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## The Server and StorageIO Update newsletter - Fall (September and October) 2013

Welcome to the Fall 2013 (joint September and October) edition of the StorageIO Update ([newsletter](#)) containing trends perspectives on cloud, virtualization and data infrastructure topics. It is fall (at least here in north America) which means conferences, symposium, virtual and physical events, seminars, webinars in addition to normal client project activities. Starting with [VMworld](#) back in late August, that event occurred in San Francisco which kicked off the fall (or back to school) season of activity. VMworld was followed with many other events including in-person along with virtual or on-line such as [webinars](#), [Google+ hangouts](#) among others, not to mention all the briefings for vendor product announcements and updates. Check out the industry trends perspectives articles, comments and blog posts below that covers some activity over the past few months.

### VMworld 2013

Congratulations to VMworld on the 10th anniversary of the event. With the largest installment yet of a [VMworld](#) in terms of attendance, there were also many announcements. [Here](#) are a synopsis of some of those announcements which of course included plenty of software defined marketing (SDM).

### CMG and Storage Performance

During mid-September I was invited to give an industry trends and perspectives presentation to the [Storage Performance Council \(SPC\)](#) board. The SPC board were meeting in the Minneapolis area and I gave a brief talk about Metrics that Matter and importance of context with focus on applications. Speaking of the Minneapolis area, Tom Becchetti ([@tbecchetti](#)) organized a great [CMG event](#) hosted over at Blue Cross Blue Shield of Minnesota. I gave a discussion around Technolutionary, technology evolution and revolution, using old and new things in new ways.

Check out our [downloads page](#) (Under the [resources](#) section on [StorageIO.com](#)) for various presentation, book chapter downloads and other content.

### SNW Fall 2013 Long Beach

Talking about traveling, there was a quick trip out to Long Beach for the fall 2013 edition of [Storage Networking World \(SNW\)](#) where I had some good meetings and conversations with those who were actually there. No need to sugar coat it, likewise no need to kick sand in its face. Plain and simple, SNW is not the event it used to be has been a common discussion theme for several years which I had set my expectation accordingly.

Some have asked me why I even spent time, money and resources to attend SNW?

My answer is that I had some meetings to attend to, wanted to see and meet with others who were going to be there, and perhaps even say goodbye to an event that I have been involved with for over a decade.

Does that mean I'm all done with SNW?

Not sure yet as will have to wait and see what SNIA and IDG/Computerworld the event co-owners and producers put together for future events. However there are enough other events and activities to pick up the slack which is part of what has caused the steady decline in events like SNW among others.

Perhaps it is time for SNIA to partner with another adjacent yet like-minded organization such as CMG to collaborate and try doing something like what was done in the early 2000s? That is SNIA providing their own seminars along with others such as myself who involved with both CMG, SNW and SNIA to beef up or set up a storage and I/O focused track at the CMG event.

Beyond those items mentioned above, or in the following section, there are plenty of interesting and exciting things occurring in the background that I cant talk about yet. However watch for future posts, commentary, perspectives and other information down the road (and in the not so distant future).

Enjoy this edition of the StorageIO Update newsletter.

Ok, nuff said (for now)

Cheers gs



## **Industry trends perspectives and commentary**

### **What is being seen, heard and talked about while out and about**

The following is a synopsis of some StorageIOblog posts, articles and comments in different venues on various industry trends, perspectives and related themes about clouds, virtualization, data and storage infrastructure topics among related themes.



[InfoStor](#): Perspectives on Data Dynamics file migration tool (Read more about StorageX later in this newsletter)

[SearchStorage](#): Perspectives on Data Dynamics resurrects StorageX for file migration

[SearchStorage](#): Perspectives on Cisco buying SSD storage vendor Whiptail

Recent StorageIO [Tips and Articles](#) in various venues:

21cIT: [Why You Should Consider Object Storage](#)

InfoStor: [HDDs Are Still Spinning \(Rust Never Sleeps\)](#)

21cIT: [Object Storage Is in Your Future, Even if You Use Files](#)

21cIT: [Playing the Name Game With Virtual Storage](#)

InfoStor: [Flash Data Storage: Myth vs. Reality](#)

InfoStor: [The Nand Flash Cache SSD Cash Dance](#)

SearchEnterpriseWAN: [Remote Office / ROBO backup and data protection for networking Pro's](#)

TheVirtualizationPractice: [When and Where to use NAND Flash SSD for Virtual Servers](#)

FedTech: [These Data Center \(DCIM\) Tools Can Streamline Computing Resources](#)



Recent StorageIO blog post:

[Seagate Kinetic Cloud and Object Storage I/O platform \(and Ethernet HDD\)](#)

[Cloud conversations: Has Nirvanix shutdown caused cloud confidence concerns?](#)

[Cisco buys Whiptail continuing the SSD storage I/O flash cash cache dash](#)

[WD buys nand flash SSD storage I/O cache vendor Virident](#)

[EMC New VNX MCx doing more storage I/O work vs. just being more](#)

[Is more of something always better? Depends on what you are doing](#)

[VMworld 2013 Vmware, server, storage I/O and networking update \(Day 1\)](#)

[EMC ViPR software defined object storage part II](#)

Check out our [objectstoragecenter.com](#) page where you will find a growing collection of information and links pertaining to cloud and object storage themes, technologies and trends.



StorageIO in Europe (Netherlands)

Spent over a week in the Netherlands where I presented [three different seminar workshop sessions](#) organized by [Brouwer Storage Consultancy](#) who is celebrating their 10th anniversary in business. These sessions spanned five full days of interactive discussions with an engaged diverse group of attendees in the Nijkerk area who came from across Holland to take part in these

workshops.

Congratulations to Gert and Frank Brouwer on their ten years of being in business and best wishes for many more. Fwiw those who are curious StorageIO will be ten years young in business in about two years.



Some observations from while in Europe:

Continued cloud privacy concerns amplified by NSA and suspicion of US-based companies, yet many are not aware of similar concerns of European or UK-based firms from those outside those areas. While there were some [cloud concern conversations over the demise of Nirvanix](#), those seemed less so then in the media or US given that at least in Holland they have seen other cloud and storage as a service firms come and go already. It should be noted that the US has also seen cloud and storage as a service startups come and go, however I think sometimes we or at least the media tends to have a short if not selective memory at times.

In one of our workshops sessions we were talking about service level objectives (SLO), service level agreements (SLA), recovery point objectives (RPO) and recovery time objectives (RTO) among other themes. Somebody mentioned why the focus of time in RPO and questions why not a transactional perspective which I thought was a brilliant question. We had a good conversation in the group and concurred that while RPO is what the industry uses, that there also needs to be a transactional state context tie to what is inferred or assumed with RPO and RTO. Thus the importance of looking beyond just the point in time, however the importance of a transactional context or state, such as not just the time, however to a given transactional point.

Note that transactional could mean database, file system, backup or data protection index or catalog, meta data repository or other entity. This is where some should be jumping up and down like Donkey in Shrek wanting to point out that is exactly what RTO and RPO refer to which would be great. However all to often what is assumed is not conveyed, thus those who don't know, well, they assume or simply don't know what others.



[Data Dynamics StorageX 7.0 Intelligent Policy Based File Data Migration](#) - There is no such thing as a data or information recession . Likewise, people and data are living longer as well as getting larger. These span various use cases from traditional to personal or at work productivity. From little to big data content, collaboration including file or document sharing to rich media applications all of which are leveraging unstructured data. For example, email, word processing back-office documents, web

and text files, presentations (e.g. PowerPoint), photos, audio and video among others. These macro trends result in the continued growth of unstructured Network Attached Storage (NAS) file data.

Thus, a common theme is adding management including automated data movement and migration to carry out structure around unstructured NAS file data. More than a data mover or storage migration tool, Data Dynamics StorageX is a software platform for adding storage management structure around unstructured local and distributed NAS file data. This includes heterogeneous vendor support across different storage system, protocols and tools including Windows CIFS and Unix/Linux NFS. (Disclosure [DataDynamics](#) has been a StorageIO client). Visit Data Dynamics at [www.datadynamicsinc.com/](http://www.datadynamicsinc.com/)



## StorageIO activities (out and about)







### Seminars, symposium, conferences, webinars






### Live in person and recorded recent and upcoming events

## Announcing: Backup.U brought to you by Dell

Some on-line (live and recorded) events have include an ongoing series tied to data protection (Backup/restore, HA, BC, DR and Archiving) called Backup.U organized and sponsored by Dell Data Protection Software that you can learn more about at the landing page [www.software.dell.com/backupu](http://www.software.dell.com/backupu) (more on this in a future post). In addition to [data protection](#), some other events and activities including a BrightTalk webinar on storage I/O and networking for cloud environments ([here](#)).

In addition to the above, the 2013 StorageIO [calendar](#) continues to evolve, here are some recent and upcoming activities.

November 19, 2013		Data Protection for Virtualization 201	Backup.U Google+ hangout
November 5, 2013		Data Protection for Virtualization 101	Backup.U Online Webinar
October 22, 2013		Data Protection for Applications 201	Backup.U Google+ hangout
October 8, 2013		Data Protection for Applications 101	Backup.U Online Webinar
October 3 and 4, 2013		Storage Decision Making	Nijkerk Holland Netherlands
October 2,		Data Storage Industry Trends, whats new, hot and hype	Nijkerk Holland

2013			<a href="#">Netherlands</a>
September 30 - October 1, 2013		<a href="#">Modernizing Data Protection - Moving Beyond Backup</a>	<a href="#">Nijkerk Holland Netherlands</a>
September 24, 2013		Backup.U - Presenting and Google+ Hangout: Data Protection Fundamentals 201	<a href="#">Backup.U Google+ hangout</a>
September 19, 2013		Presenting - Technolutianary – Technology Evolution and Revolution Enabling your new ROI (Return On Innovation) using new and old things in new ways	<a href="#">Eagan, MN 10AM CT View full Agenda here</a>
September 18, 2013		Presenting: Storage I/O and networking implications for implementing private, hybrid and community clouds	<a href="#">Online 11AM PT</a>
September 17, 2013	Private	Storage and I/O Performance	<a href="#">Minneapolis Area</a>
September 10, 2013		Backup.U - Presenting: Data Protection Fundamentals 101	<a href="#">Backup.U Online Webinar</a>

[Click here](#) to view other upcoming along with earlier event activities. Watch for more 2013 events to be added soon to the [StorageIO events calendar page](#). Topics include data protection modernization (backup/restore, HA, BC, DR, archive), data footprint reduction (archive, compression, dedupe), storage optimization, SSD, object storage, server and storage virtualization, big data, little data, cloud and object storage, performance and management trends among others.

Vendors, VAR's and event organizers, give us a call or send an email to discuss having us involved in your upcoming pod cast, web cast, virtual seminar, conference or other events.

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