



# Expect More....

## IBM Smarter Storage Symposium A Client's Perspective

London 5<sup>th</sup> July

# Welcome



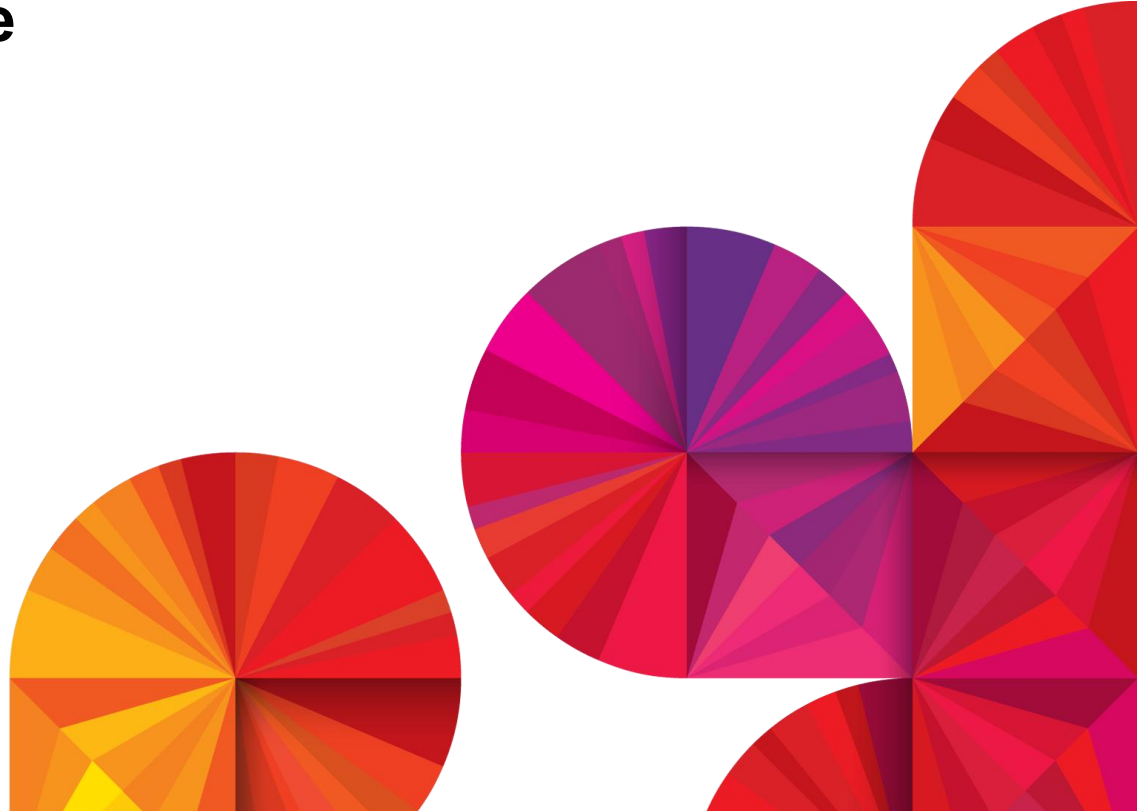
# Expect More....

## IBM Smarter Storage Symposium A Client's Perspective

London 5<sup>th</sup> July

**Paul Cameron**

IBM UKI System Storage  
Business Unit Executive



# Agenda

Time	Speaker	Support	Subject
15 mins	Paul Cameron		Welcome to the IBM System Storage Symposium
15 mins	Ian Shave		IBM - Smarter Storage
30 mins	David Rogers	Nick woods	Deloitte - Microsoft Exchange
30 mins	Hardev Sanghera	Dominic	VMware - Virtualisation

30 mins	Steve Uniack		IBM – Virtual Storage Center
30 mins	Richard Corrigan		Alliance
10 mins	Paul Cameron		Closing remarks and questions

## Storage Solution Expo and Lunch

Voting System

Collateral Folders



# Efficient Access to Information Fuels Smarter Business

We face 40% - 60% annual growth in the volume of data vs 5% growth in global IT Spending

[\(Big Data Analytics 2012\)](#)

By 2020, IT departments will be looking after 10 x more servers and 50 x more data

[\(IBM Market Intelligence\)](#)

Labour costs will be 70% of IT spend by 2013

[\(IBM Market Intelligence\)](#)

90% of organizations expect to adopt or deploy a cloud model in the next 3 years

[\(IBM Market Intelligence\)](#)

Analytically savvy companies are 2x more likely to outperform their industry peers

[\(IBM Market Intelligence\)](#)

5 exabytes of data were created between the dawn of civilization and 2003. Today, that much information is created every two days.

[\(Eric Schmidt, CEO, Google\)](#)



# IBM Storage is Key to Smarter Computing

Managed with  
cloud technologies

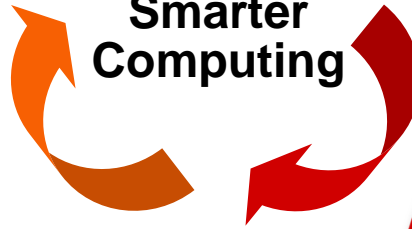
Storage Virtualization enables  
a robust cloud deployment



Smarter  
Computing

Storage Efficiency is essential  
to outpace data growth

Designed for data

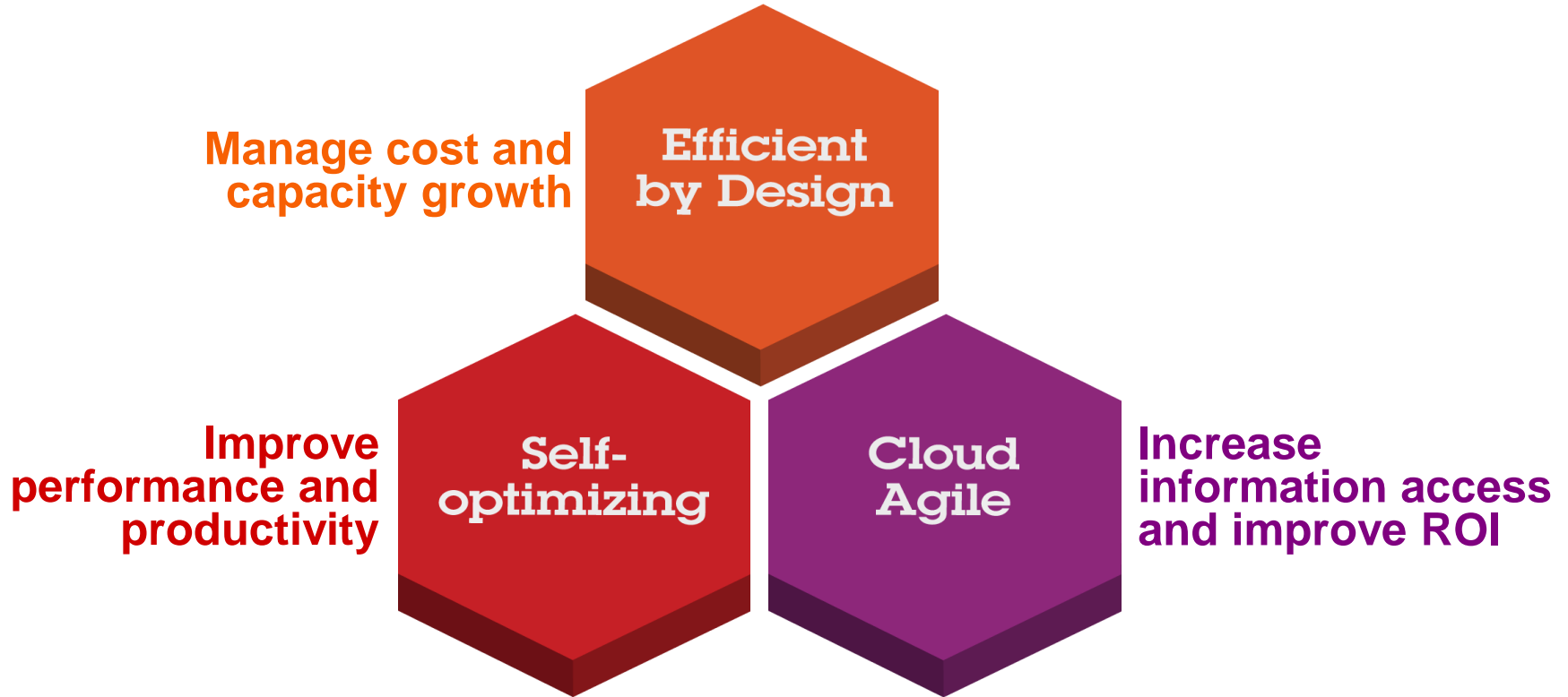


Tuned to the task

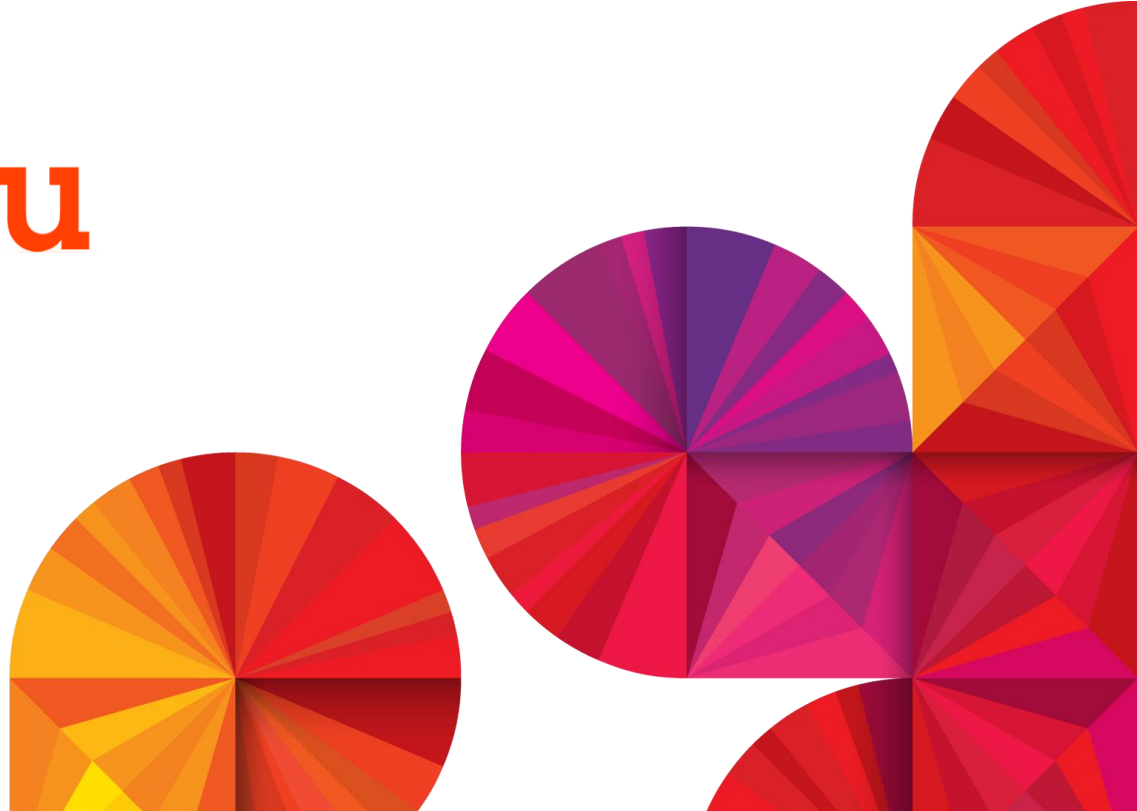
Storage must adapt to  
changing information patterns



# Introducing IBM Smarter Storage for Smarter Computing



**Thank You**



# Agenda covered this morning...

Paul Cameron	Welcome to the IBM System Storage Symposium
Ian Shave	IBM - Smarter Storage
David Rogers	Deloitte - Microsoft Exchange
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## Storage Solution Expo and Lunch

