

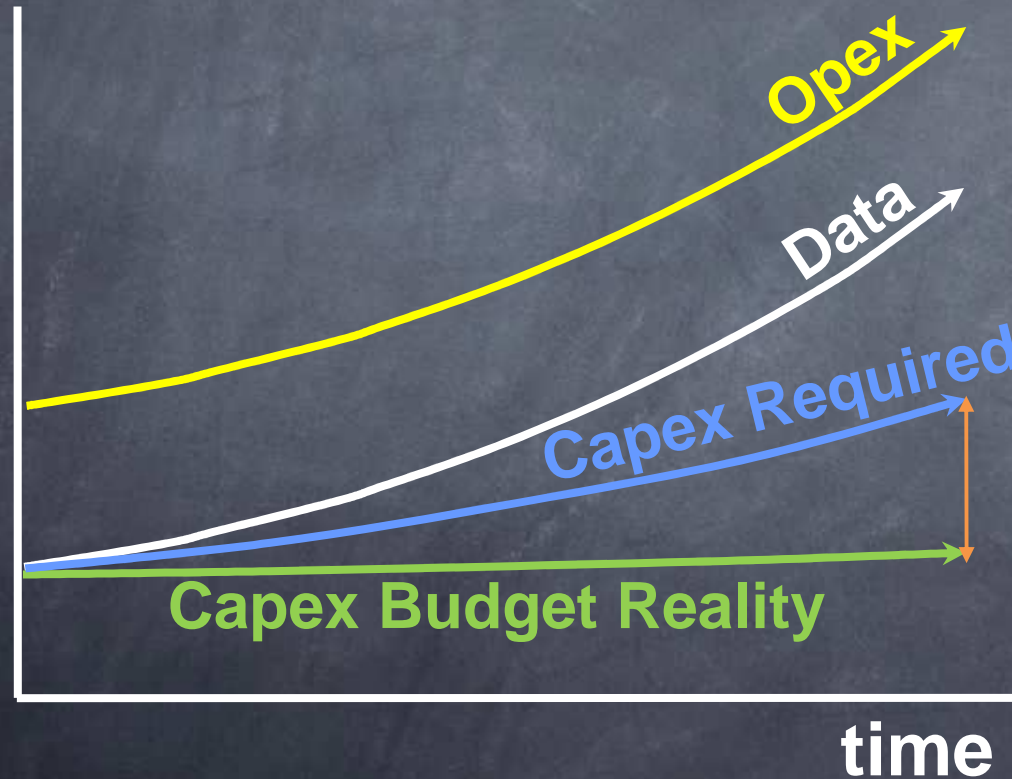
# **The Case for Smarter Storage**

## **Adapting to Exponential Data Growth**

**Ian Shave**

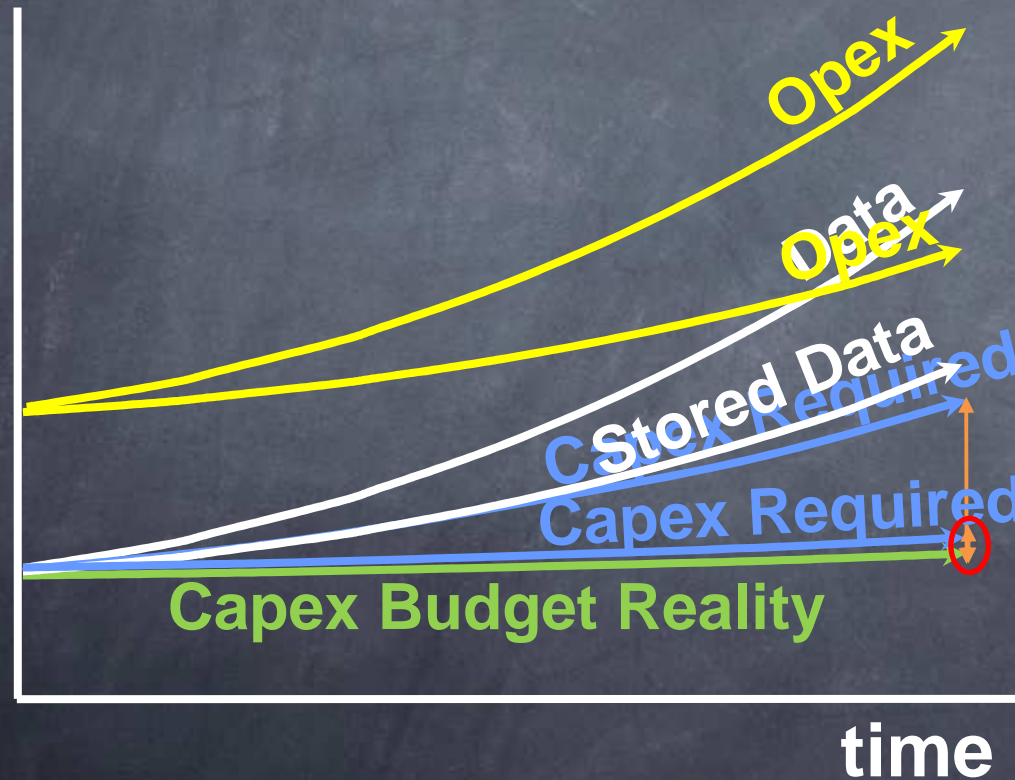
**IBM UKI System Storage Brand Manager**

# The Business Challenge



- **Data Growth**
  - 20-40% per year
- **Capex Required**
  - More Infrastructure
  - More Energy
- **Capex Budget Reality**
  - Only 1-5%/year increase
- **Inescapable data growth meets budget reality**
- **Operational impacts**
  - Can't just buy more/cheaper storage
  - Energy requirements/costs
  - Increasing Energy costs
  - CRC Legislation – reduce energy requirements

# Adapting to inescapable data growth



## Service Delivery

Understand what you have, and its service requirements. Exceed expectations

## Storage Efficiency

Reduce cost and energy consumption, improve utilisation, performance and flexibility

## Data Protection & Retention

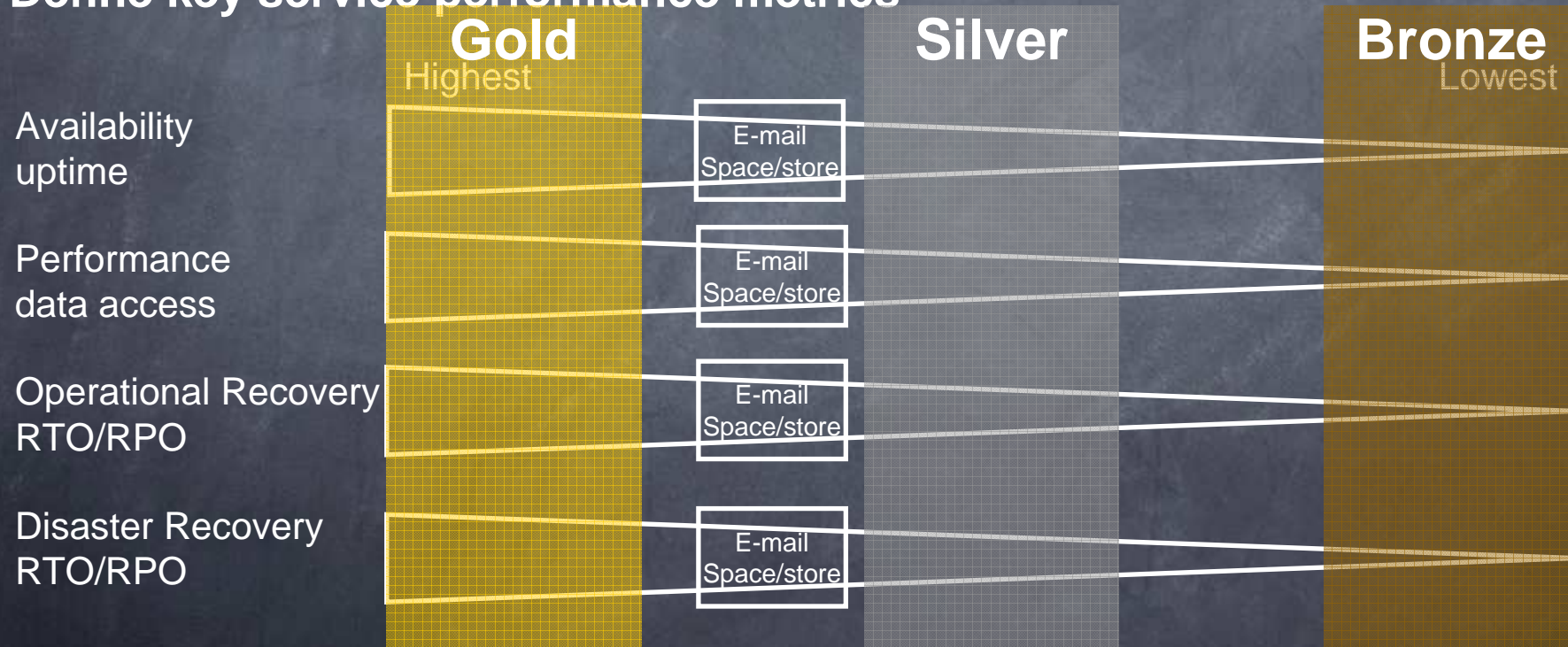
Maintain access and data protection levels to information throughout its useful life

# Service Delivery

Define Standard Data Types (up to approx 20)



Define key service performance metrics

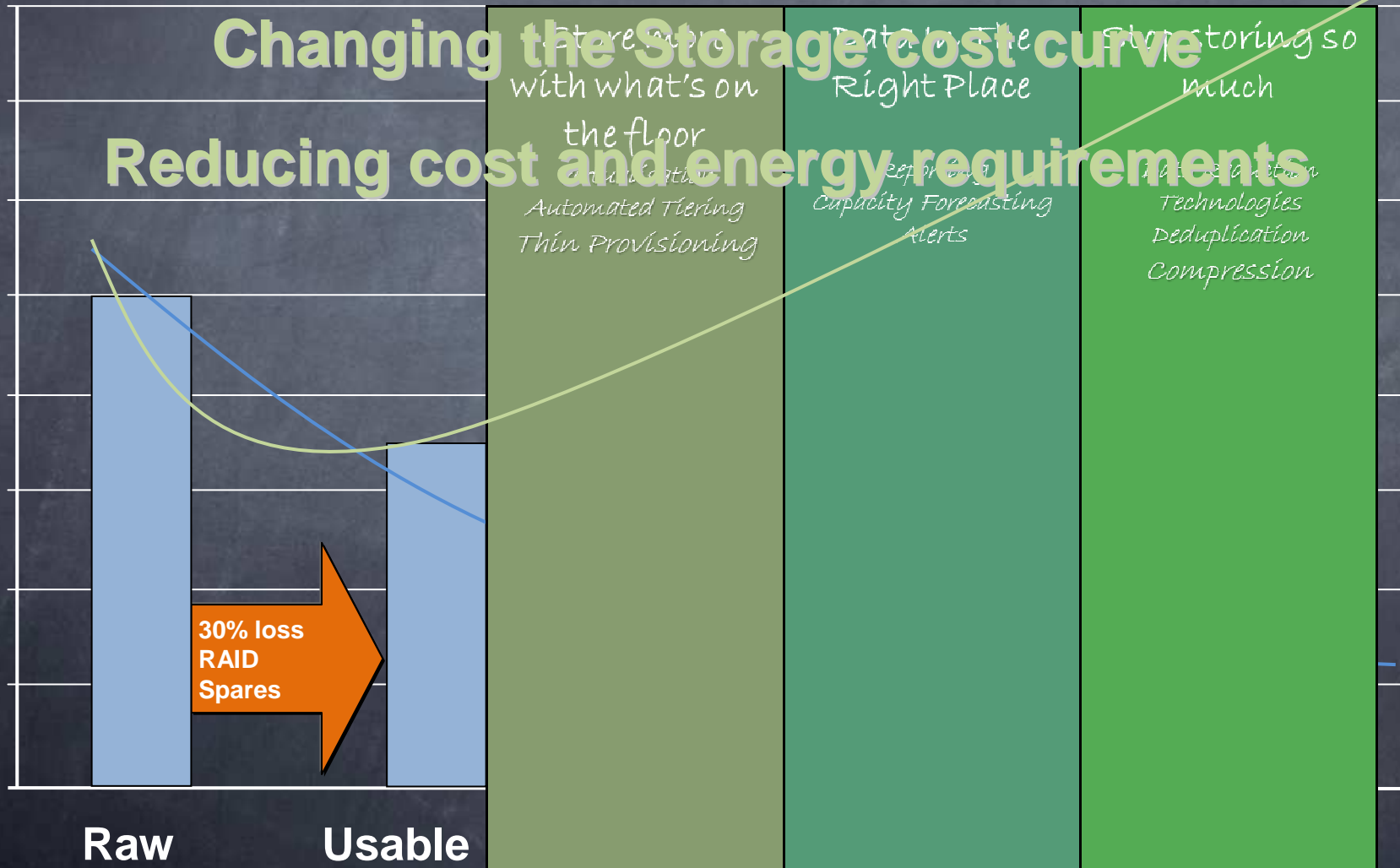


Could some be put into the Cloud?  
Should I have my own Cloud infrastructure?

# Analysing Storage Efficiency

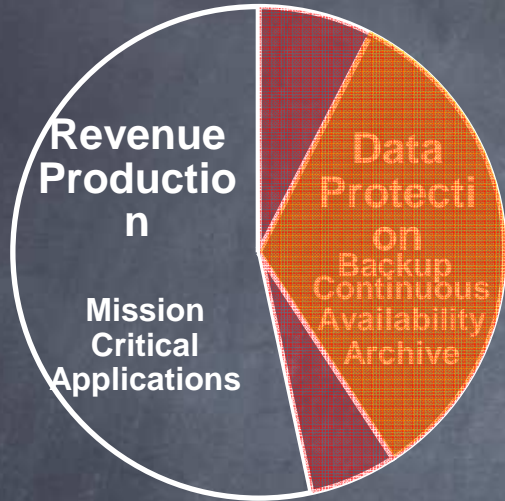
## The Vision Of Your Tomorrow

### Changing the Storage cost curve Reducing cost and energy requirements



# Data Protection and Retention

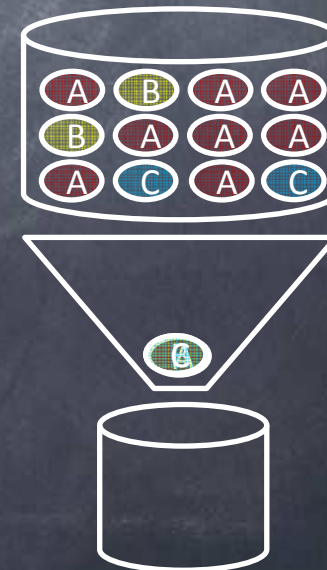
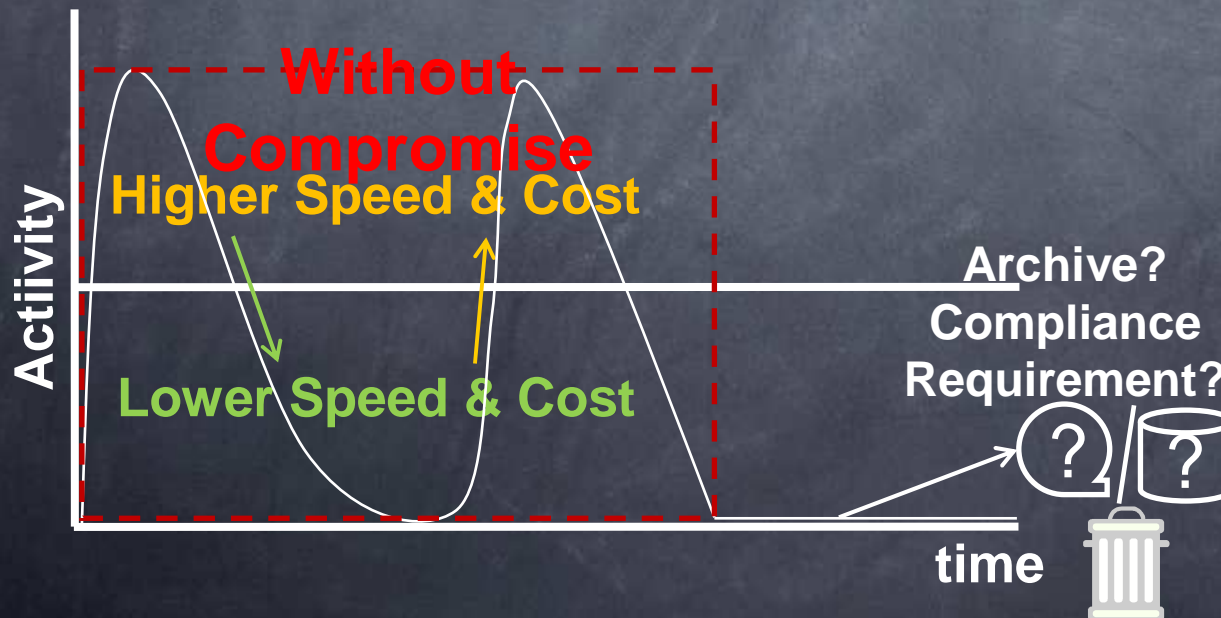
## Storage Budget



Cost Effective Continuous Data Availability

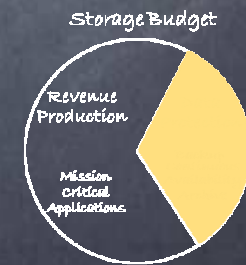
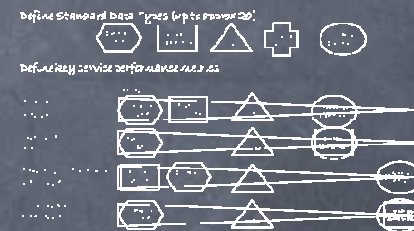
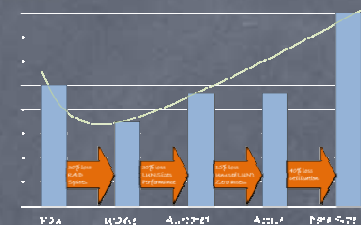
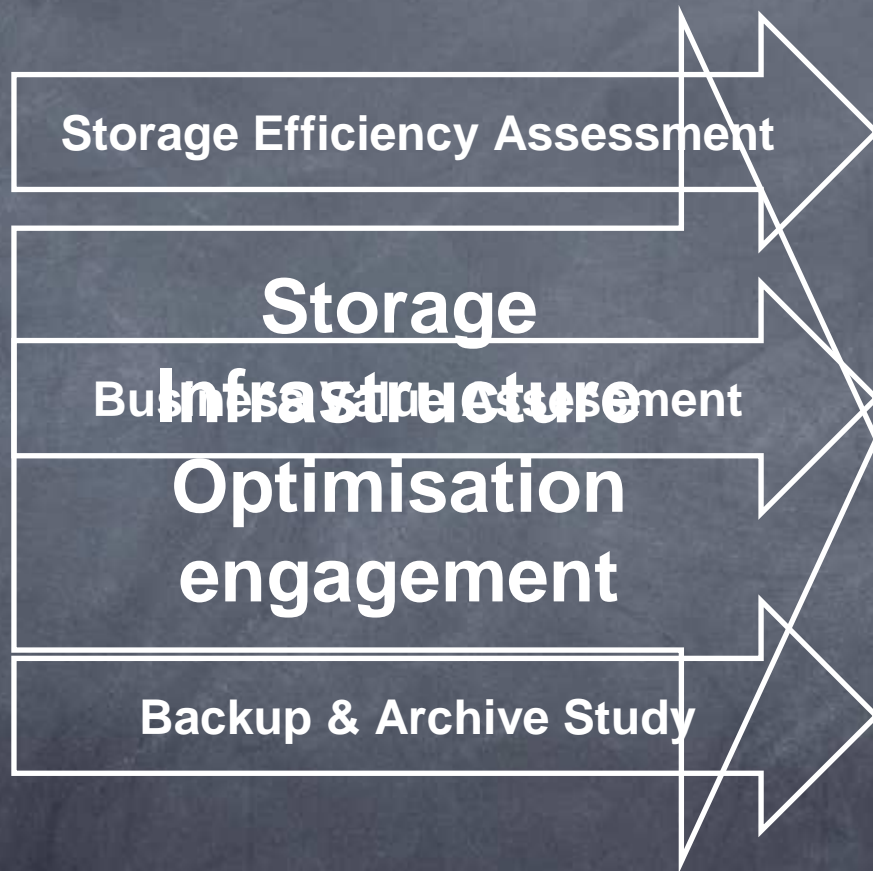
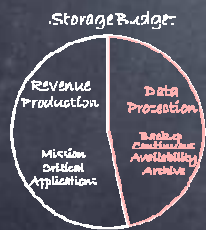
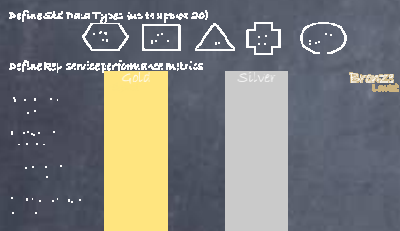
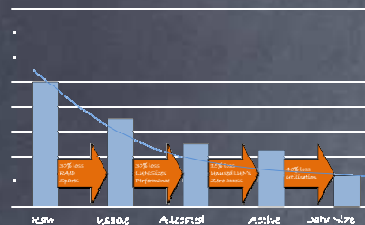
Hyper-Efficient Backup Recovery

Smart Archiving & Compliance policies



# How?

## Assess, Identify & Transform



Whether you want to do it all yourself or have it all done for you,  
**IBM can help.**