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Storage Challenges
Client Conundrums

David RS Rogers \ 5th July 2012

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1. Introduction
Who am I

David Rogers

Been in IT consultancy for ... a while

Part of Deloitte's Infrastructure practice

Leads infrastructure eCommerce

Works primarily with Retailers, but has worked in FSI, Public Sector and manufacturing.

Modular storage evangelist

Currently doing operational support for a large sporting event hosted in the east end of London
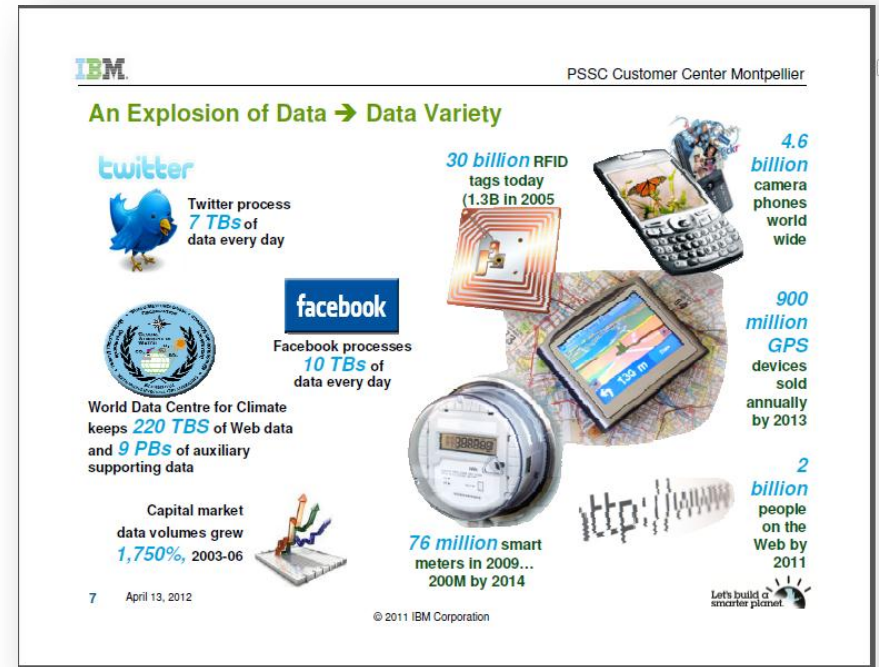
2. The growth of data
The promise of an unlimited mailbox

- The Big data story?

- Proliferation of data, both personal and business

- Email archives cover several years, many systems and can be considerable hidden data requirements

- PST ingestion, auto archive

- Exchange 2010 promises move to low cost tier of storage

- Translated into 'we don't need to worry about it because storage is cheap'

'Every two days we now create as much information as we did from the dawn of civilisation up until 2003'

Eric Schmidt, CEO Google

3. Data Assurance
Who exactly do we need to put on WORM?

- Perception of growing legislation to cover email.

- Need to assure the authenticity of data for government and clients

- Does not need to be all data

- Technology is not a solution to poor data lifecycle management

- Define the security model and implement it

4. Is email really business critical?

The operations manager's dilemma

No

Unless you are Hotmail or Gmail then email should not be business critical.

However, what happens if the email system is down?

Low cost storage tier vs. Highly Available resilient architecture.

5. Some closing thoughts

- New technologies in the Storage tier can improve your usage and ease of operation – SVC, modular storage.

- Others such as compression, de-duplication will reduce your growth rate.

- However the perception of storage becoming cheap has reset the end user's expectations.

- Technology is only a band aid to buy you time to implement a cohesive data lifecycle strategy.

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