



COMPUTERWORLD SNIA<sup>®</sup>  
**SNW**

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



# How Cloud Computing and New IT Infrastructure Shifts are Changing the Industry Landscape

*Benjamin S. Woo*

Program VP, WW Storage Systems

**IDC**



# Agenda



- 2010 and beyond – where storage is heading
- How IT has changed
- How investment choices have changed
- Essential Guidance

SNIA<sup>7</sup>

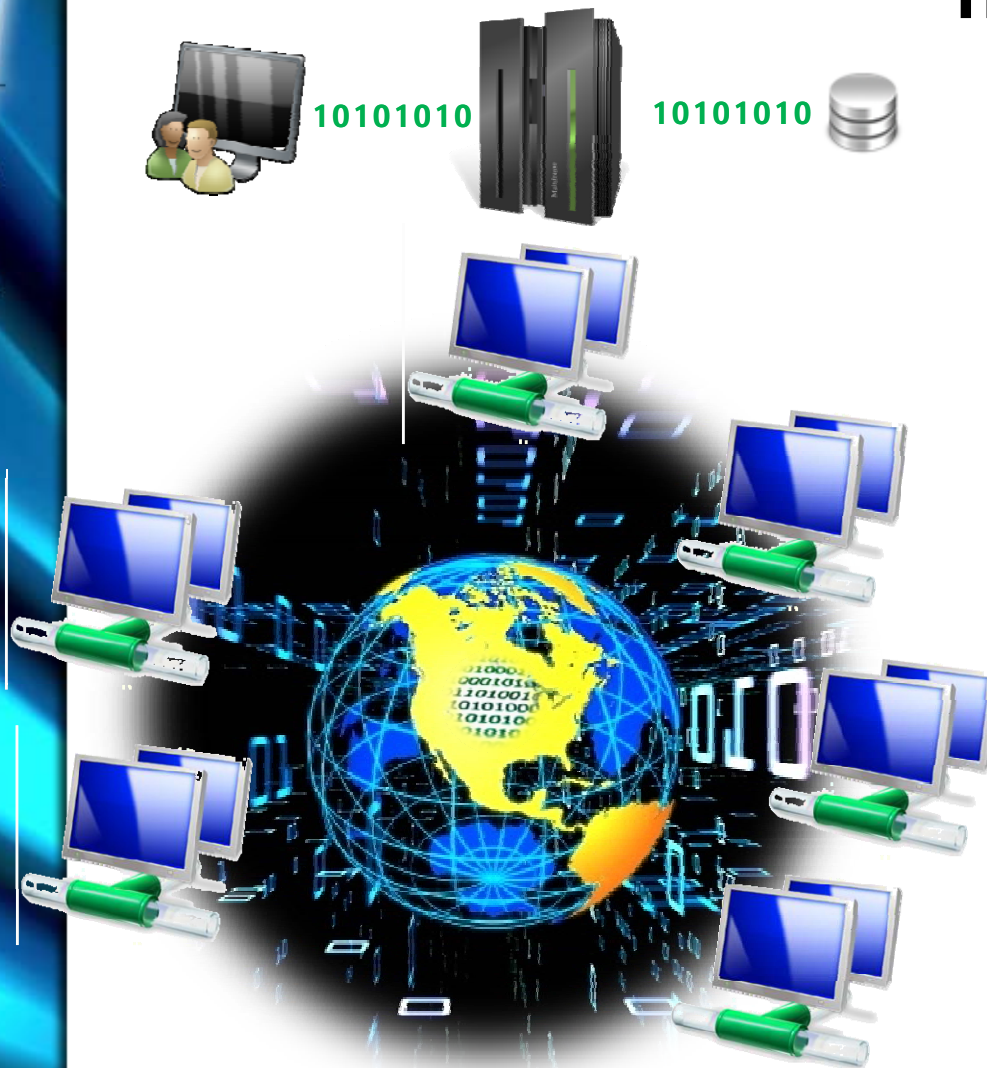


**SNW**

COMPUTERWORLD

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

# Changing role of data and information



## – OLD

- Focused on data processing (compute-centric)

## – NEW

- Dynamic information-centric
- Leverage business intelligence and analytics to enable revenue/cost saving opportunities

SNIA<sup>7</sup>



**SNW**

COMPUTERWORLD

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


# The Challenge: Lack of dynamic information mobility



- Data entry →
- Process →
- Report output →
- Analysis

- Linear in nature
- People intensive
- Time to output and analysis: long
- Opportunity to leverage output in a timely manner: low

SNIA<sup>7</sup>

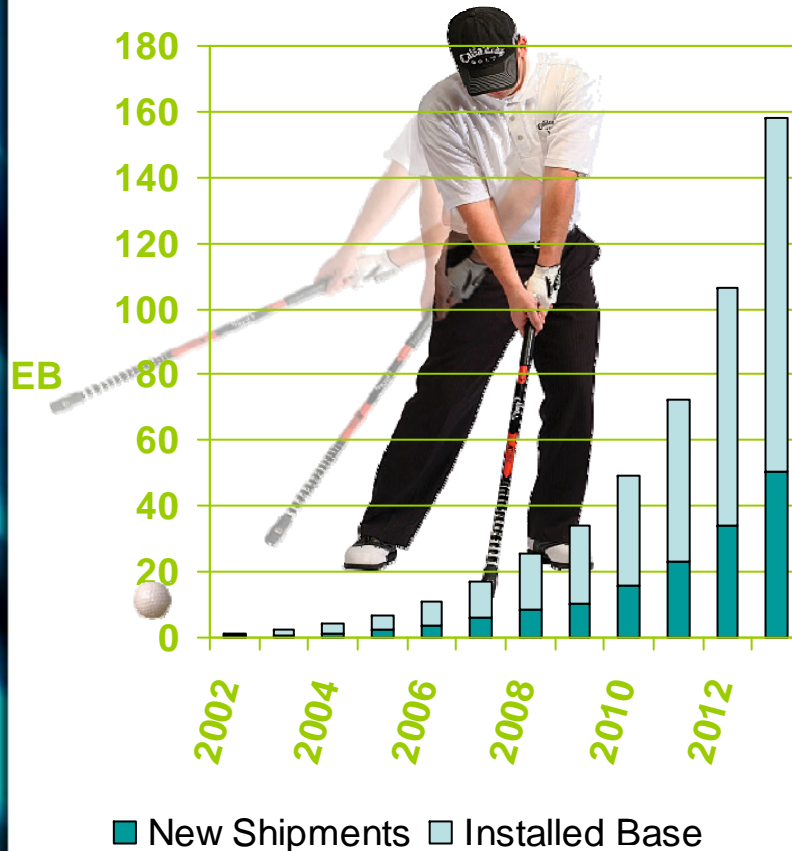


**SNW**

COMPUTERWORLD

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

# The big problem: The install base



## Many drivers, including ...

- Government legislation
- Regulatory compliance
- Privacy
- Governance
- Archive
- Business analytics
- Loss avoidance
- Distributed info (ROBO)
- Virtual Desktops
- Litigation support
- Digitization of certain industries such as
  - Healthcare, eGovernment, Automotive, etc.
- Legacy practices
- Ignorance
- Confusion
- Laziness

Source: Internal IDC model based on WW Enterprise Storage Systems Forecast and WW Disk Storage Systems Quarterly Tracker

SNIA<sup>7</sup>

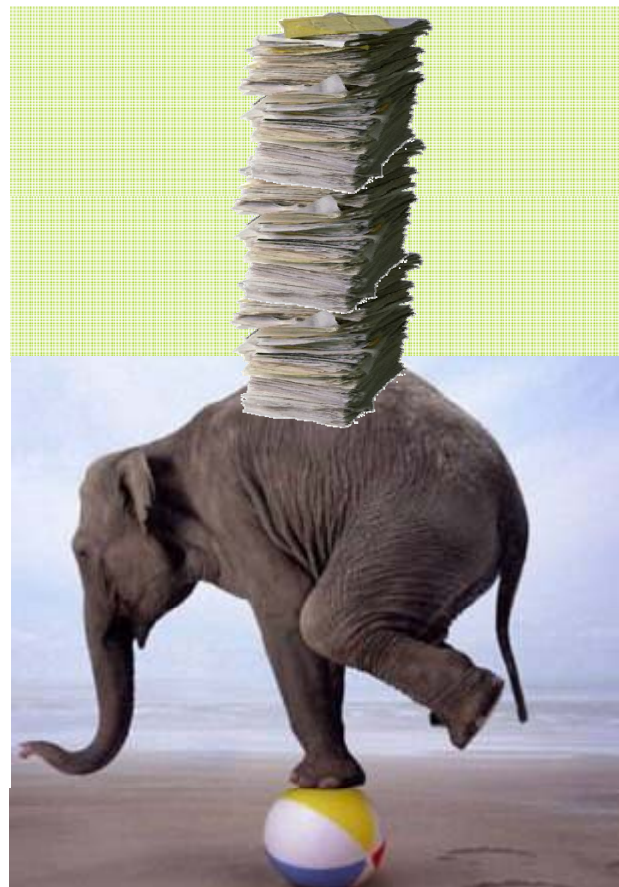


**SNW**

COMPUTERWORLD


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

# The Information Challenge: The Ultimate Balancing Act



- Many reasons for preserving information
  - Have to
    - Legislation, compliance
  - Want to
    - Historical, sentimental
  - ... “because” ...
    - Legacy practices, ignorance
  - Not sure what to do
    - Lazy, confused
- Data/Info proliferation forces tough decisions to be made
  - What to keep
  - Cost of keeping
  - How best to keep

SNIA<sup>7</sup>



**SNW**

COMPUTERWORLD

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


# How did we get here: Data generates Data



- To make data useful, data needs to be described → metadata
- To make metadata easier to find/use → indices
- To increase relevancy → relationship tables between metadata objects
- Need to store all this “extra” data somewhere
  - In a storage efficient way
  - In a cost effective way
  - In an operationally efficient way



SNIA<sup>7</sup>



**SNW**

COMPUTERWORLD

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

# The Solution: Enriching data objects

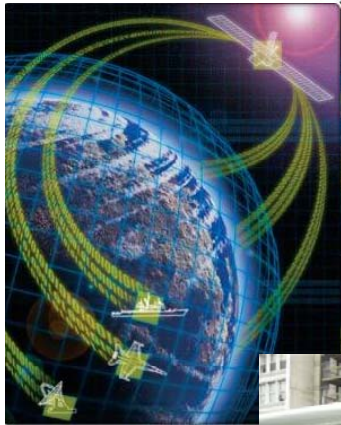


- IDC predicted this in Dec 2007 in its report *Storage 3.0*
- Use of object based storage systems
- Leverages user definable metadata and allowing data objects to break the limitations of a directory tree



# The result

- **Dynamic, simultaneous uses of any given data independent of where the data is physically located**






AS SEEN ON  
**TV**

*But Wait...*  
**THERE'S  
MORE!**

But wait ... there's more!!

**ADD IN SOME OTHER IT DYNAMICS**

SNIA<sup>7</sup>



**SNW**

COMPUTERWORLD

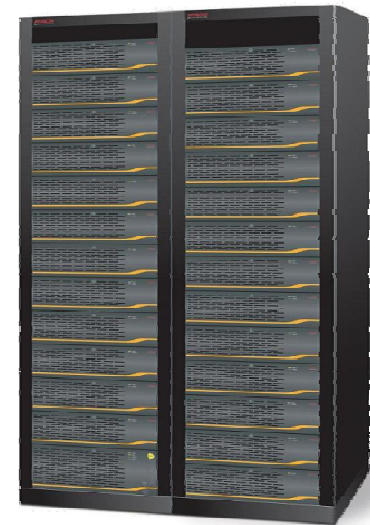
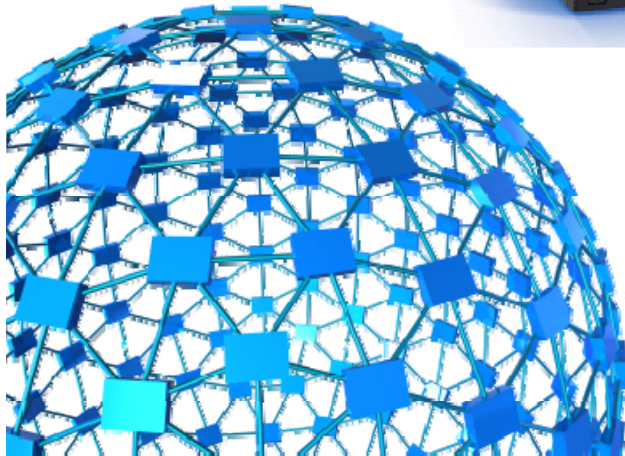
April 12-15, 2010  
Rosen Shingle  
Creek Resort  
Orlando, Florida

Pre 2010, IT investments were made as discreet transactions



**Compute**  
(Server+Hypervisor)

**Network**



**Storage**

SNIA<sup>7</sup>

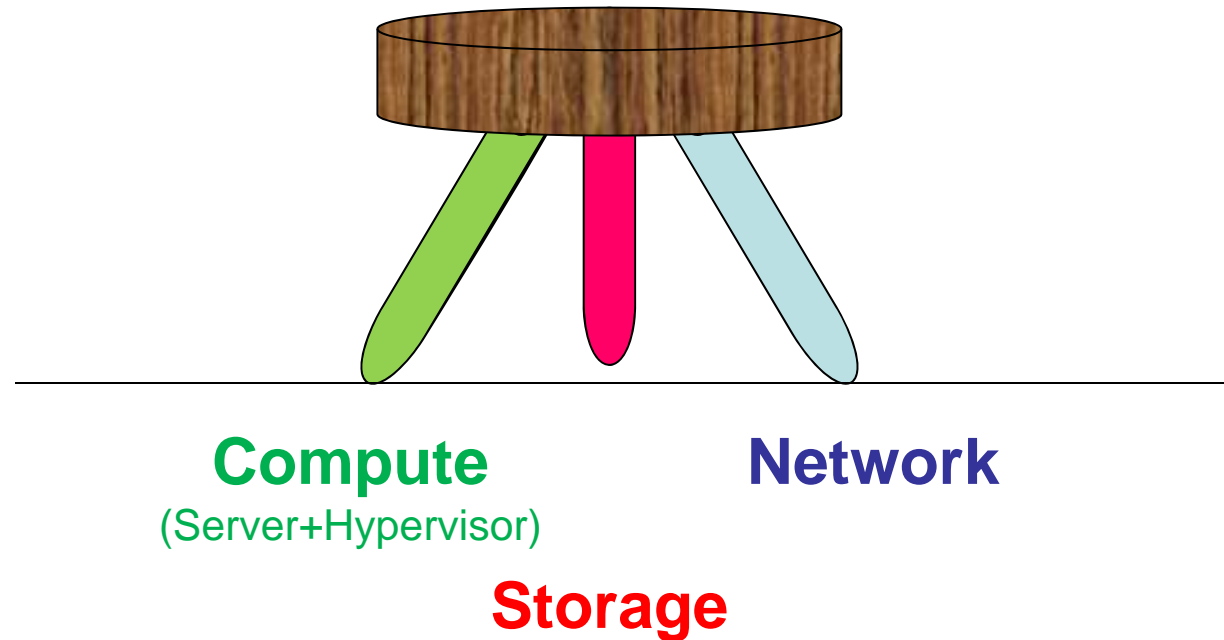


**SNW**


COMPUTERWORLD

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

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



SNIA<sup>7</sup>



**SNW**

COMPUTERWORLD

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

# Investment Choices



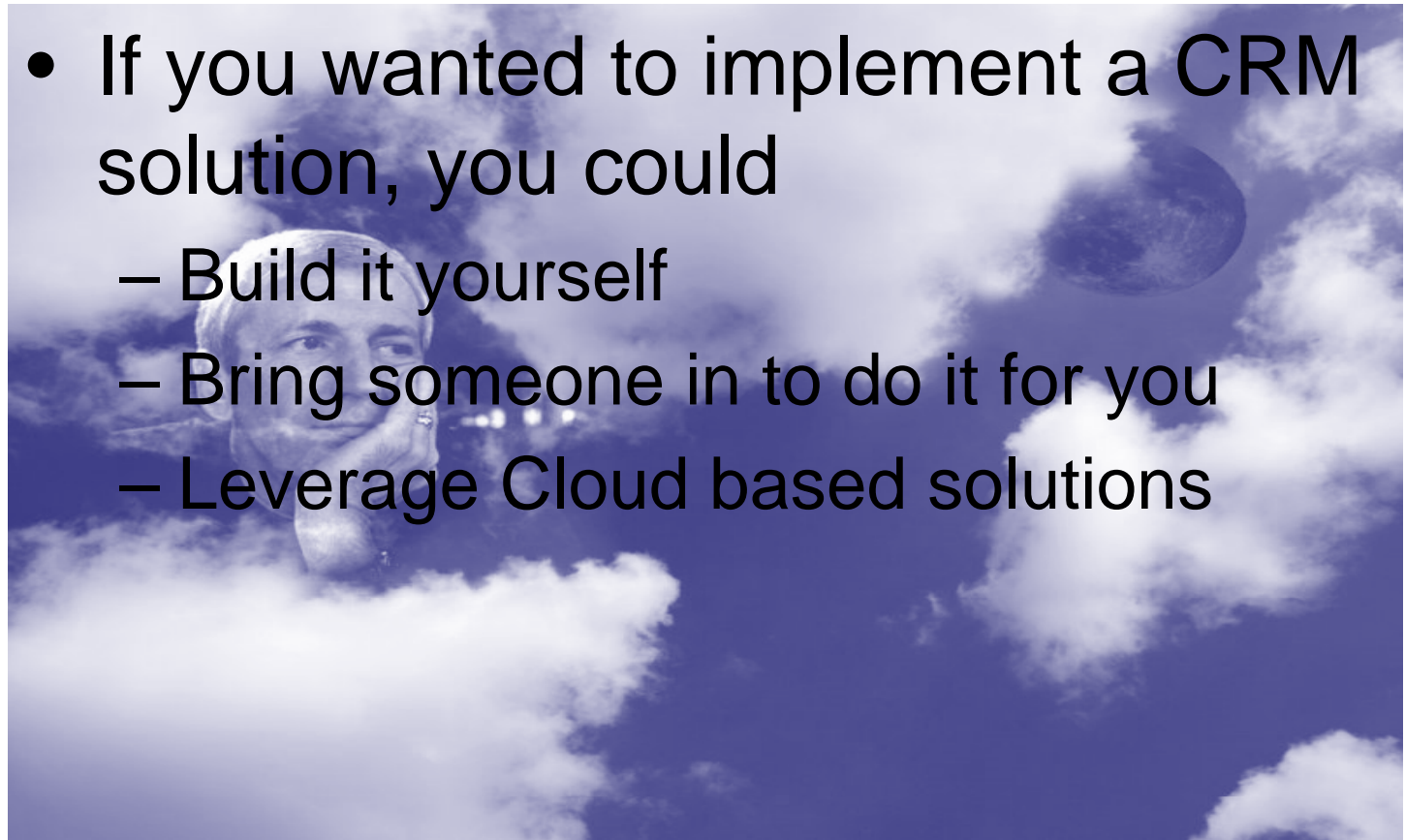
**OR**






# Head in the Clouds

- If you wanted to implement a CRM solution, you could
  - Build it yourself
  - Bring someone in to do it for you
  - Leverage Cloud based solutions

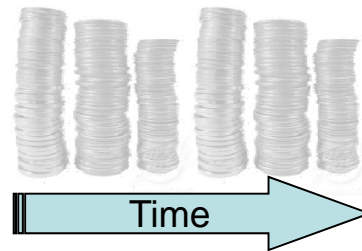


SNIA<sup>®</sup>  
  
**SNW**  
COMPUTERWORLD  
April 12-15, 2010  
Rosen Shingle  
Creek Resort  
Orlando, Florida

# Increased Investment Choices in 2010+



OR



OR







# Leverage Communities

Join IDC & your peers in the conversations in our IDC Cross Talk IT Community at: [idc-insights-community.com](http://idc-insights-community.com)





# IDC Cross Talk IT Community

IDC.com | About | Blogs | People | Events | Groups Sign In | Join | Contact Us

IDC Insights Home | Financial | Health | Retail | Manufacturing | Energy | Govt | Cross Talk IT

**CrossTalk IT**  
Where Business and IT Professionals Connect

Summary | About | Members (1094) | Resources (3) | Search This is a public group

**Recently Active Members**

**IT Governance & Executive Strategies Blog**

Brought to you by: IDC  
Analyze the Future

**Join our community**

**Follow Us on Twitter**

**Bookmark & Share**

**IT Governance: Signs of IT Revival and a Call for...**  
Entry posted Mar 12 by Rick Villars | Tagged Business Analytics, Cloud, Executive Strategy, Industry dynamics, Information Management, Innovation, IT Governance, Privacy, Rich Content, Storage

IT Governance: Signs of IT Revival and a Call for Mobilization

If you're looking for signs that things may be getting better in the realm of IT investment, the past few weeks provided me with a number of positive antecedents that back up IDC's [Predictions for 2010](#) in late February, I was at an event in New York City sponsored by a leading NetApp reseller. CIOs from a number of leading financial, entertainment, the sciences, and manufacturing enterprises were trying to come to grips with what the "cloud" meant for their businesses. Aside from the usual and quite legitimate concerns about security and sound IT governance, the most interesting theme was that none of them talked about "cloud" as a cost savings option (a major theme in the past year). Their interest in cloud focused on accelerating business expansion and introducing new services for employees and customers.

Yesterday, I returned from an event put on by Pillar Data Systems for its customers. After a year of cancellations and conversion to "virtual" events, it is heartening to see that IT suppliers again recognize the importance of talking directly with a large pool of customers and, more important, are making it easier for customers to talk face to face with each other. Aggressive consolidation and virtualization were on the top of everyone's agenda, but so was new service activities. For some, this translated into major expansions in the use of business intelligence and data analytics. For others, digitizing and intelligently archiving intellectual property assets were the top concerns and priorities.

[more...](#)

**IT Governance: Budget Cuts, Long-Term Trends and...**  
Entry posted Mar 02 by Joe Pucciarelli | Tagged Budget, Capital, Executive Strategy, IT Spending, Planning

IT Governance: Budget Cuts, Long-Term Trends and Negotiating Ideas

## Community Goal:

- To create a forum for IT and business professionals to discuss technology issues within the context of their business

## Features Include:

- Networking – Invite, Find and Interact with Analysts and Other Members
- Global Analyst Blogs and Videos
- Discussion Forums
- Live Chat
- Polls
- Events Calendar
- Resource Library/ Complimentary Research



# Essential Guidance

- Business unit managers now have new choices to go outside traditional IT organization, relegating IT to a glorified ISP
- IT organizations must transform themselves from a cost center to being a dynamic service provider