

Pulse

IBM SolutionsConnect 2013

Storage Infrastructure Optimization

Preparing Your Enterprise For An Era Of Big Data

June 13th 2013

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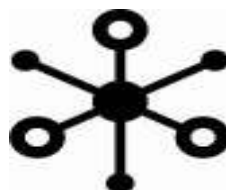


The World of today

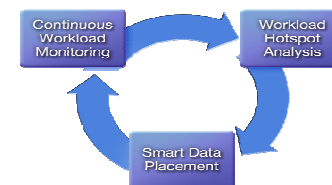
Instrumented



Interconnected



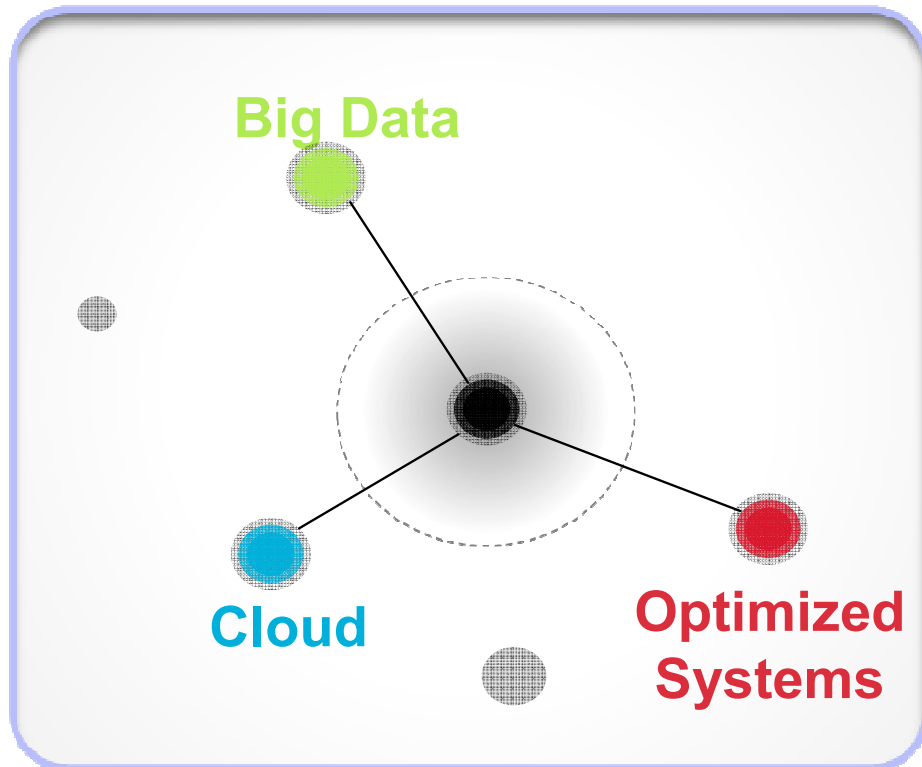
Intelligent





The World's Digital Data Starts Here - 1956





Smarter Computing

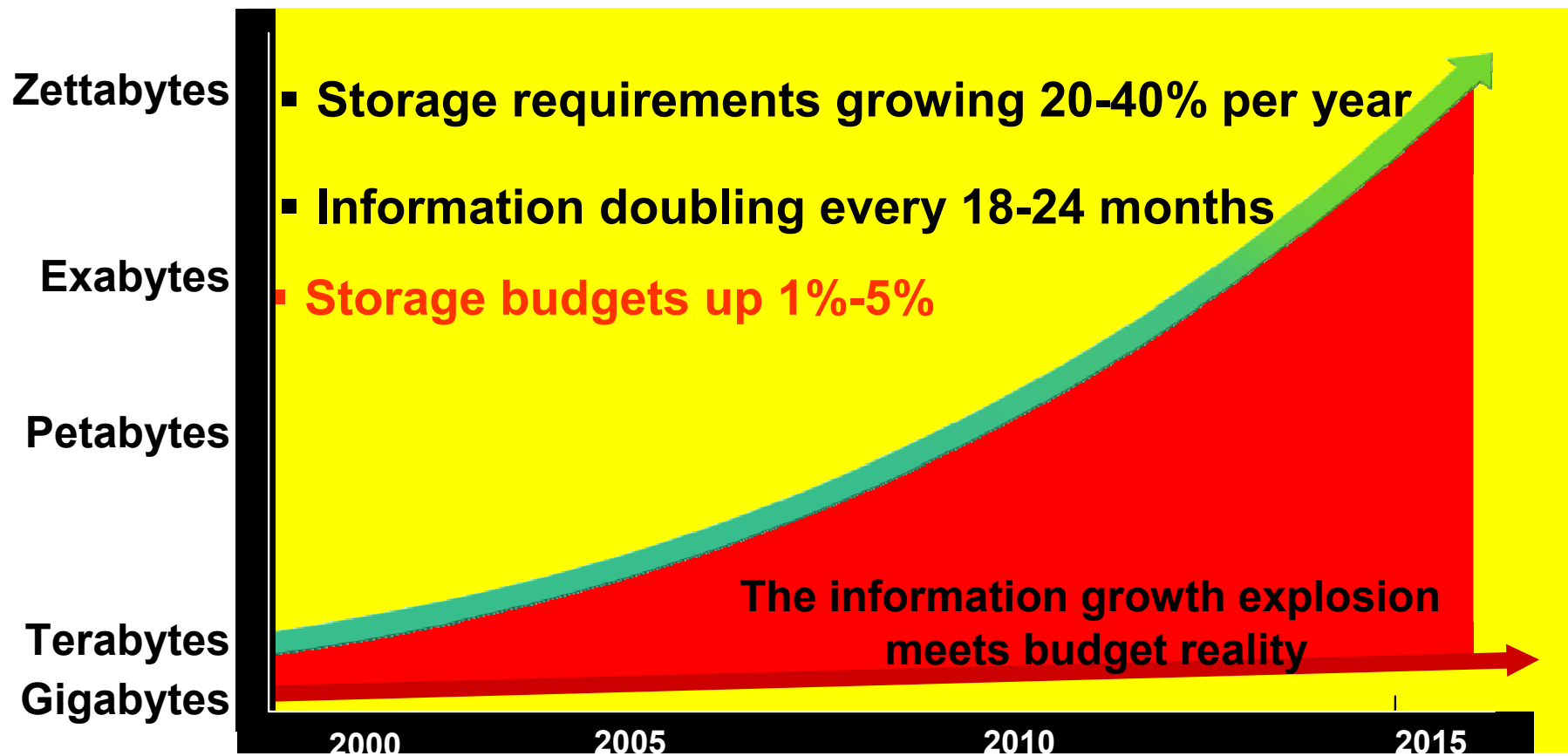
The Era of Insight for Discovery

- Created by the integration of Big data in Optimized systems, managed as a Cloud
- Applied to deliver new insights and drive innovation
- Twice the capacity for service on a flat budget





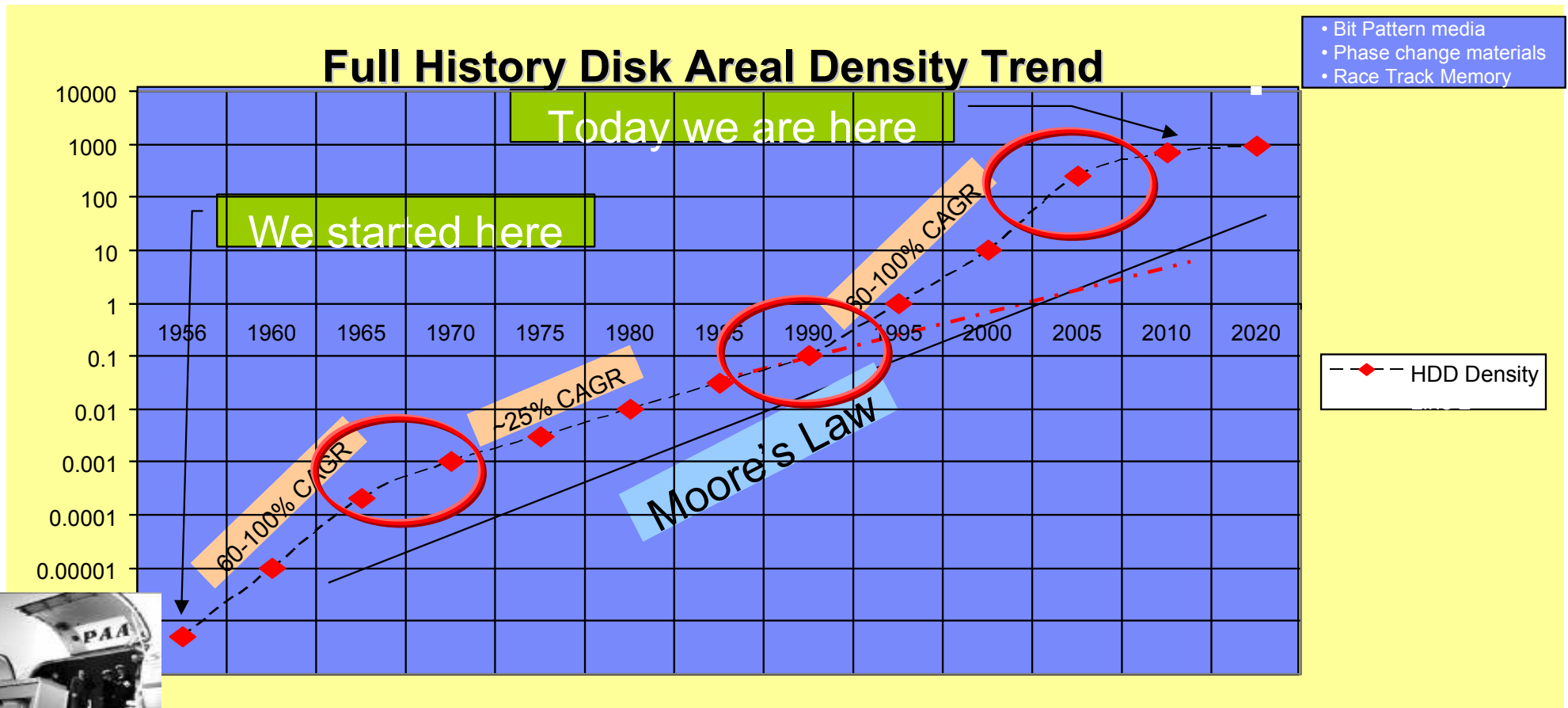
Something You Will Have Seen Before





Something You May Not Have Seen Before

“It’s not how fast you go along the straights, It’s how you handle the curves”





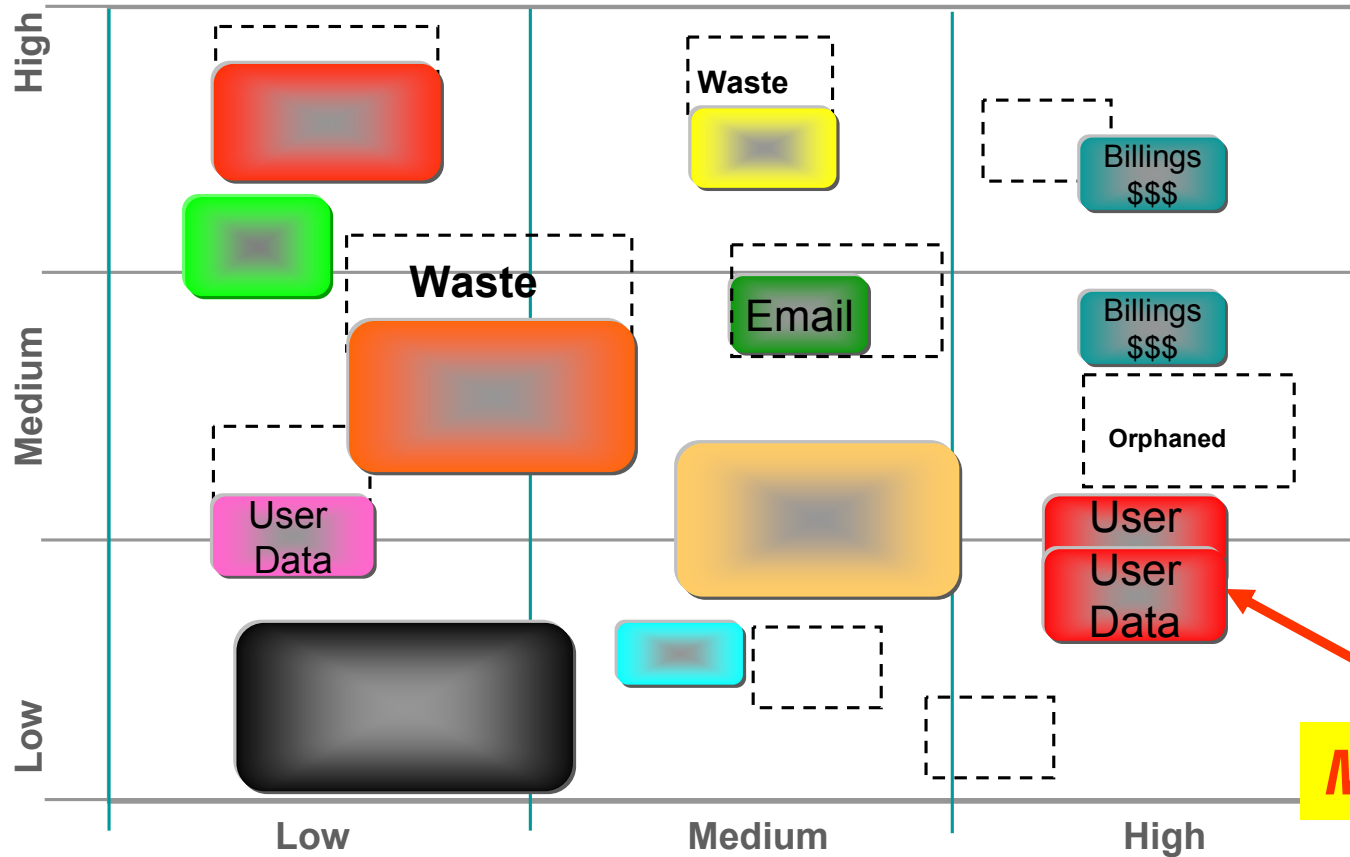
Trends in Disk Design vs Big Data

- Mix drive types in Enterprise (Big Data has Variety)
- Slow DOWN to get Capacity UP (Big Data has Volume)
- But...Speed UP to keep up access data (Big Data has Velocity)
 - Stroke Drives (waste) OR Solid State Devices (cost)
- And keep it incorruptible (Big Data has to have Veracity)
 - Use RAID (waste) and keep it forever! (waste never stops!)
- Plus: Get Bigger to Save money
 - Power, Cooling, Real Estate
 -and just to keep up with data growth



A Typical Storage Estate

Value of Data

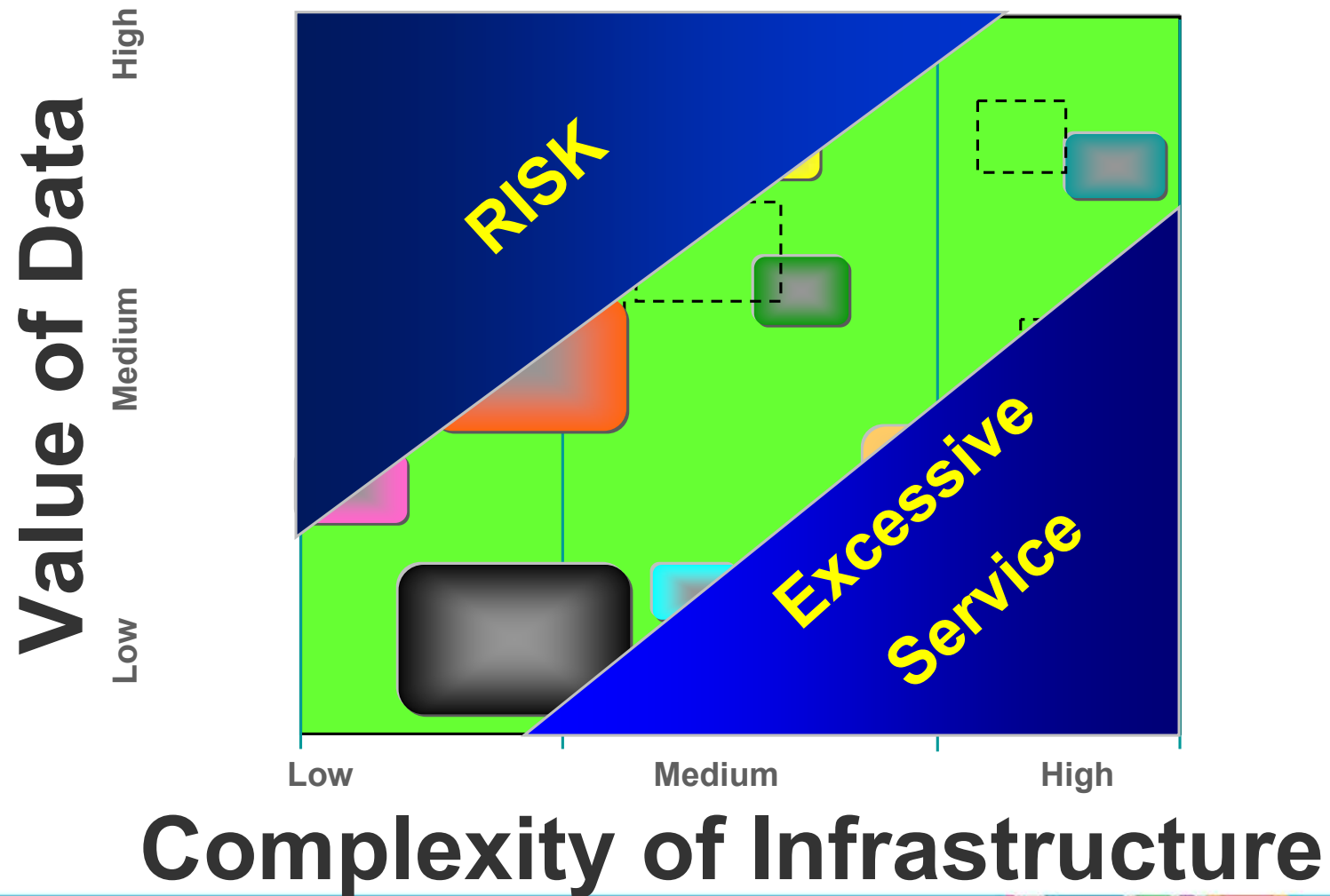


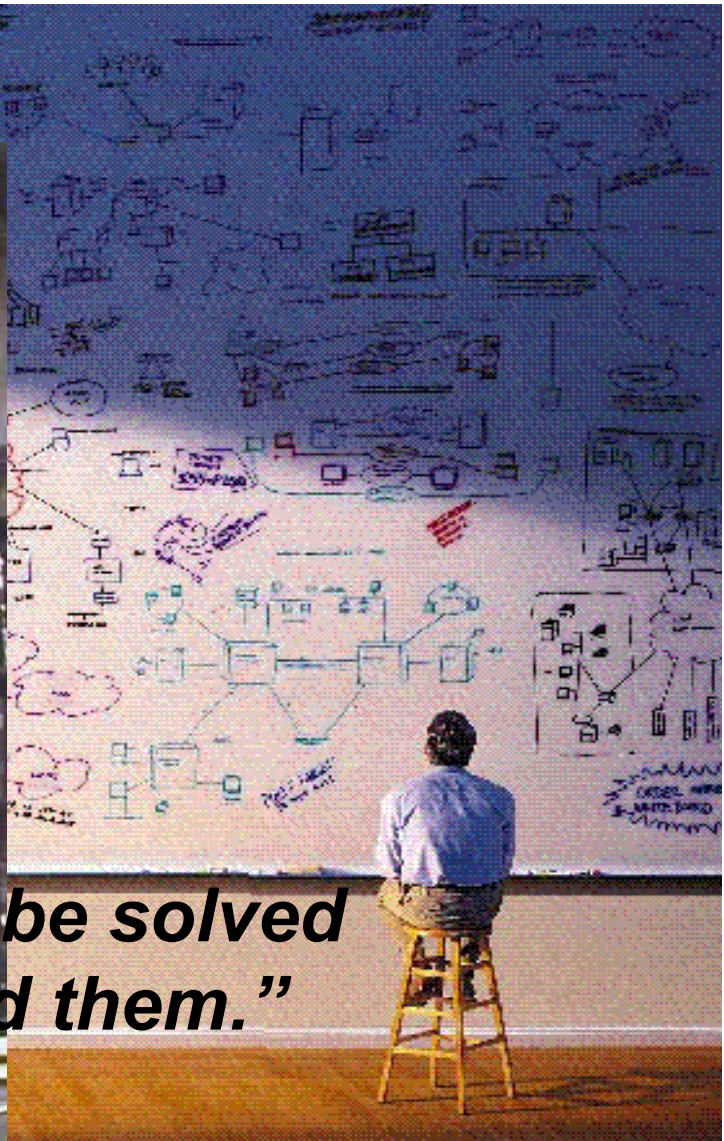
Misclassified

Complexity of Infrastructure



Optimized Storage Estate





“The significant problems we face cannot be solved with the same level of thinking that created them.”



1 *Storage* Manage Cost

Infrastructure

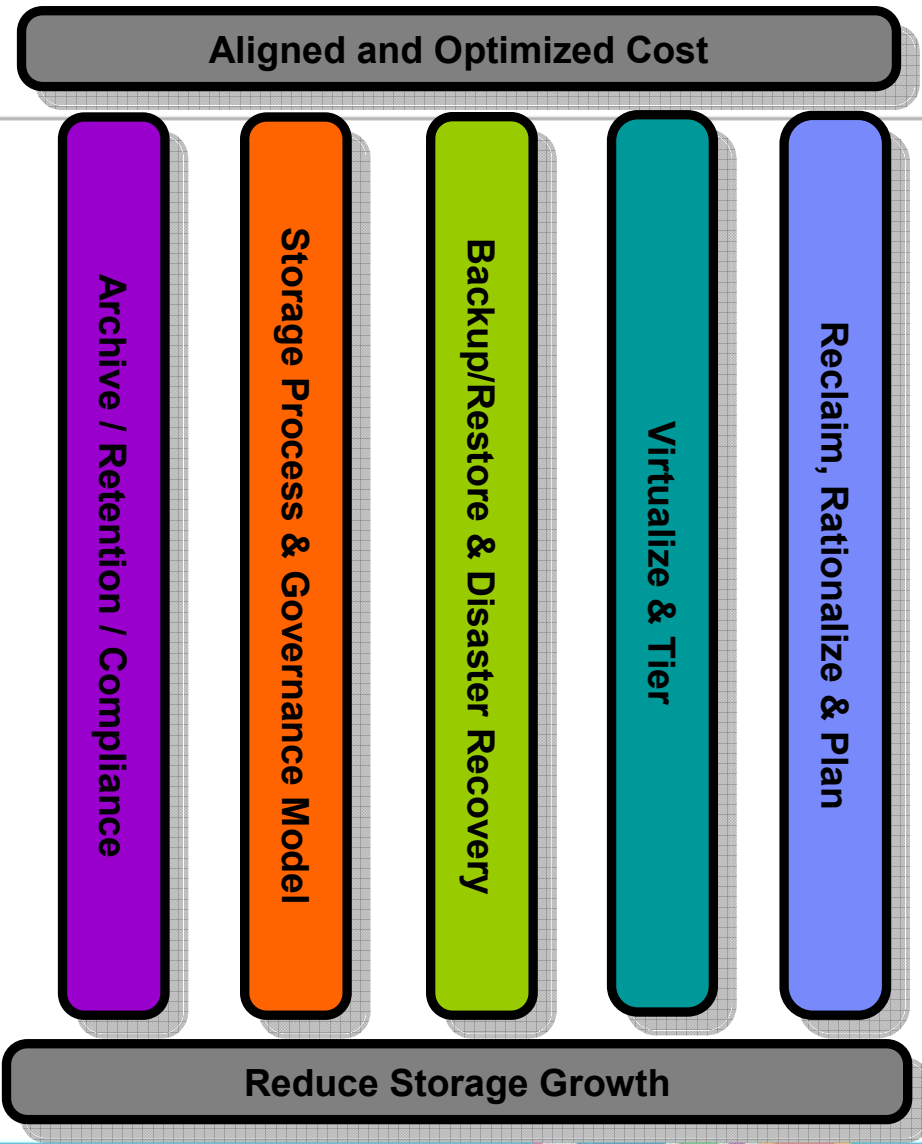
2 *Optimization* Mitigate Risk

Study

3 *Improve Service*

- *Full Consultancy*

- *Lite Butterfly Engagement*





A Final Thought: Are We Solving Symptoms Or Addressing Problems?

**Move Data
Storage
Right Place
(Tiering)**

**Do we buy our
Infrastructure
clothes to allow
store More
with What is
on the Floor
(Virtualize)**

**Stop So Much
(Compress
Deduplicate)
of
h?**

Optimization

X



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