

Storage cost reduction and improvement of storage utilization

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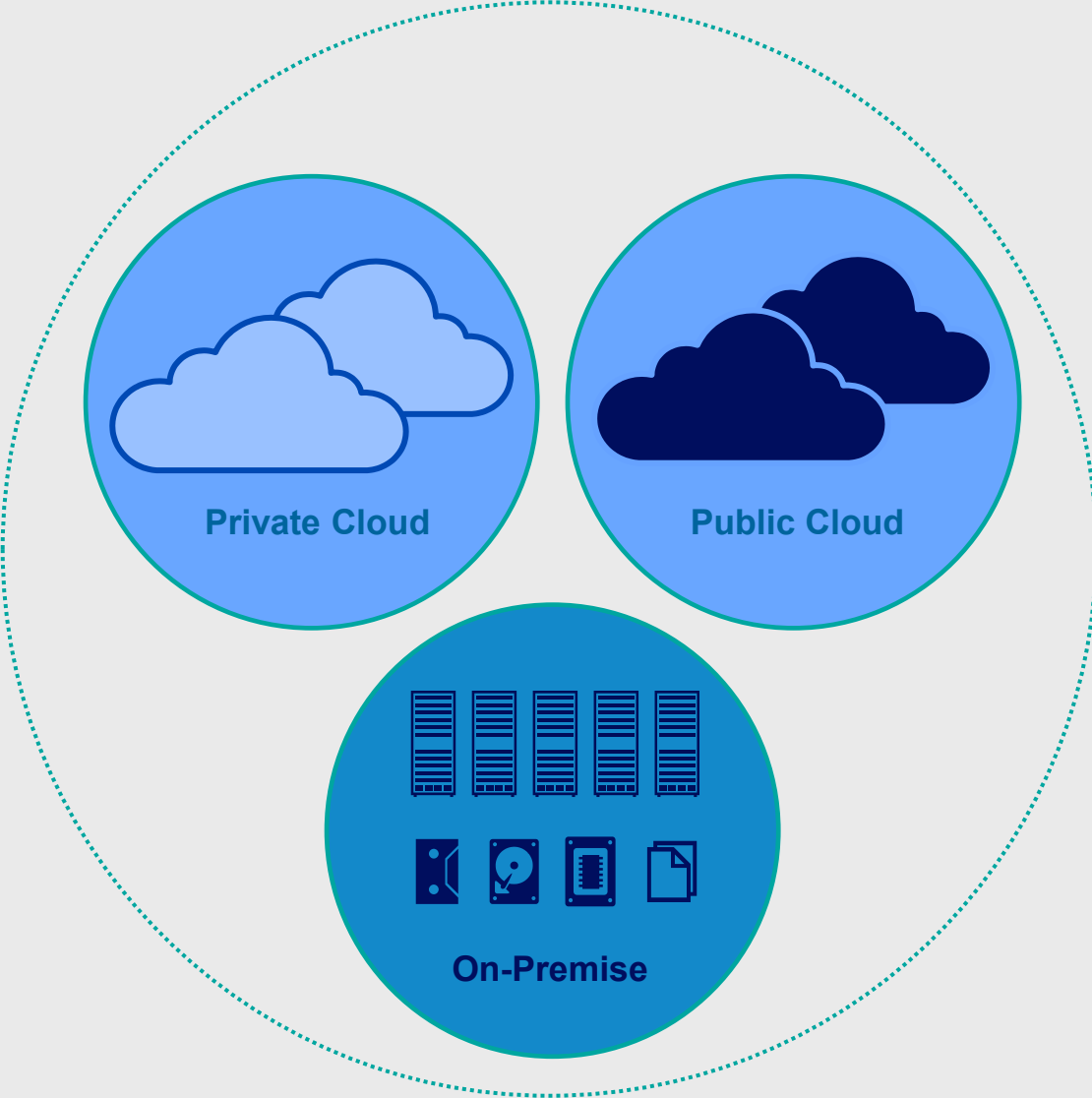
IBM Spectrum Storage CEE Sales Leader

How Cloud absorption is changing storage technologies

Security of the data stored become more and more important

Need for integrating cloud storage with on premises infrastructure

Cloud providers looking for Software Defined Infrastructure

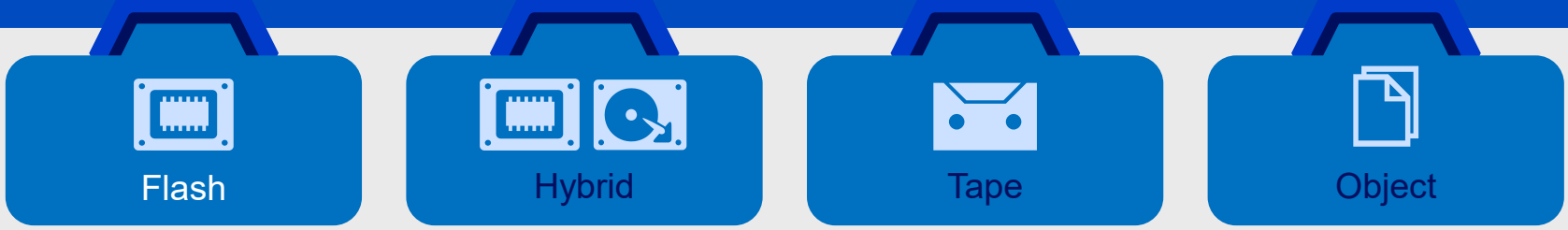


Create a competitive advantage with a unified SDI vision

New Workloads

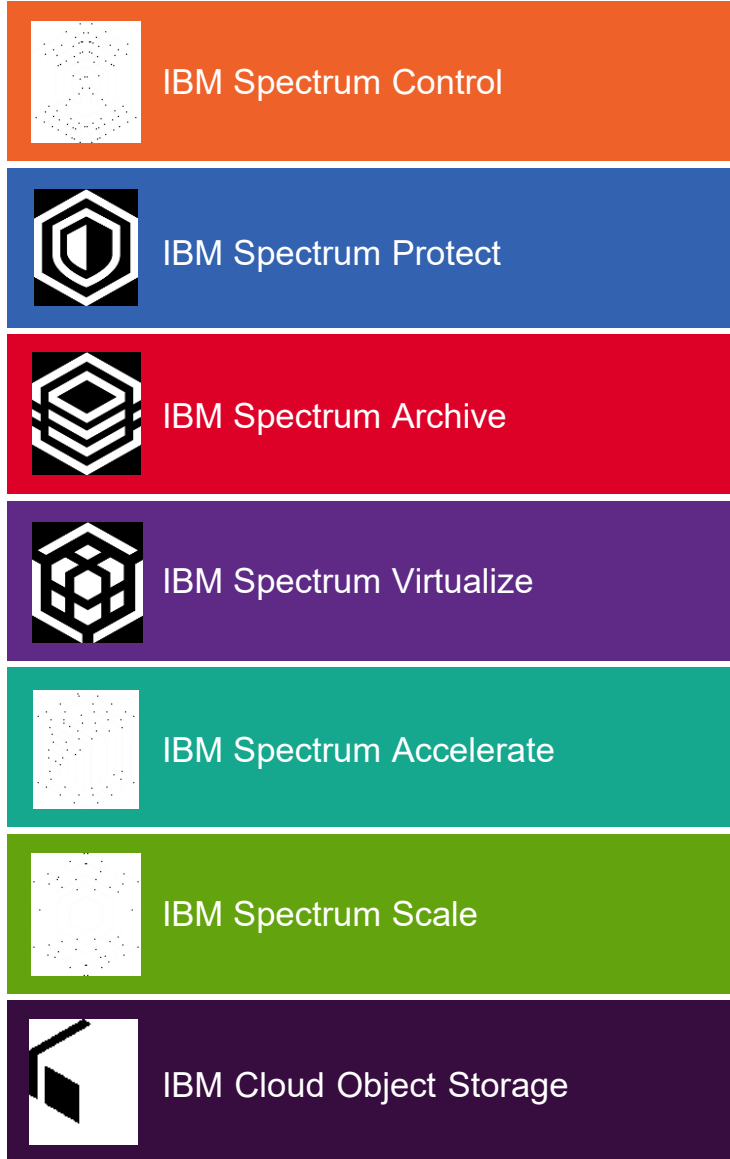


Optimized Data



IBM Spectrum Storage Suite

Complete Value to Drive Cost Efficiency and Total Management



Simplified and predictable licensing model for entire IBM Spectrum Storage family

- **Simplify financial planning**
 - Straightforward per-TB pricing for the entire suite
 - Pricing related to storage capacity, regardless of storage use
 - Savings up to 40% compared with licensing offerings separately
- **Support business growth and changing requirements**
 - No software licensing hassle when migrating from one storage or data type to another
 - No unexpected charges when using new capabilities
- **Enable rapid testing and deployment of new business solutions**
 - No delay while necessary software is acquired
 - No-charge usage of software for non-production use
- **Improve productivity and reduce error**
 - Consistent user interface across all offerings
- **Simplify support with all SDS solutions from IBM**



Utilization improvement Transform Customer's Legacy Storage to Cloud Storage

Spectrum Virtualize - Offers storage virtualization of over 300 different flash and disk systems

Allows you to

- Pack more data onto the physical disks you own
- choose lower cost disk arrays
- adopt new storage technology more quickly
- implement ultra high availability using any type of physical storage
- save money on software licensing costs



Spectrum Virtualize

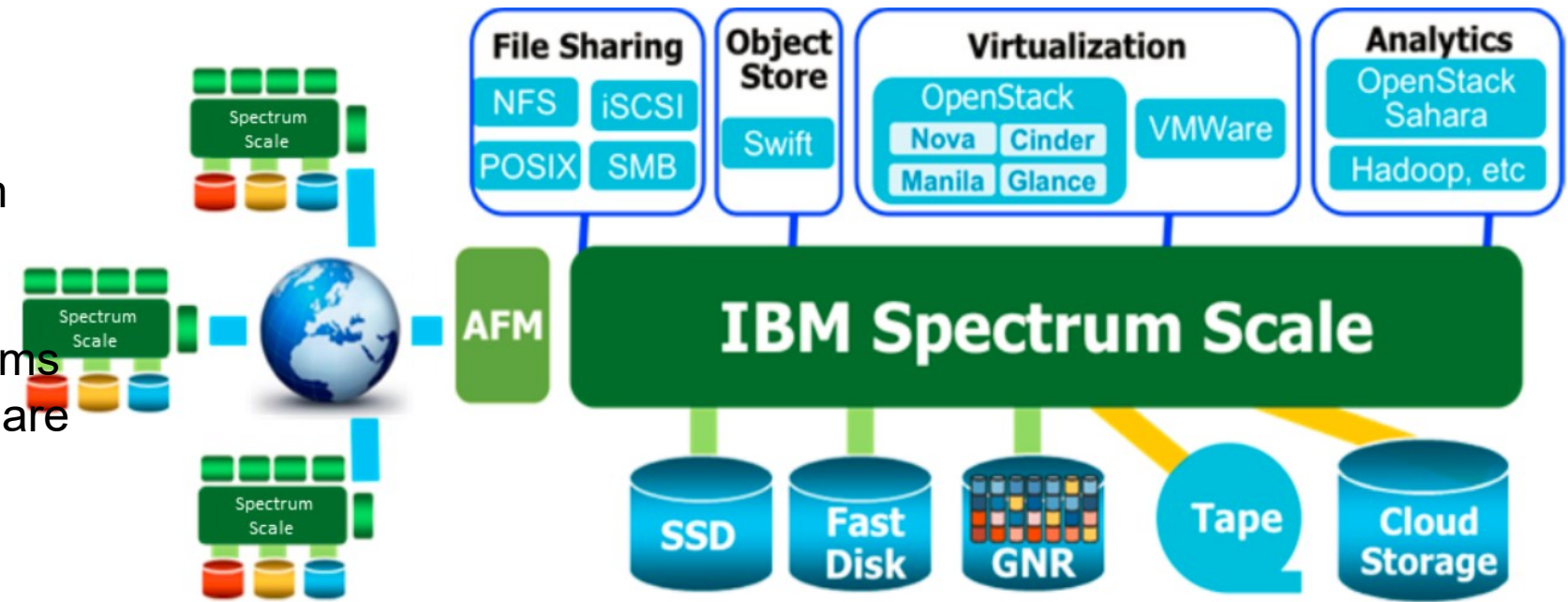
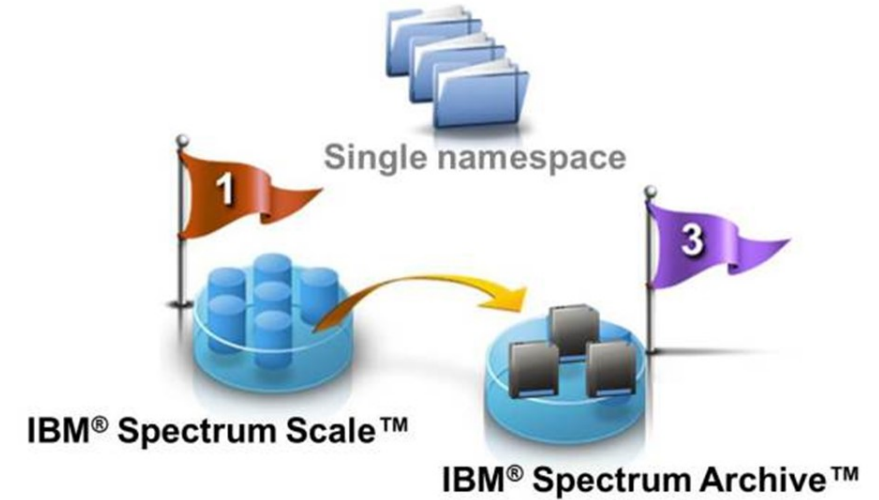


Cost Reduction

- More than 80% of data stored by customers will never be accessed.
- Cost of data storing can be reduced by moving data to the cheapest possible media.
- Cheapest media so far is tape.

There are two major obstacles:

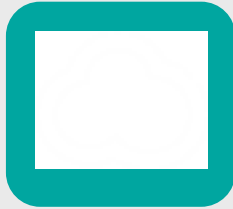
- Tape is linear – difficult to incorporate in to storage random access infrastructure
- **Spectrum Archive** is incorporating tape to file systems
- It is difficult to detect which data are unlikely to being accessed.
- **Spectrum Scale** performs Policy-based data placement



The IBM Spectrum Family difference



Built using technologies proven in over fifty thousand client deployments



Flexible deployment on cloud, as appliance, and as software on client choice of hardware



Complements and transforms existing infrastructure to support next generation applications



Comprehensive family of offerings addresses full range of software defined storage & compute requirements



From the #1 provider of SDI solutions

Conclusion:

Software Defined Storage can help you improve Your storage utilization and reduce Your storage cost

IBM is best suitable to help You