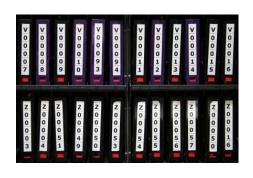
#### **Fujifilm 2014 IT Executive Summit**

## Even if Disk Were Free, You'd Still Want Tape







# **About George Crump**

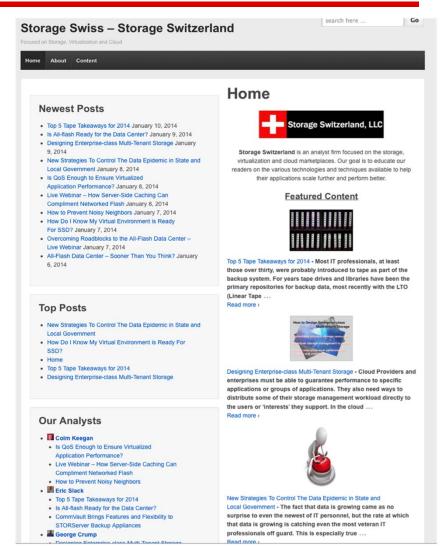


- Founder of Storage Switzerland and its lead analyst
- Areas of expertise include performance optimization and data protection
- Recognized for his talks, white papers and ChalkTalk videos on such current technology as all-flash arrays, SSDs and software-defined storage
- He has 25 years of experience designing storage solutions for data centers across the US

# **Background**

- Analyst firm focused on storage, cloud and virtualization
- Knowledge of these markets is gained through product testing and interaction with users and suppliers
- The results of this research can be found in the articles, videos, webinars, product analysis and case studies on our web site:

http://storageswiss.com



# The Disk Backup/Archive Pitch

- Disk is faster than tape
- Disk is more scaleable than tape
- Disk is more reliable than tape



- Disk is more transportable than tape
- Disk is more cost effective than tape



# What if Disk Were Free? There is More To It Than Spindles



# The Disk Backup/Archive Tax

The Disk "System" Is Not Free

Space, Power and Cooling Is Not Free

Deduplication is Not Free

• 8TB Drive Rebuilds Are Not Free

Data Protection is Not Free

The Cloud is Not Free

# What if Disk Were Free? Disks Don't Just Plug Into a Switch



# The System Wouldn't Be

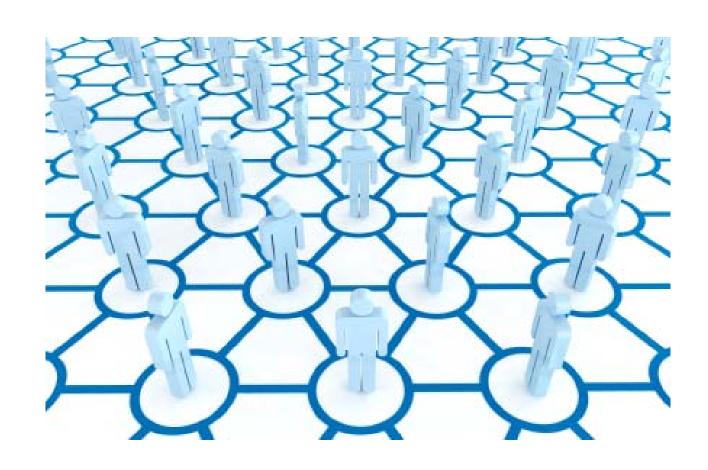
# What if Disk Were Free? The Space, Power and Cooling Problem



## The Space, Power and Cooling Problem

"Storage May Scale-Out, Data Centers Don't"

# **The Deduplication Problem**



# **The Deduplication Problem**

#### **Drive Rebuilds Aren't Free**



#### **Drive Rebuilds Aren't Free**







## So What Should We Do With Disk?







# What if Disk Were Free? The Cloud Will Save Us All!



# What if Disk Were Free? The Cloud Will Save Us All????



# **Questions?**



# **Questions?**

### Thank you!



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