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DATA PROTECTION GOES
• F O R W A R D •

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INSIGHT INTO THE STORAGE INDUSTRY

- Storage still a young industry
- Economic climate has been somewhat hostile to IT spending
- According to Morgan Stanley, American firms spent \$130 billion on hardware and software they didn't need

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DRIVERS FOR DATA PROTECTION

- New consciousness of the need for disaster recovery and business continuity
- Variety of legal compliance requirements
 - SOX postponed to Q3
- Costs of compliance vs. cost of non-compliance

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INFORMATION LIFECYCLE MANAGEMENT

- In part, a data protection vision
- Data is not created equal
- The tiered storage model
- Get the best advice

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SAN AND NAS

- ..The architectures for tiered storage
- ..Fibre Channel SAN's the worldwide standard
 - They work, and they are here
- ..TCO still not FC friendly
 - Still somewhat arcane
 - Needs trained personnel

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IP SAN CHALLENGES FC

- Cost leadership almost certain to yield to iSCSI
- Development of iSCSI targets
- SCSI performance on the move, too

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NAS

- Sensibly deployed, can save money
- Decision is between NAS and general purpose servers
- NAS offers advantages
- Emerging generation of SMB and departmental NAS

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SOFTWARE FOR DATA PROTECTION

- One man's solution is another man's problem
- The problem of complexity
- Configuring software must be point and click, no matter the disk size or speed

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DEMAND EASE OF USE

- You have bargaining power - demand ease of use!
- Simplified SAN Management brings SAN to the rest of us
- Beware the building of islands

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OPEN SYSTEMS

- Do you need vendor-agnostic tools?
- They bring investment protection and streamlined centralization
- Truly open systems represent a significant data center pain point

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TOWARDS OPENNESS

- ..SNIA SMI-S management model
- ..SNIA Supported Solutions Forum
- ..Widespread availability of API's
- ..The puzzle of openness

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MASS STORAGE REDIVIVUS

- Established vendors
- Start-up companies
- Industry-academic partnerships
- Integrators and VARs
- Consultants

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THE NEXT STEP

- Migrate innovative technologies into broadly implemented solutions
- The mission for many of you is to bring budgets to reality
- Capacity demand is up 30% year over year - are you keeping pace?

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PARTING ADVICE

- Within the exabytes of data out there, there is little want of knowledge
- Data protection requires the tools to manage, safeguard, backup and track data
- Don't fool yourself - you can't do more with less

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