

Storage Innovation Executive Summit

Data Explosion on a Smarter Planet

Bill Smith

General Manager
IBM West



Organizations Need Deeper Insights from Their Big Data

1 in 3

Business leaders frequently make decisions based on information they don't trust, or don't have

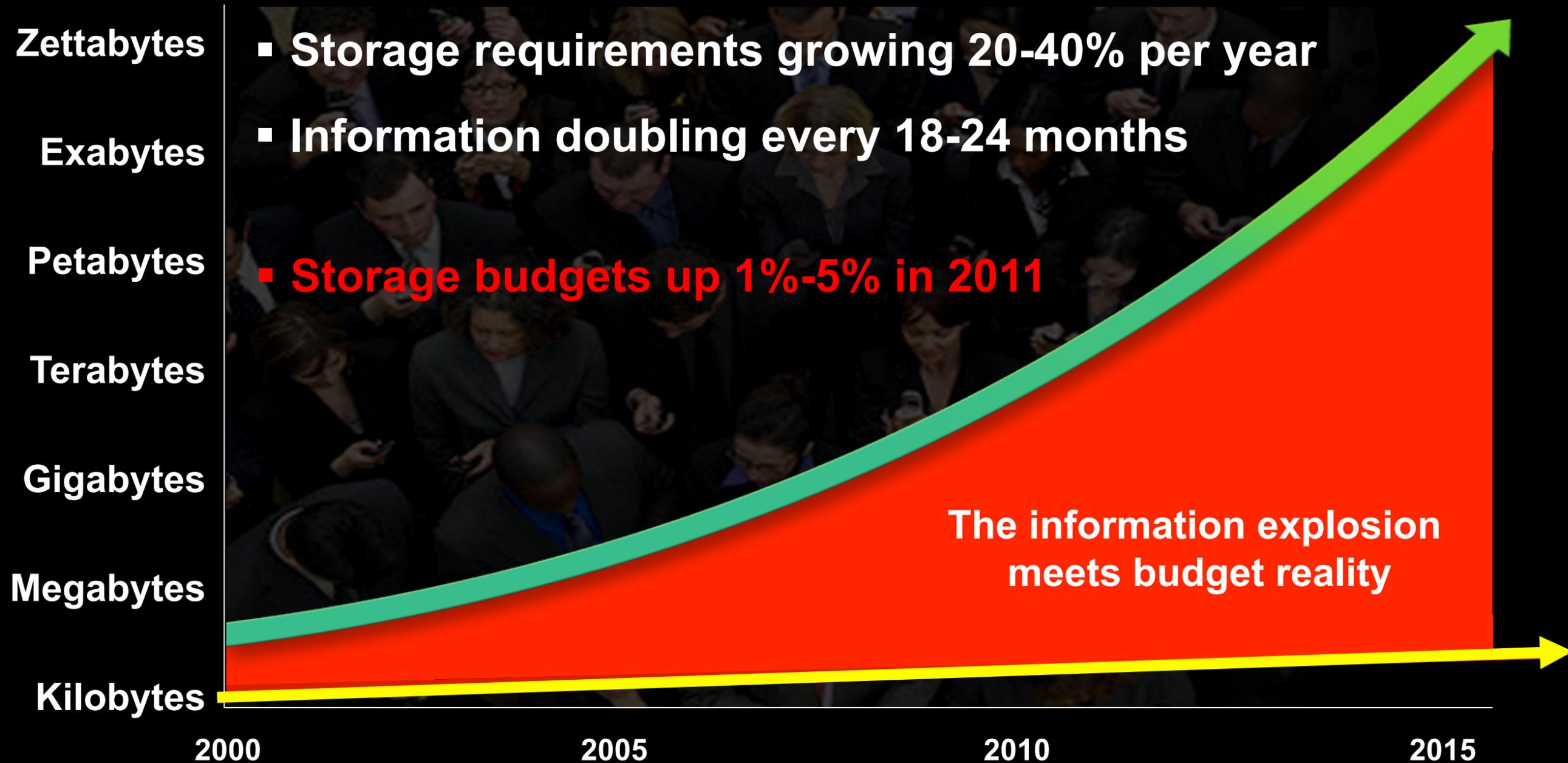
71%

CMOs report being underprepared for the data explosion

83%

of CIOs cited "Business intelligence and analytics" as part of their visionary plans to enhance competitiveness

The information explosion is creating a storage efficiency challenge



Real Storage Dilemma



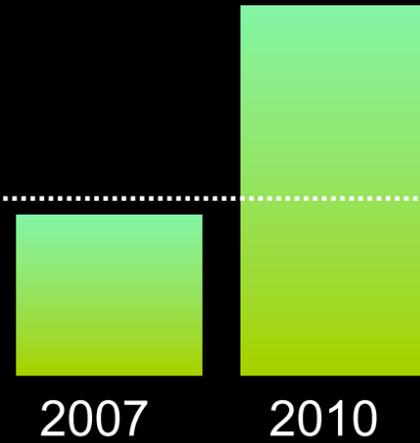
- Storage Utilization: **35%**
- Storage Tiering: **70% Tier I, 30% Tier II/III**
- Storage Migration: **Costly**
- Variation: **6 storage vendors**
- Storage Management skills: **Fragmented, due to variation**
- Maintenance budget: **Increasing**
- Legal holds: **Lengthen data retention**
- Aging Infrastructure: **60% storage end-of-life < 3 years**

Storage Efficiency Drives Real Benefits

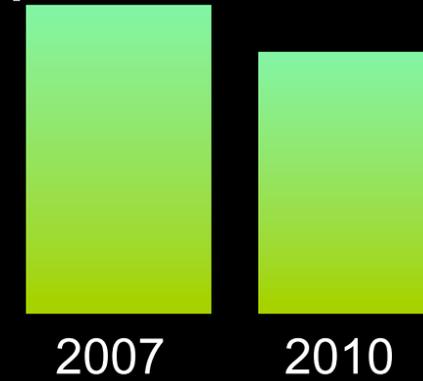


Utilization up by over 100%
from 35% to 78%

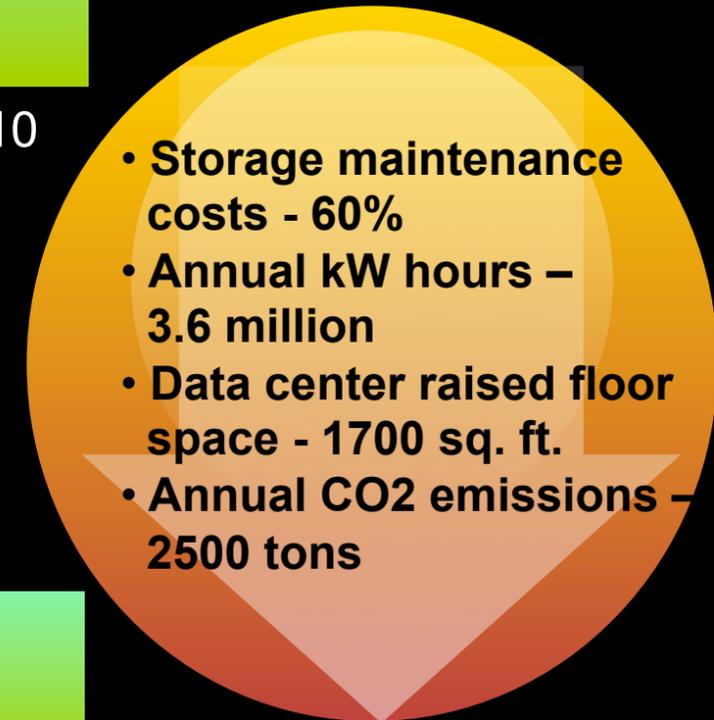
Average, per Gartner



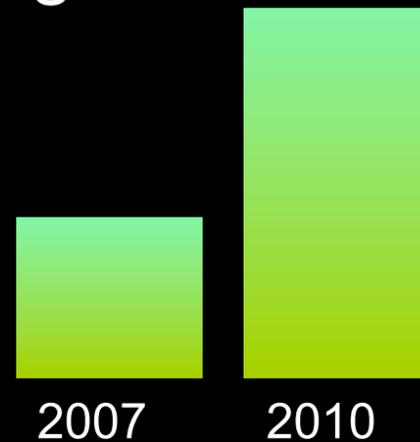
Raw capacity down 15%
from 10 petabytes to 8.4



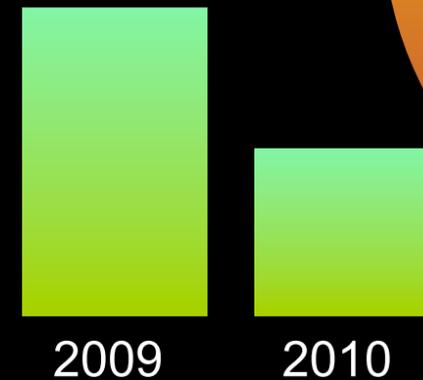
Operating expenses down



Tier efficiency up by over 100%
from 30%, Tier 2 or 3 storage to 70%



Storage arrays down from 166 arrays to 96



Storage vendors down from 6 to 3

Storage Solutions for a Smarter Planet

- **Welcome to the era of Big Data**
- **Data and storage requirements growing at an unprecedented rate**
- **Business demands driving an insatiable appetite for collecting, analyzing, storing information, extracting insights**
- **Demands on storage are rising, storage budgets are not**
- **Innovative technology, expertise, insight provide the path forward**

Storage Innovation Executive Summit



Thank You

IBM