations are investing massive capital into IT infrastructure to secure their position in the AI race, and that AI demand has triggered a structural shift in infrastructure economics.

According to Gartner, the approximately $600 billion of capital invested by U.S. technology providers alone has caused a ripple effect across the manufacturing and supply chain and created a demand imbalance that has seen server pricing double and could drive overall end-user infrastructure costs 150% to 300% higher. Lead times on certain infrastructure purchases could be extended by six to 12 months.[2]

Gartner advises that CIOs should expect continued volatility and price increases into at least mid-2027.[3]

Here are five ways to operate smoothly in a volatile market to improve efficiency and increase agility.

1. MAXIMIZE EFFICIENCY

Many federal environments already have sufficient storage capacity, but the problem is that capacity isn't available where it's needed. Instead, storage capacity is spread across systems, tied to specific workloads, and inflated by duplicated data, as teams repeatedly copy datasets when they can't move or access them where a workload should run. Those copies not only waste capacity and budget, but they also expand the attack surface and make consistent protection and governance harder to enforce.

Reduce the impact of market volatility on your mission objectives by changing what you control.

Begin by fixing utilization. When data and workloads aren't locked into individual systems, capacity becomes usable again. Workloads can be placed where they run most efficiently. Data can move to where it's needed without being duplicated. Redundant overhead drops.

Seamless data mobility, when combined with a unified data layer, drives greater efficiency. Unified, however, doesn't mean everything sits in one place. Unified means that data behaves as one system that can move freely across environments.

Your immediate impact:

- Reduce wasted capacity
- Eliminate unnecessary duplication
- Place workloads where they run most efficiently
- Delay or avoid new purchases

2. INCREASE FINANCIAL AGILITY

In today's volatile market, assumptions about how much capacity is needed, when it's needed, and how much it will cost carry more risk, as agencies already see prices shifting mid-cycle, lead times stretching, and quotes expiring before they can execute.

Taking a modern, consumption-based approach is more critical than ever. A consumption-based model stabilizes how infrastructure behaves financially even when the market is unpredictable. You operate based on what's actually happening, so you have flexibility when it matters most. Budget isn't locked up in unused capacity. Decisions don't depend on long-range projections. Investments move forward at the pace of mission agility.

When storage spending aligns with actual usage:

- Capacity expands as demand grows
- Cost tracks with real consumption
- Financial exposure to price changes is reduced

3. ELIMINATE DATA SPRAWL AT THE SOURCE WITH GOVERNANCE

Every time data is copied, the full stack of costs repeats: storage, protection, and governance, and the network traffic to move and sync those extra copies increase operational complexity and risk. Overhead adds up as data is reused constantly, and often without consistent governance. The approach doesn't scale.

A unified, consumption-based infrastructure model can help agencies control data storage costs while improving efficiency, agility, and control.

The fix for data sprawl is to reduce fragmentation. Data should be accessible without being recreated, protected without being duplicated, and governed without being redefined in every environment.

When you have a unified and consistent way of managing data, you can:

- Reduce storage
- Remove the overhead of managing the same data—over and over
- Gain more control over how data is used, protected, and scaled

4. OPERATIONALIZE STANDARDIZATION AND AUTOMATION

Most environments run on coordination. Provisioning requires tickets. Application environments are built manually. Protection policies are bolted on after the fact. Every workload ends up slightly different depending on who set it up and where it runs.

A better alternative is to make execution repeatable. You define environments once as blueprints, with storage, protection for data services, and policies included upfront. Workloads are deployed against these patterns—not assembled from scratch.

Behind that, a control layer enforces how the environment behaves. Policies are defined once and executed across the environment. Provisioning, placement, protection, and scaling happen through a common control plane—not through cross-team human coordination.

When automation becomes achievable, the impact is clear:

- Faster, consistent workload deployment
- No rework between environments
- Built-in protection and governance by default
- Lower operational overhead at scale

5. LIFECYCLE RESILIENCE: STAY CONTINUOUSLY CURRENT BY DESIGN

Today's market volatility breaks the traditional lifecycle of plan, buy, deploy, run, and replace. Prices shift mid-cycle, supply is inconsistent, and every upgrade turns into a financial and operational risk. Assets get stretched, modernization is delayed, and mission agility slows.

Adopting an as-a-service operating model breaks the cycle. When infrastructure is delivered and maintained as-a-service, lifecycle management is built in. Performance and capacity improve without redesign. New capabilities show up without disrupting workloads. The system stays aligned to what the mission needs now.

Make efficiency your competitive advantage. Read the report.

When the environment stays current by design, the impact is clear:

- No disruptive upgrade cycles
- No forced timing decisions based on market conditions
- Continuous access to current performance and capabilities
- Reduced technical debt over time

OPERATE INFRASTRUCTURE THAT ADAPTS TO CHANGE

When infrastructure adapts to change, storage becomes a source of control, not variability. Spending aligns with actual usage, capacity is fully utilized, and operational overhead decreases. Workloads deploy faster, with built-in performance and protection.

You stop managing through constraints and start operating with control. Budgets shift from maintenance to investment, projects avoid delays caused by infrastructure or supply constraints, and innovation advances more rapidly, translating directly into faster mission outcomes.

The result is greater efficiency, agility, and predictability—enabling mission success in a volatile market without continually reworking the foundation.

THUNDERCAT AND EVERPURE: TRUSTED PARTNERS YOU CAN RELY ON

ThunderCat and Everpure are ready to help you outpace change and be ready for what's next. Everpure, the evolution of Pure Storage's platform and brand, is designed to manage data as a whole so that organizations can unify their data, automate control, and move faster.

ThunderCat is the premier and trusted provider of innovative technology to government organizations, educational institutions, and commercial enterprises. As a Service-Disabled Veteran-Owned Small Business and value-added reseller, ThunderCat approaches every engagement with integrity and commitment to help our customers fulfill their missions.

Together, ThunderCat and Everpure can help your agency thrive through volatility and move forward with the efficiency and predictability you need.

Learn how to outpace the changes all around you.

[1] "CIOs Must Respond Now to AI-Driven Infrastructure Pricing Surges," 19 March 2026, Gartner, ID G00847774, Mike Cisek, Julia Palmer, Joseph Unsworth

[2] "CIOs Must Respond Now to AI-Driven Infrastructure Pricing Surges," 19 March 2026, Gartner, ID G00847774, Mike Cisek, Julia Palmer, Joseph Unsworth

[3] "CIOs Must Respond Now to AI-Driven Infrastructure Pricing Surges," 19 March 2026, Gartner, ID G00847774, Mike Cisek, Julia Palmer, Joseph Unsworth