Driving Efficiency in Information Storage

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Mid-range disk leader NE IOT
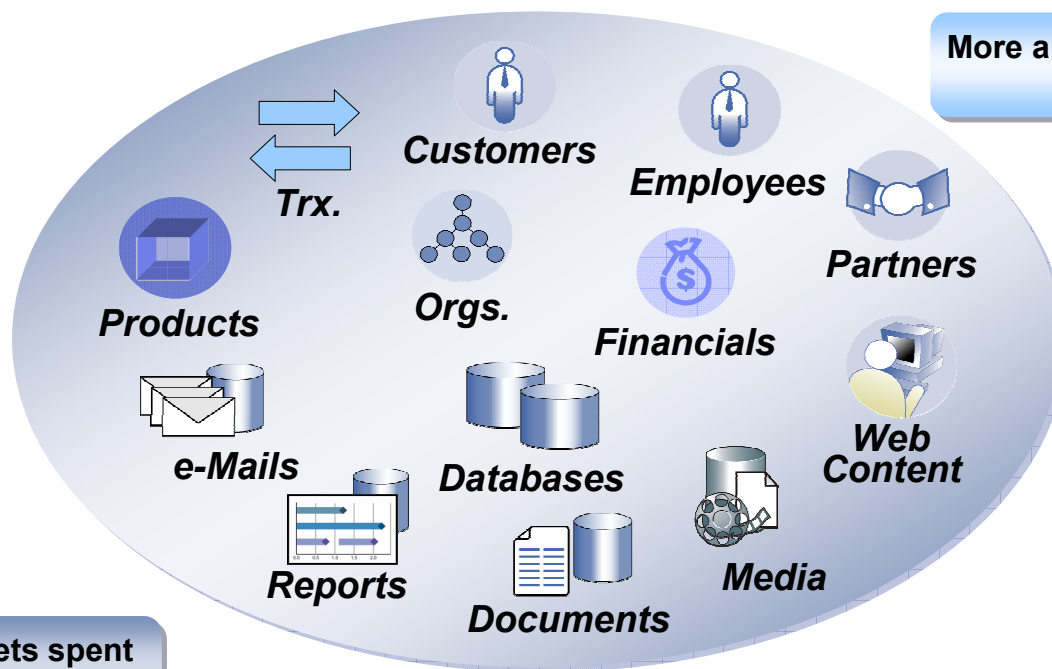
Is Information restricting rather than driving your Business?

Data storage grows every year & does not look like stopping

Only 1/3rd of CFOs believe that the information is easy to use, tailored, cost effective or integrated.

More and more information is being kept "Just In Case"

85% of information is unstructured.

Regulations and laws dictating information retention

Up to 40% of IT budgets spent on integration

Information needs to be available 24x7

Customers

Trx.

Employees

Partners

Products

Orgs.

Financials

e-Mails

Databases

Web Content

Reports

Documents

Media

Sources: IBM & Industry Studies, Customer Interviews
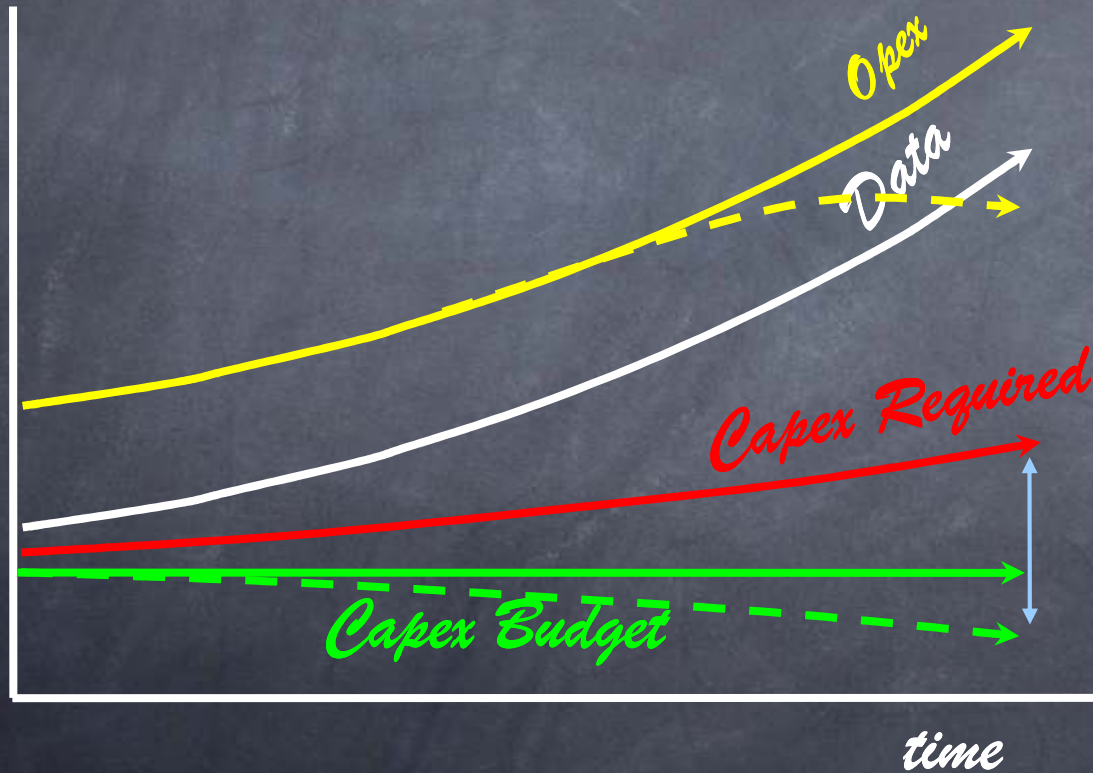
Customer Concerns

- **Information Growth**

- **Inability of IT organisation to respond quickly enough to business demands**

- **Poor availability or service levels**

- **Lack of skilled staff for storage administration functions**

- **Poor asset utilisation**

COST TAKE DOWN

CHALK AND TALK

Data continues to grow

So does Capex required

Capex available today…or

"Must be reduced by X%"

Understanding the business issue Do you buy cheaper storage at the cost of compromised service levels?
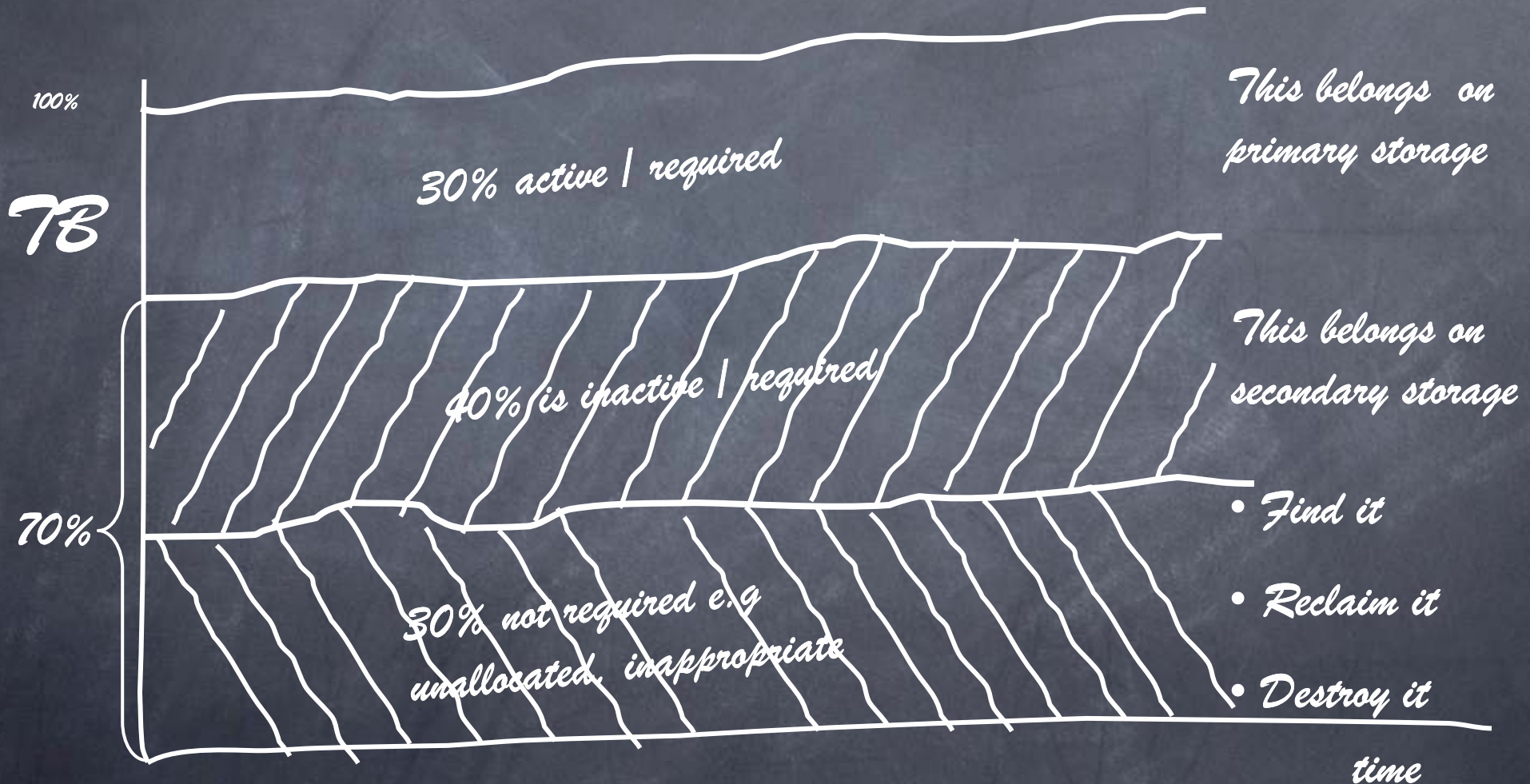
Operating costs keep rising driven by more data to manage

How can we manage this growth and risk with less Capex and Opex available?

How is storage being used today?
Risk Assessment?

100%

TB

30% active / required

This belongs on primary storage

40% is inactive / required

This belongs on secondary storage

70%

• Find it

30% not required e.g unallocated, inappropriate

• Reclaim it

• Destroy it

time

CONTROLLING STORAGE COST

£

ORIGINAL STORAGE COST 15 – 18% of BUDGET

CONSOLIDATE

Virtualised Storage

Up to 50% Saving

BACKUP

De-dupe

Up to 25 times reduction in hardware cost

STORAGE MANAGEMENT

SRM

25% disk storage reclamation

ARCHIVE

Archive efficiency

Opex reduction

time
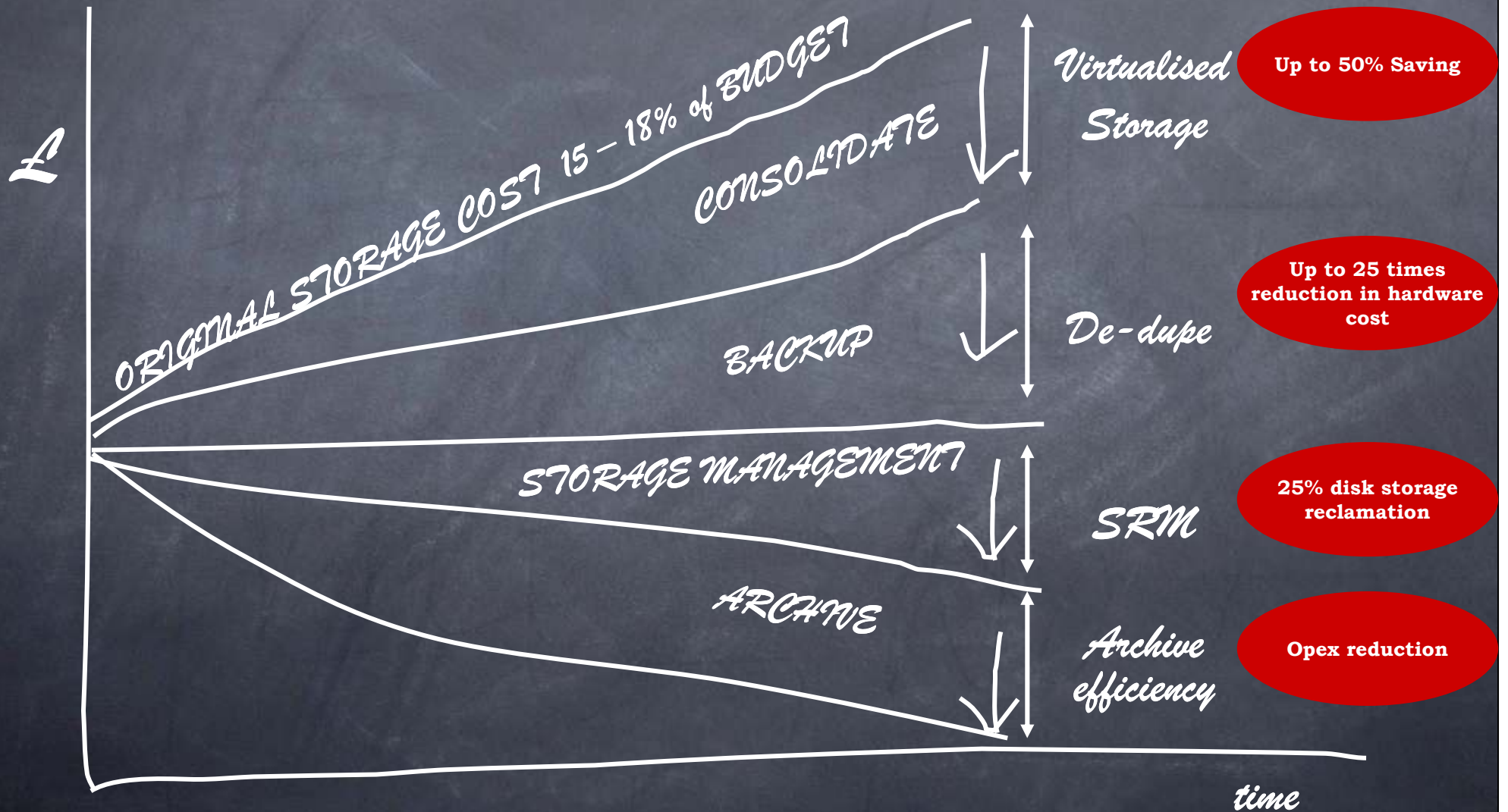
IBM Information Storage Solutions can help;

- **Drive Efficiency**
  - Manage disk storage more efficiently

- **Control Costs**
  - Increase storage utilisation

- **Improve Flexibility**
  - Enable a tiered storage environment in which the cost of storage can be better matched to the value of data

- **Simplify Management**
  - Automation to improve storage administrator productivity
  - Improve application availability

- **Maximise value**
  - Improved Return on Investment