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April 12-15, 2010 | Rosen Shingle Creek Resort | Orlando, Florida



# Where Does Storage Play in the Next Generation Highly Virtualized Datacenter?

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Program VP, WW Storage Systems

IDC



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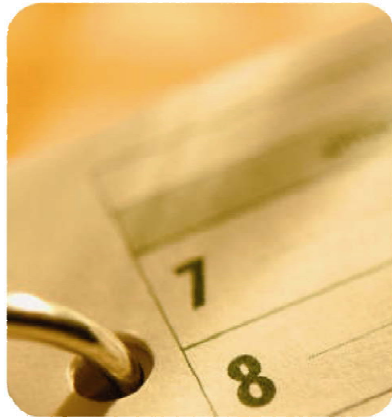


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# Agenda



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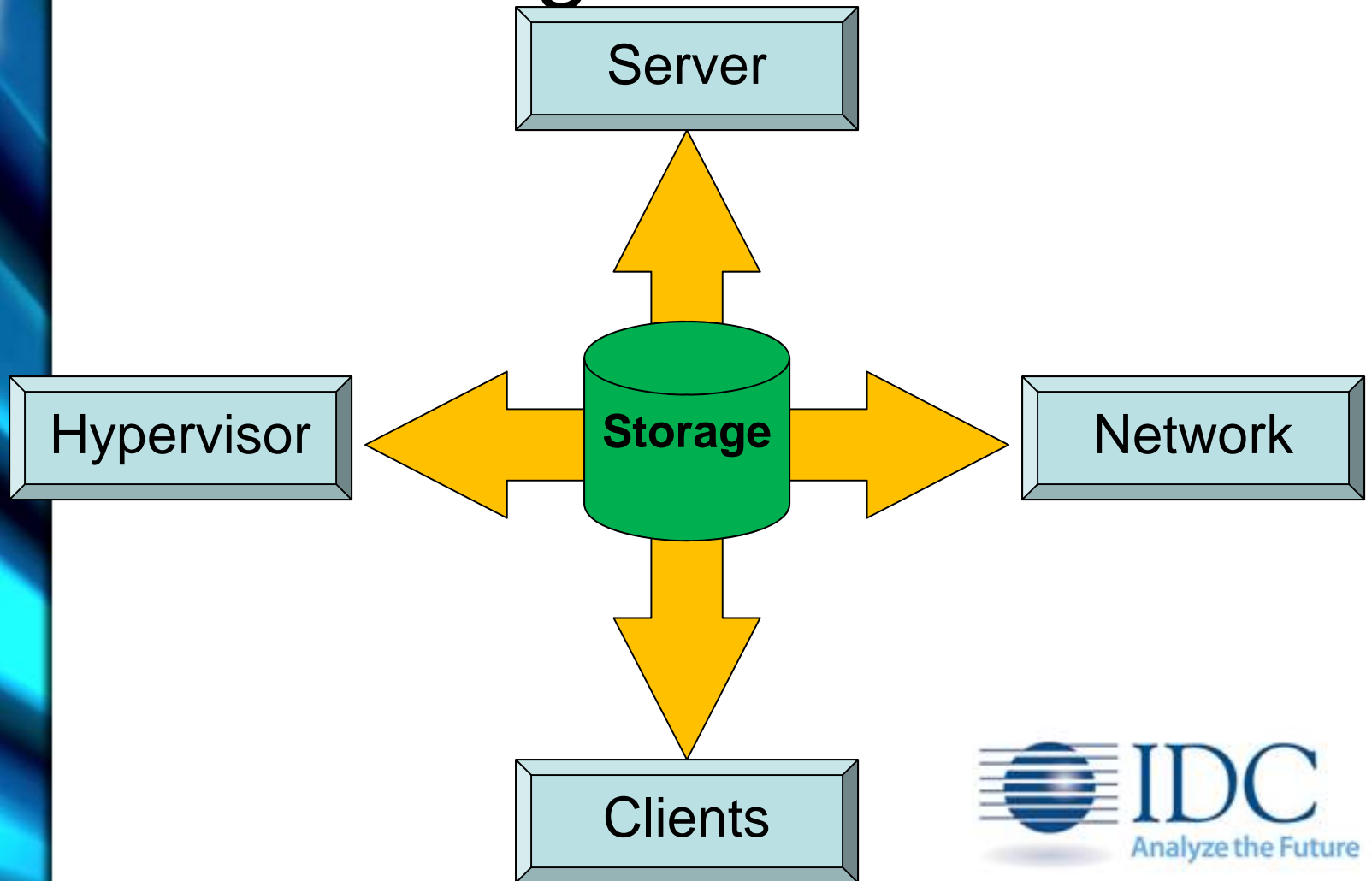


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# Storage is the center of the Digital Universe



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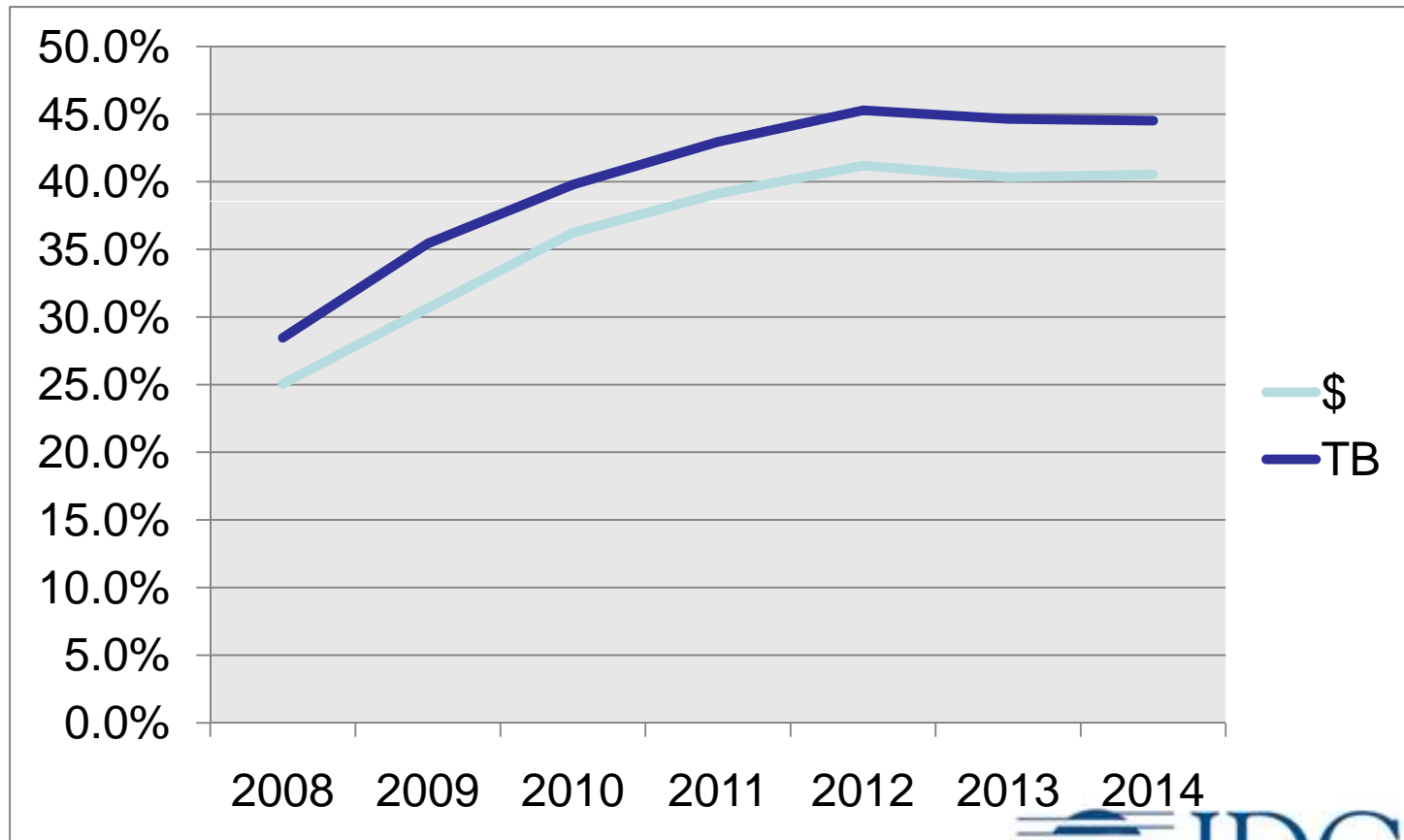


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# % of storage attached to virtualized servers



Source: IDC, 2010

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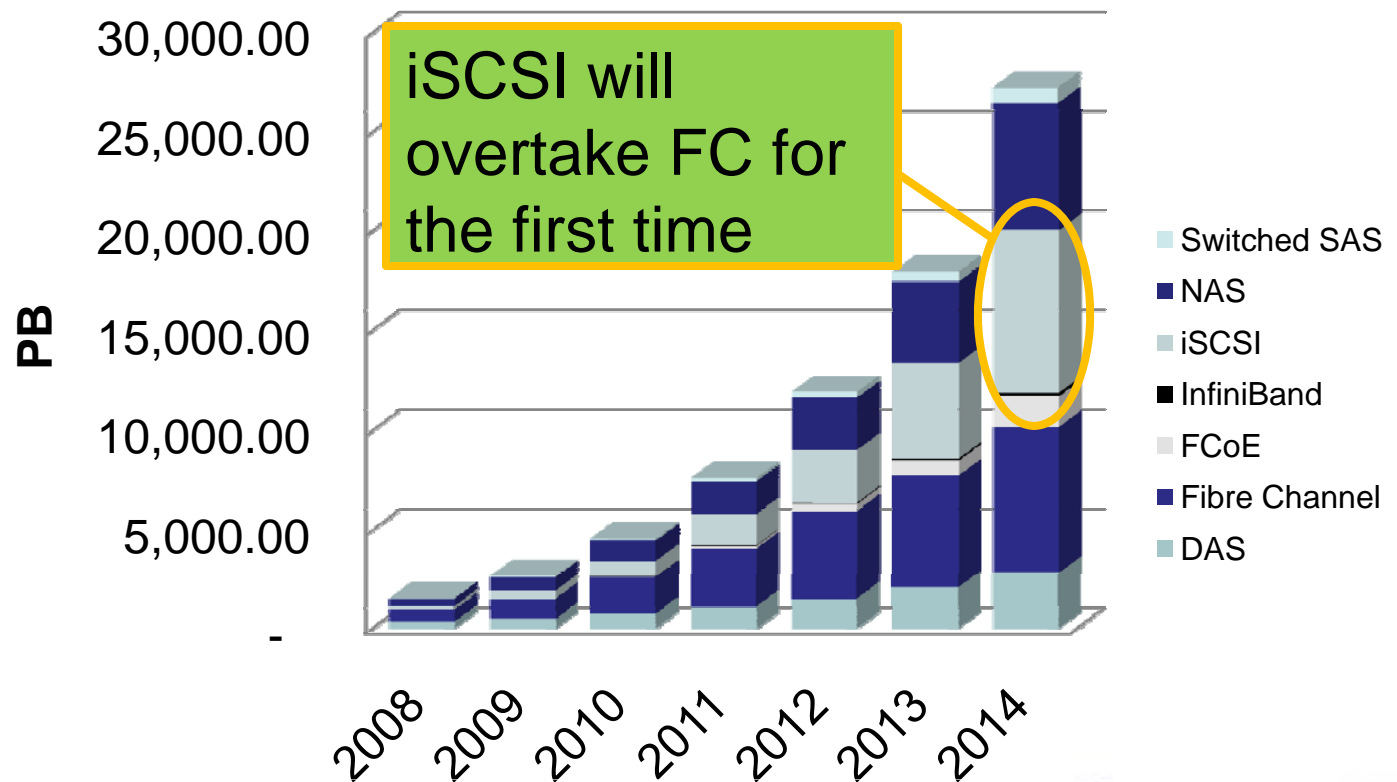


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# How you'll connect your storage in the future



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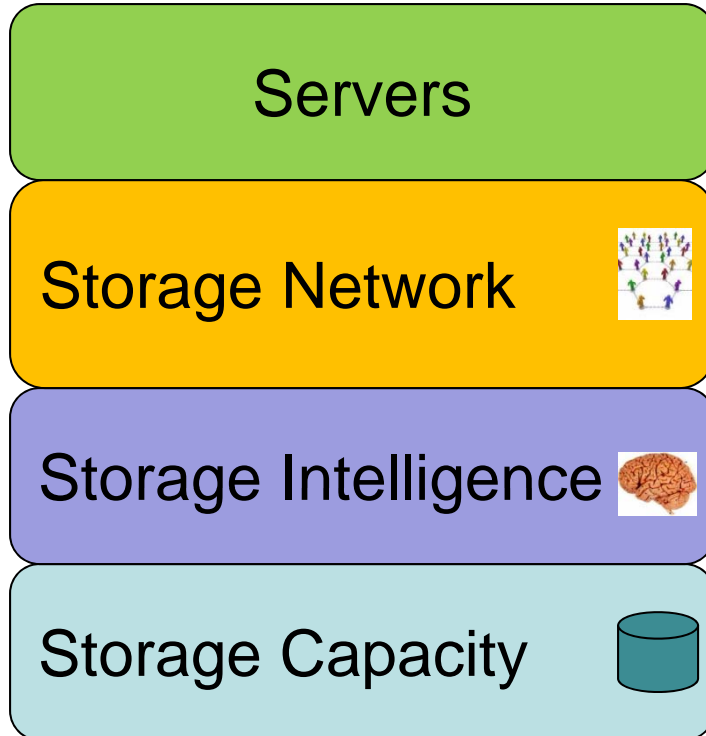
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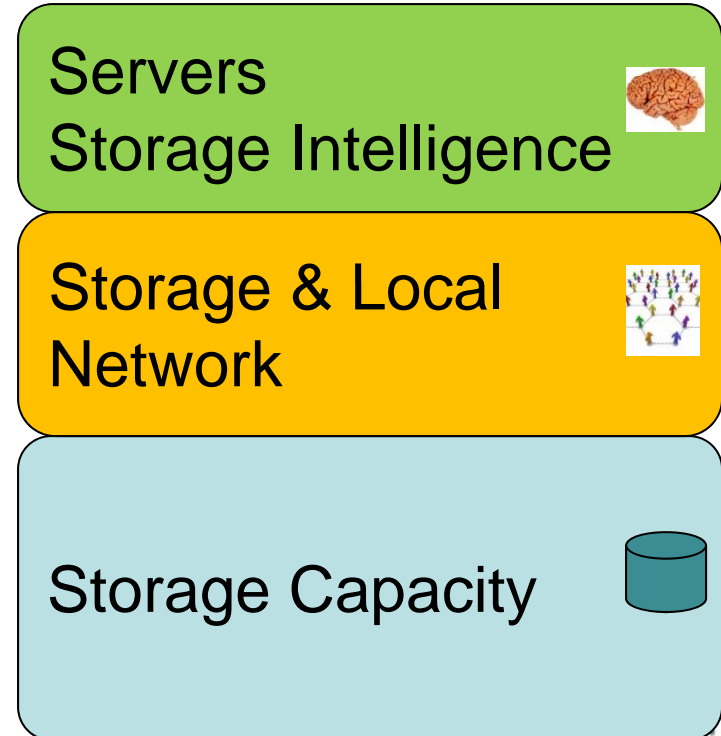
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# Storage is now more about compute

- Before



- Now



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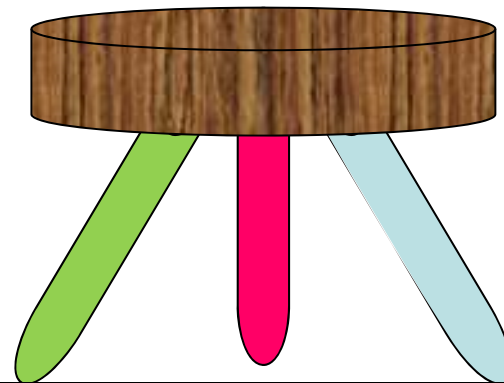


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# In 2010, IT needs to be considered as a 3 Legged Stool



**Compute**  
(Server+Hypervisor)

**Network**

**Storage**



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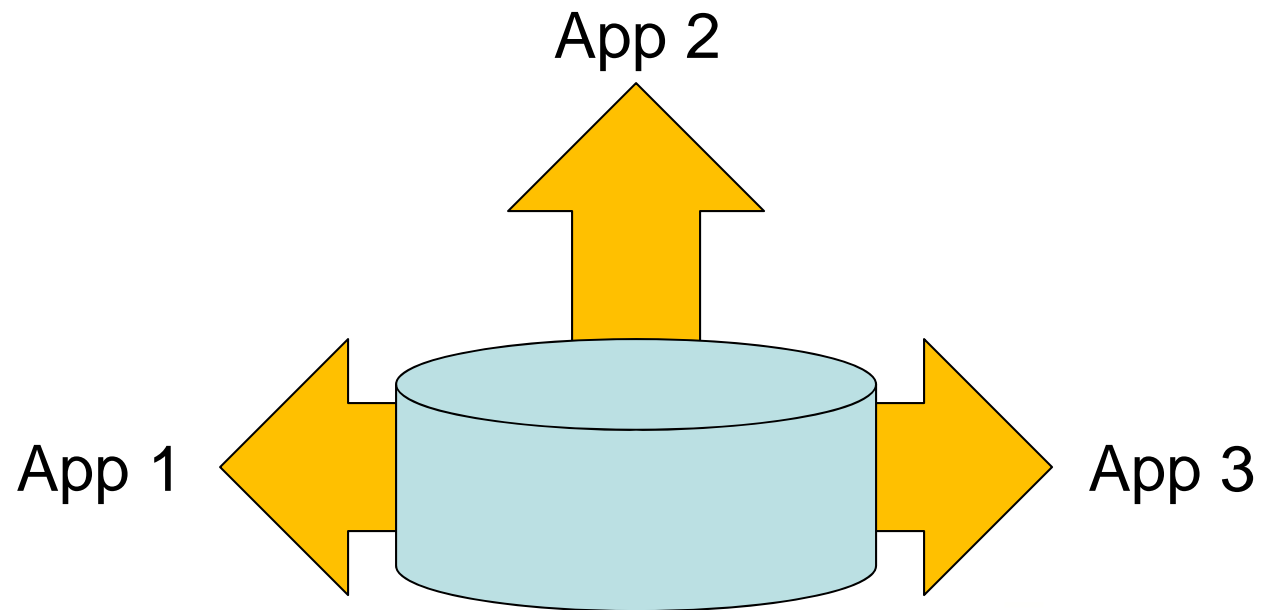
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# Storage becomes the foundation for IT

- Data sharing becomes critical





Object Based Storage systems (OBS) will evolve to be the predominant storage architecture

- IDC definition:
  - Self describing
  - User definable, extensible metadata
  - Dynamic presentation
  - Location independence



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# World is getting smaller



- Connecting geographically dispersed data centers
- WAN optimization
- Distance Vmotion



# OBS → Relevancy + value

- Virtualized servers can leverage OBS data to increase **relevancy**
- Extract **value** from existing data



# Think of data as digital assets


- Attributes of assets:
  - Return
  - Interest
  - Security
  - Principal protection



# Essential Guidance

- Evaluate interconnects
- Look at OBS
- BI and analytics on digital assets will result in increased value

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