Pivot3

Introduction

- ## Bob Fernander
  - ### CEO
  - Storage and Server Field Engineering, Sales, Marketing, Business Development & Executive Management:
    - Sun, Apollo, Digital, Compaq, StoredIQ, Surgient, Broadjump, Motive

- ## Bill Galloway
  - ### CTO & Founder
  - One of the original patent holders of RAID
  - Principal Member of Technical Staff at Compaq, holds 23 storage patents
    - Architect of Proliant Server storage systems

Future Trends in Storage are not about Storage:

- or media (SSD, Optical, SAS, SATA,Tape, …)
- or scale out file systems
- or scale out block storage
- or cloud
- or tiering
- or rich media
- or data protection

The future is about starting over with a new set of requirements

The UNSTORAGE

Pivot

A View of Future Trends in Storage

Treat all data types equally

Exploit all evolving media types

Capacity, Cost, Performance

(SAS, SATA, SSD, Optical,…)

Re-integrate with networking and compute

Scale everything simply

The definition of "critical" includes all types of data

Data types are a "Modern Family":

> Structured
>
> Email
>
> Images
>
> Audio
>
> Video
>
> Metadata
>
> VM's
>
> VD's

Its all "business critical"

> No performance or availability compromises
>
> Cost enables scale

Pivot

A View of Future Trends in Storage

Exploit all evolving media types simultaneously and seamlessly:

$ per IOP (SSD, SAS)

$ per GIG (SATA, Tape, Optical)
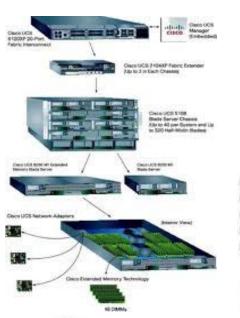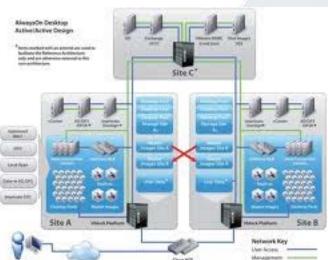
Re-integrate with networking and compute

- We don't build our own TV's anymore

- Why would we integrate
  our own infrastructure?

Cisco UCS

EMC VCE

Oracle Exanet

Scale Simply

Remove the cost and complexity associated with scaling complete systems:

> Compute
>
> Networking
>
> Storage (file & block)

This approach reduces 40%-50% of:

> Acquisition Costs
>
> Physical datacenter space
>
> Power
>
> Cooling
>
> Systems management labor