Information On Demand – IBM System Storage Software Strategy and Vision

Tivoli Spring Update – 18th May 2006

Rob Hockey
Tivoli Storage & TotalStorage Software, North East Europe

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Agenda

- **Storage Management Challenges**
  - **Volume of Data, Variety of Information, Velocity of Change**
- **Introducing Information On Demand**
- **Information Assets and Systems**
  - **The Foundation for Information On Demand**
- **How Information On Demand Can Help**
- **Information On Demand in the Real World**

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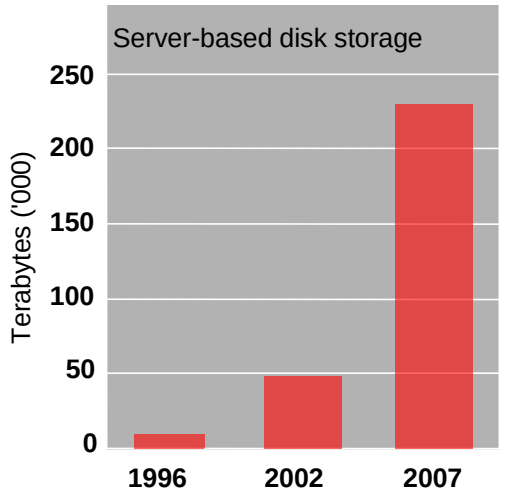
Storage Management Challenges
Volume of Data

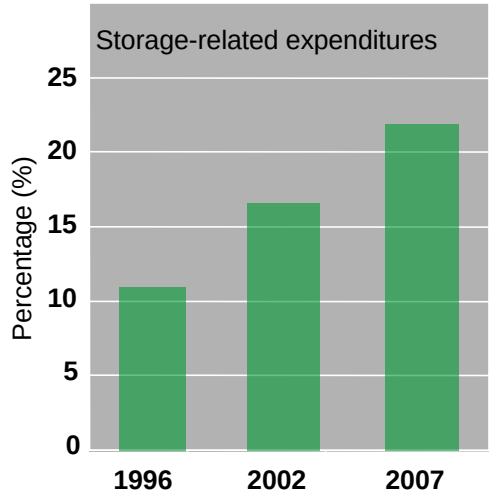
- **Print, film, magnetic, and optical storage media produced about 5 Exabytes of new information in 2002**
  - **1 Exabytye = 1,000,000,000,000,000,000 or 1018 bytes**
  - **2 Exabytes: Volume of information generated in 1999**
  - **5 Exabytes: All words ever spoken by human beings**
- **We estimate that the amount of new information stored on paper, film, magnetic, and optical media has about doubled in the last three years**
- **92% of the new information was stored on magnetic media, mostly in hard disks**
  - **Film represents 7% of the total, paper 0.01%, and optical media 0.002%**
- **Email generates about 400,000 Terabytes of new information each year worldwide**

Source: How Much Information? University of California, Oct 2003

Disk storage is growing rapidly



Storage-related expenditures, as a % of IT budgets, is also growing rapidly



Source: International Technology Group, Sep 2003

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Storage Management Challenges

Variety of Information

60% + of CEOs: Need to do a better job capturing and understanding information rapidly in order to make business decisions

Only 1/3 of CFOs believe that the information is easy to use, tailored, cost-effective or integrated

85% of information is unstructured

30-50% of design time is copy management

42% of transactions are still paper-based

30% of people's time: searching for relevant information

79% of companies: have 2 + repositories… 25%: have 15 +

40% of IT budgets may be spent on integration

The average billion-dollar company:
48 disparate financial systems
2.7 ERP systems

Sources: IBM & Industry Studies, Customer Interviews

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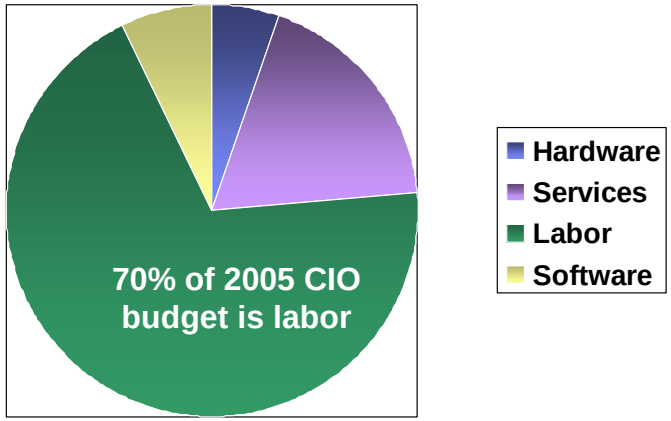
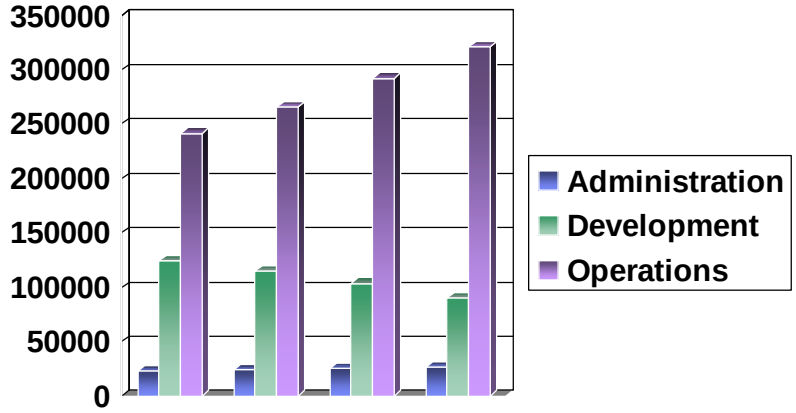
Storage Management Challenges
Velocity of Change

- 70% of CIO budget is labor
- Operations labor will be 73% of CIO labor budgets by 2008
- Application development will decline at -10% CGR to 2008



Source: IBM Commissioned IDC Study 1Q05



Source: Gartner Group, IT Spending & Staffing surveys

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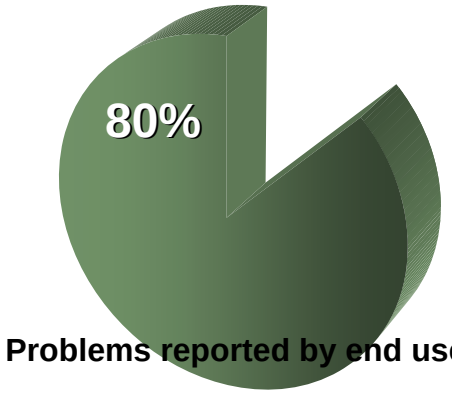
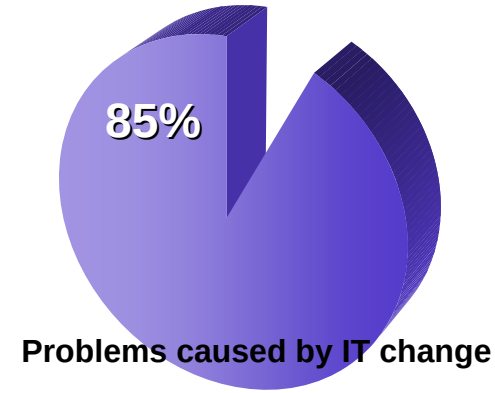
Storage Management Challenges
Velocity of Change

- 80% of IT problems are reported by end users
- 85% of IT problems are caused by IT staff changing something
- Even with increased IT spend on operations labor, the velocity of change is overwhelming IT's ability to provide good customer service





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Information On Demand

Information On Demand – Getting the right information to the right people or processes at the right time to act on emerging opportunities and competitive threats. Creating business value and reducing risk by integrating, analyzing and optimizing all types and sources of information throughout its life cycle.

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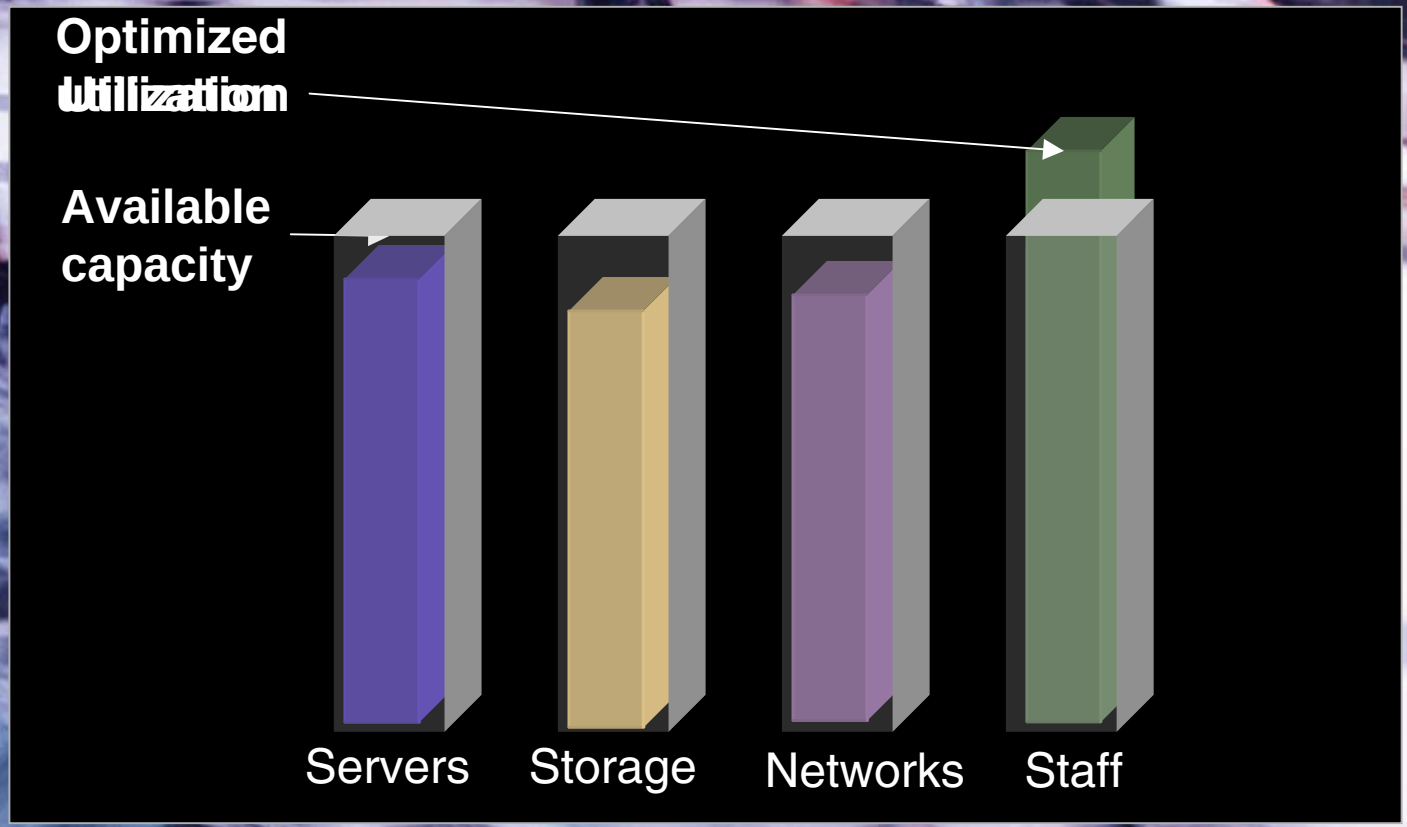
With Information On Demand…

We can optimize resource utilization



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Information On Demand

Supporting an On Demand business by getting the right information to the right people or processes at the right time to take the proper action

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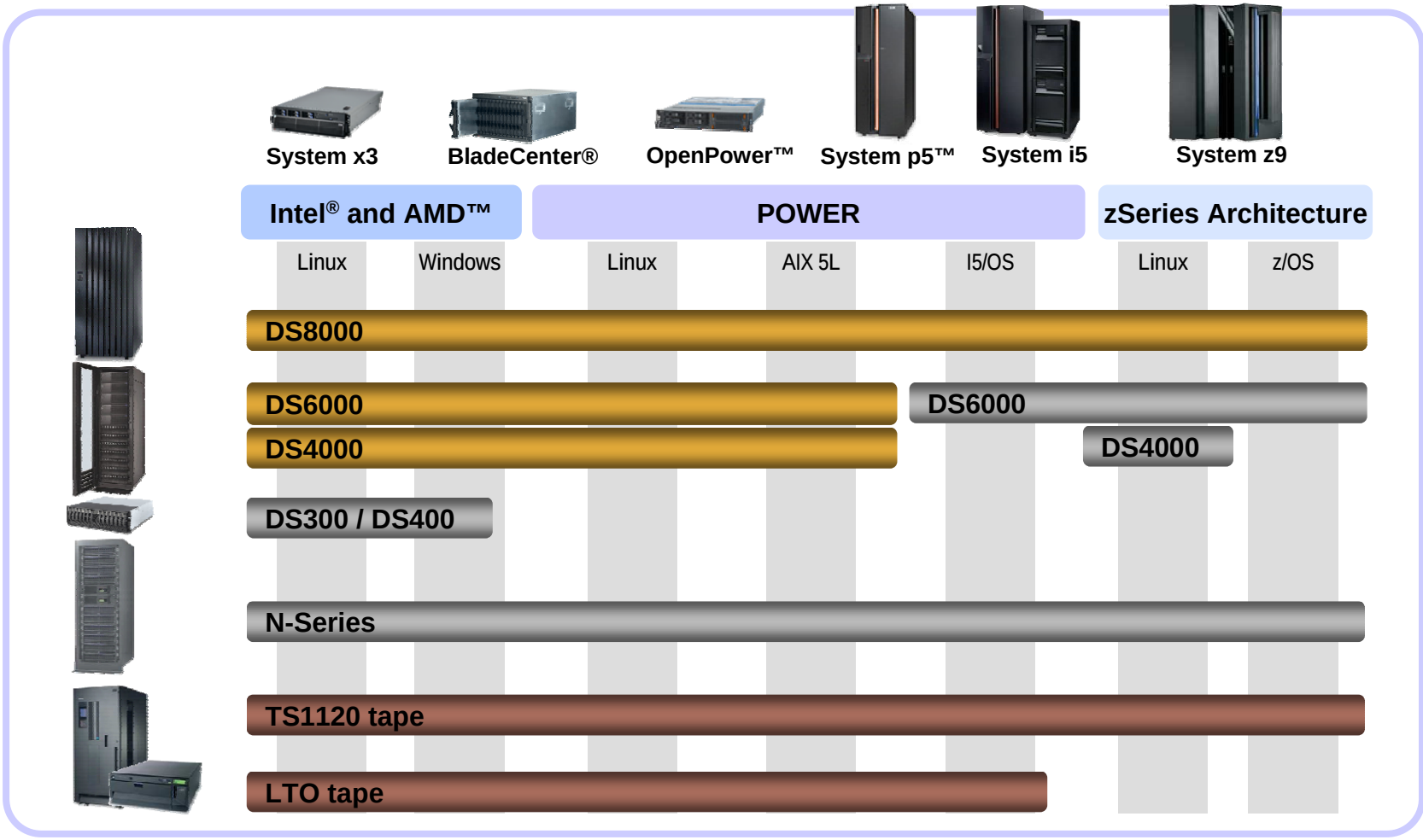
A foundation for Information On Demand…

Tiers of systems that match the value of information to system cost



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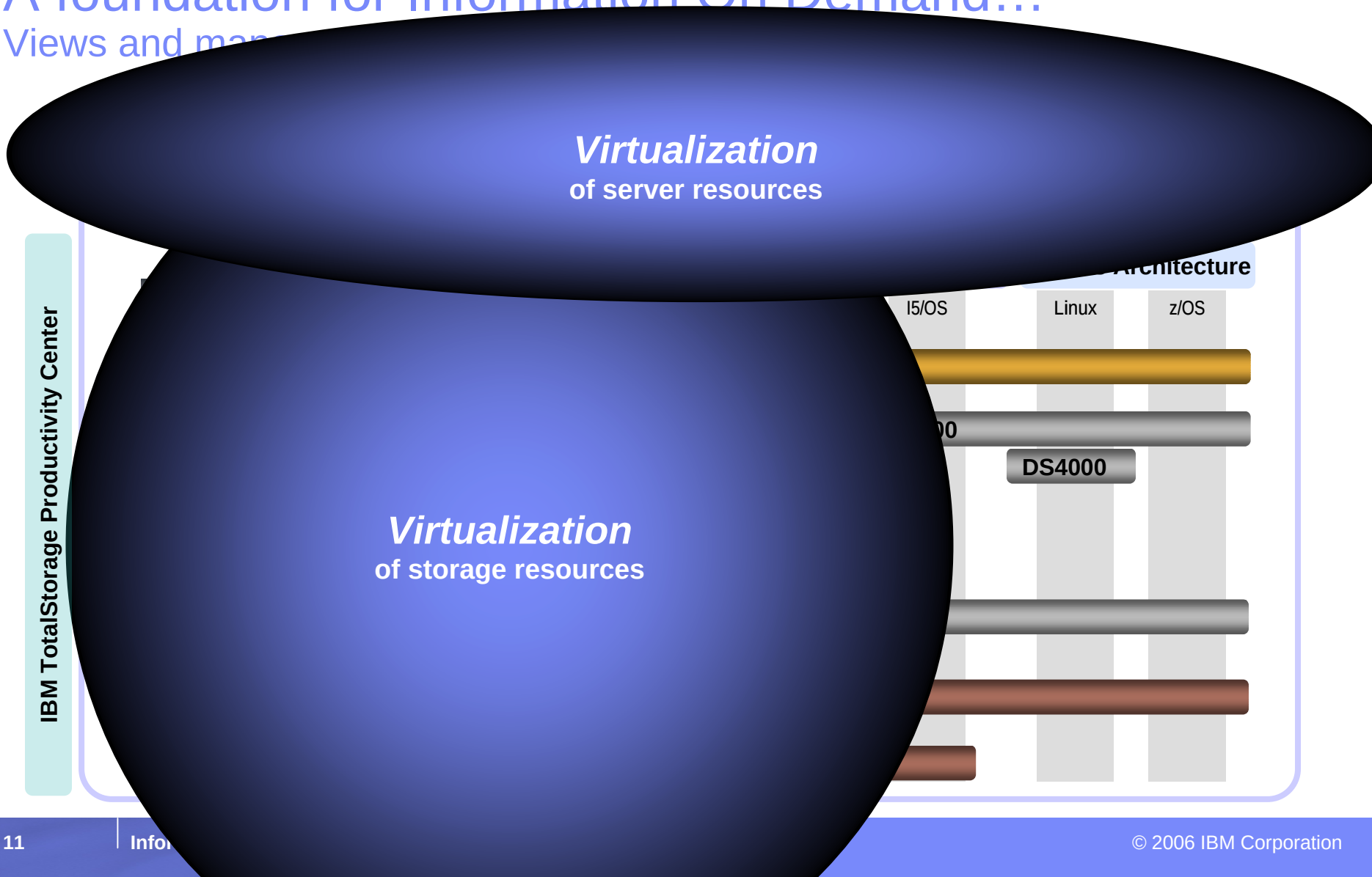
A foundation for Information On Demand…

Views and man



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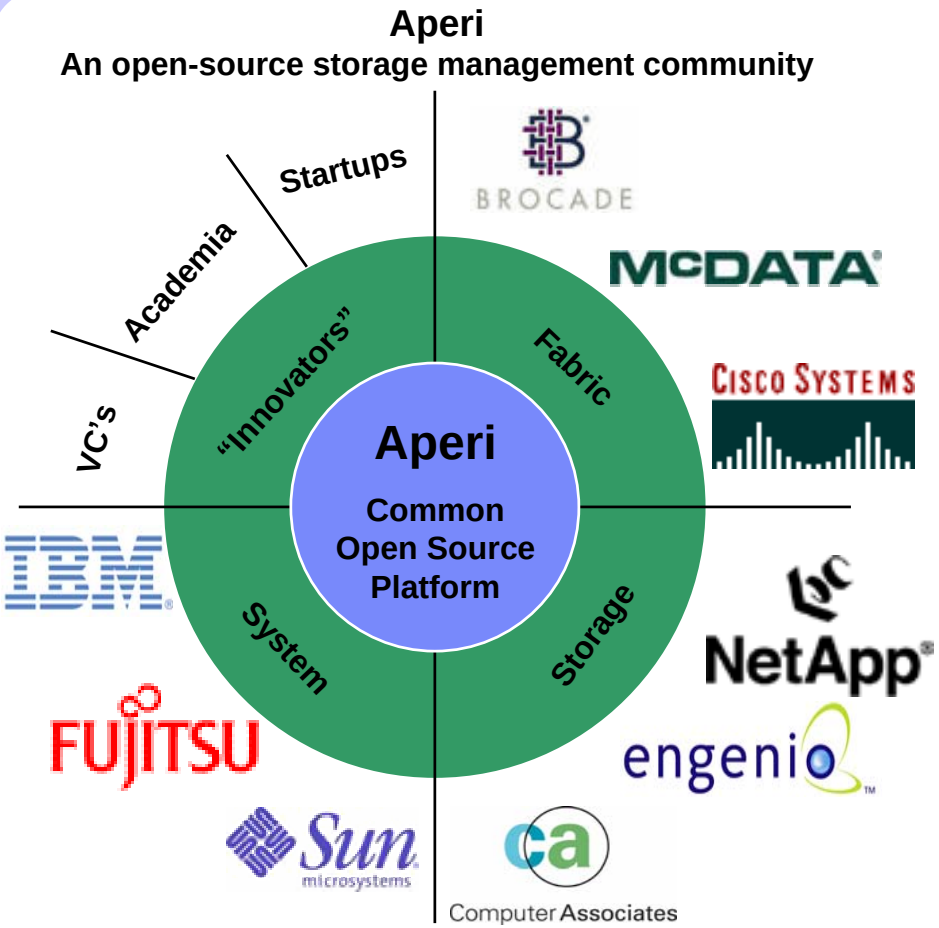
A foundation for Information On Demand…

Improves flexibility, ease of management and productivity



Initial members

Aperi's goal

- Delivers an open-source common management platform through the contribution and development of actual code.
- The common platform will implement SNIA's SMIS specification for management of heterogeneous devices.

SNIA

Targeted Benefits

- Improve speed to market of new advanced tools designed for ease of use
- Reduce the need for customers to replace storage management platforms when purchasing new hardware or software
- Encourage vendors to support industry standards for management in their hardware implementations

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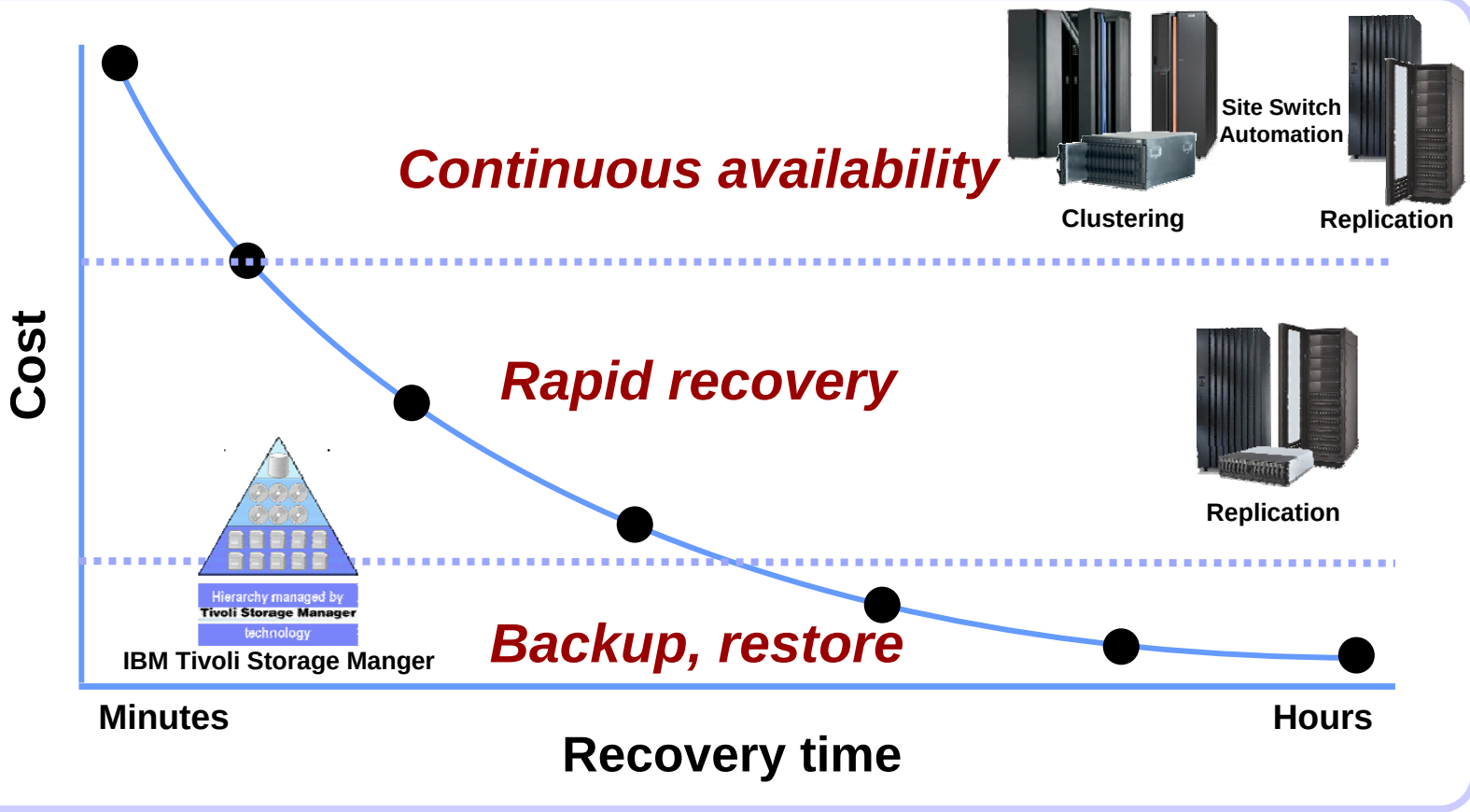
A foundation for Information On Demand…

Tiers of resiliency that match the value of information to the cost of business continuity



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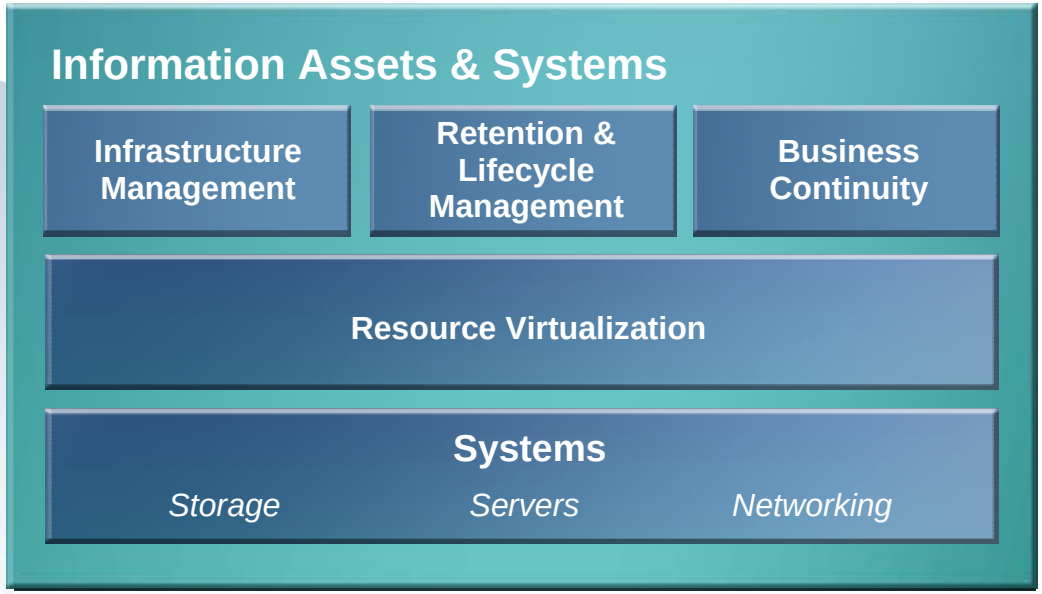
Information Assets and Systems

The foundation for Information On Demand

- **Based on System Imperatives**
  - **Collaborative Innovation**
  - **Openness**
  - **Virtualization**
  - **Technology Innovation That Matters**



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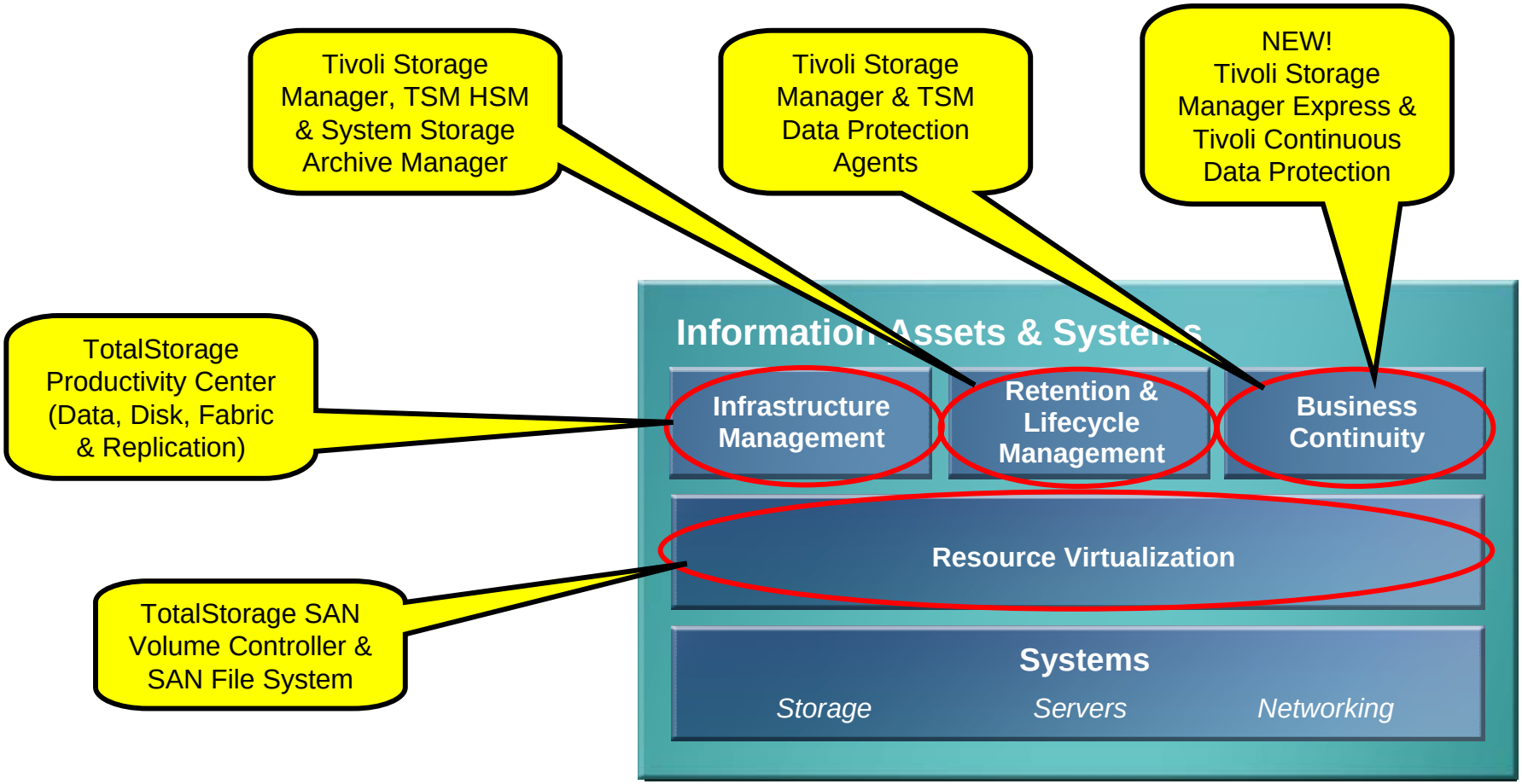
Information Assets and Systems

A Comprehensive Set of Solutions



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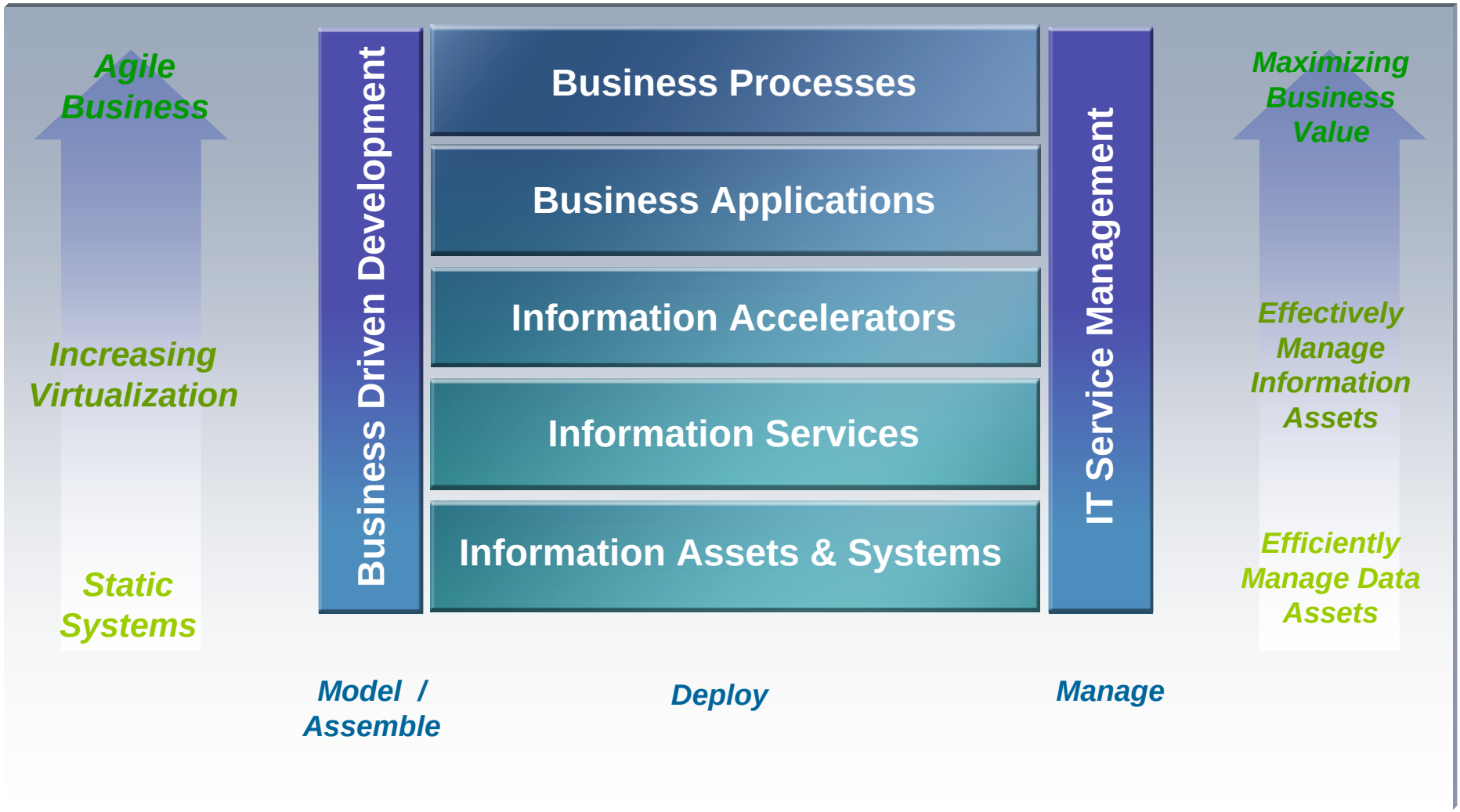
How Information On Demand Can Help



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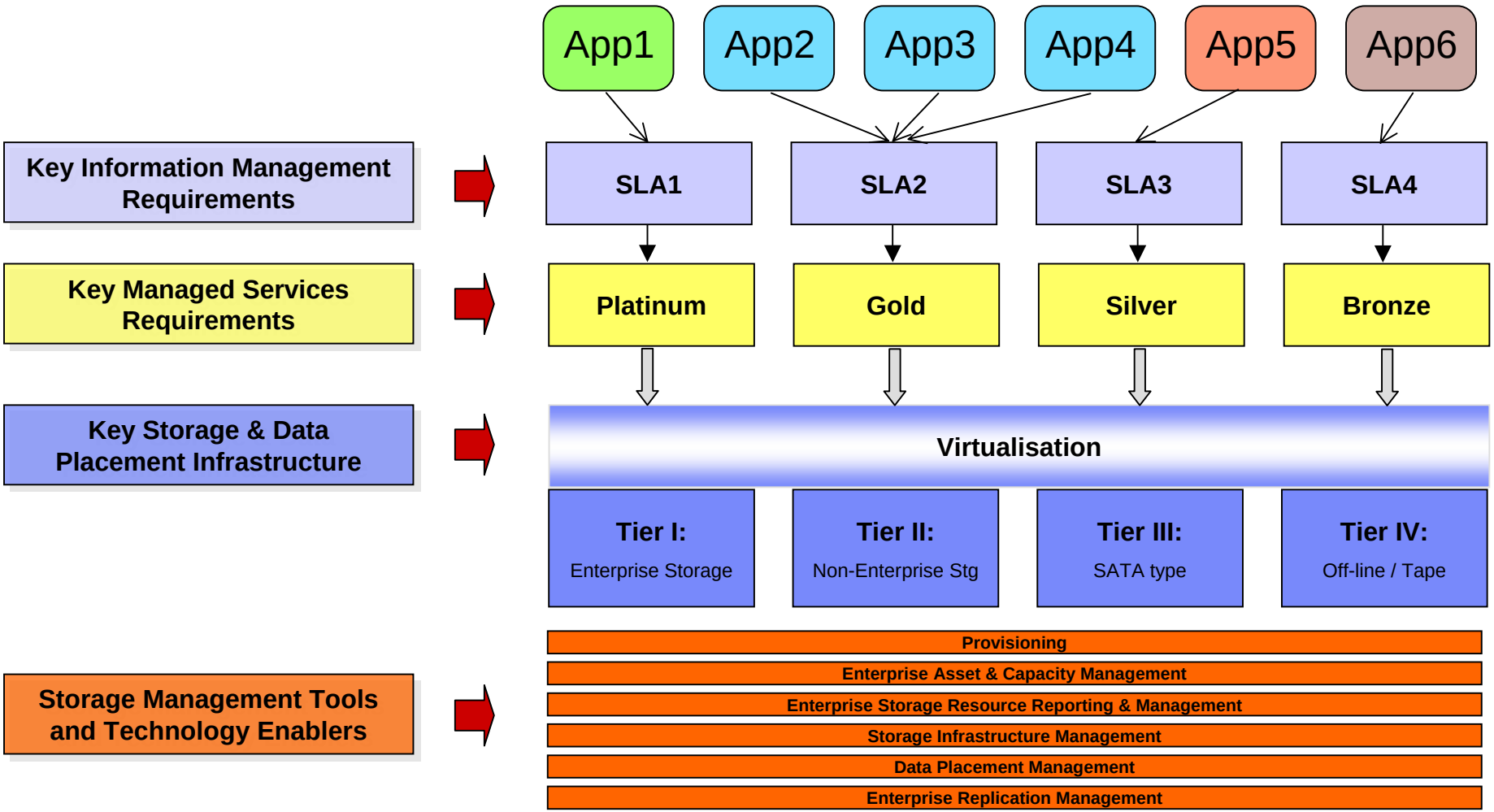
Information On Demand in the Real World



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Thank You

Questions?

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