Information Technology Industry Analysts
StorageIO Advisory and Consultancy

The Server and StorageIO spring 2012 News letter - May 21, 2012

Welcome to the spring 2012 edition of the Server and StorageIO Group (StorageIO) news letter. You can find previous editions of the StorageIO news letter here. This StorageIO news letter contains links to various blog posts, videos, audio, interviews and commentary on IT industry technologies trends and related topics.

Winter has come and gone and it has also been a very busy spring. I have been busy with various projects, research, advisory consulting assignments, attending as well as presenting at different events in addition to covering and commenting on industry activity.

Check out the recent and popular StorageIO blog posts below that include industry trends, perspectives and more on various topics, themes and technology announcements along with what I'm hearing and seeing while out and about..

Enjoy this edition of the StorageIO news letter, have a safe and happy holiday season and I look forward to touching base with you again soon.

Cheers gs

Industry trends perspectives and activity commentary

Thoughts and perspectives so far for spring 2012::

- Big data is not BS, however there is plenty of marketing hype, FUD and confusion
- Growing awareness around clouds and information privacy. In Europe there is concern over U.S. Patriot act and what that means for information privacy.
- People and data are living longer while data life-cycles are also changing.
- Tape marketers have woken up and started to spend or invest in their efforts which is resulting in more coverage. Check out tapeisalive.com to see how tape is coexisting and evolving with other technologies as part of tiered storage.
- Industry adoption of SSD (that is talking about it) continues to increase as does customer deployments (actually using it).
- Awareness around SSD program/erase (P/E) cycles or duty-cycle and wear/tear continues at the same time vendors are addressing

StorageIO Commentary and in the news

StorageIO regularly provides commentary and industry trends perspectives to press, media, journalist, writers and bloggers.

Internetevolution: The Hybridization of IT
ChannelProSMB: Hybrid Hard Disk Drives (HHDD)
SearchSolidStateStorage: Comments SSD marketplace
Infostor: Comments on storage and IO metrics and benchmarks
InfoStor: Comments storage appliances
Biztech: Comments cable management
HP Around the Storage Block: Comments on clouds convergence
InfoStor: Comments on cloud backup solutions
SearchDataCenter: Couds, convergence and IBM PureSystems
InfoStor: Comments on SSD approaches and opportunities
NetworkComputing.com: Quantum, virtual server cloud backup
SearchDataBackup.com: Quantum backup and cloud support
Dell.com: Comments on virtualization for data protection
ITknowledgeexchange: Symantec and Veeam backup litigation
Infostor: Startups to address your storage virtualization problems
HP.com: Comments on cloud backup and data protection
InfoStor: Storage wishes for 2012
EnterpriseStorageForum: The year in storage forward and back
InfoStor: Comments on storage startups
Dell: Game plan for better backup, BC and DR
SearchServerVirtualization: Virtualization enabling BC and DR

Journalist, editors, media, writers and bloggers need support for your story, column, video, pod cast or project? Contact us at info@storageio.com or via telephone at +1 651-275-1563 and indicate your timeline or deadline so that we can best facilitate your needs.

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Seminars
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Web casts

flash endurance. Speaking of confidence in SSDs, I've recently installed a 240GB model in my primary laptop while using Hybrid Hard Disk Drives (HHDD) in my other systems.

- 6Gb/s SAS continues to gain momentum as the both a server to storage interface, as well as for attaching SSD and HDDs to storage systems. In addition to to 6Gb/s, 2.5" Small Form Factor (SFF) SSD and HDDs also continue to gain momentum at both the high-end and entry level of server and storage solutions.
- Speaking of SAS, 12Gb/s SAS devices are now appearing in the market for vendor qualifications to meet the need for speed.
- I'm continuing to talk with people and hear of others who are using more than one hypervisor (e.g. tiered hypervisors) in their environments, a trend first mentioned here a couple of years ago. The objective is similar to that of tiered servers, tiered storage or networks which is flexibility, keeping options open and competition between vendors.
- Continued growing awareness around virtualization life beyond consolidation themes where focus is on agility, flexibility vs. how many VMs per PM. Not everything can be consolidated in the same way, however many applications can be virtualized.
- Realization that storage optimization is about time (performance), availability, space (capacity), energy and economics.
- Charge back vs. show back, one involves an invoice, the other is about awareness and having insight into your environment.
- Storage and IO Metrics matter, which ones are applicable depends on your needs and environment.
- The best IO is the one that you do not have to do, the second best IO is one that can be resolved close to the application. Hence the importance and relevance of locality of reference. Read more here.
- It is time to modernize data protection expanding focus to the source of problems vs. treating the symptoms including swapping out media. Find and fix the problems, remove complexity and cost.
- Data footprint reduction (DFR) awareness continues to expand from down stream target based with dedupe to across all tiers of storage and data using different techniques. These techniques include Archive, real-time compression, dedupe, thin provisioning and storage tiering among others. This also means using different metrics such as rates as well as ratios.

Events and Activities

The 2012 activities calendar is well underway building on a very busy 2011. View recent and upcoming activities at the events page.

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 in person event.

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Industry Trends and Perspectives Polls and surveys

The following are a collection of on-going industry trends and perspectives poll's pertaining to server, storage, IO, networking, cloud, virtualization, data protection (backup, archive, BC and DR) among other related themes and topics. In addition to those listed below, check out the comments section where additional poll's are added over time.

Here is a link to a poll as a follow-up to a recent blog post Are large storage arrays dead at the hands of SSD? (also check these posts pertaining to storage arrays and SSD and flash SSD's emerging role).

Poll: Are large storage arrays day's numbered?
Poll: What's your take on magnetic tape storage?
Poll: What do you think of IT clouds?
Poll: Who is responsible for cloud storage data loss?
Poll: What's your take on OVA and other alliances?
Poll: Who is responsible for, or preventing vendor lockin?
Poll: What is your take on EMC and NetApp on similar tracks or paths?
Poll: What do you see as barriers to converged networks?
Poll: Who are you?
Poll: Are converged networks in your future?
Poll: What do you think of IT clouds?

Note: Feel free to share, use and make reference to the above poll's and their results however please remember to attribute the source.

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Reports, articles, videos and tips

CDW.com: Data Center DCIM and IRM
CDW.com: Data Center Convergence

Watch for more on these and other related topics and themes in the weeks and months to come.

Popular and New Blog Posts

Post: What is the best kind of IO?
Post: Why SSD arrays & appliances can be good
Post: Are large storage arrays nearing their end?
Post: 2012 industry perspectives & predictions
Post: More storage and IO metrics that matter
Post: More Storage IO momentus HHDD and SSD
Post: Is SSD dead? No, some vendors might be
Post: IT & storage economics 101, supply demand
Post: Optimize Storage Performance and Capacity
Post: Are Hard Disk Drives (HDDs) getting too big?
Post: Is social media & networking a waste of time?
Post: AWS (Amazon) storage gateway impressions
Post: Clarifying Clustered Storage Confusion
Post: Clouds are like Electricity: Dont be Scared
Post: Congratulations IBM for XIV SPC results
Post: Data Center Bottlenecks Issues and Impacts
Post: EMC VFCache SSD & intelligent caching
Post: EMC VPLEX: Virtual Storage
Post: Going dutch and Spring 2012 activities
Post: Hard product vs. soft product
Post: I/O Virtualization (IOV) Revisited
Post: IBMs Storwize the V7000 and DFR
Post: If March 31st is backup day, dont be fooled
Post: IT Optimization, efficiency, convergence
Post: Measuring Windows performance
Post: Part I: PureSystems from big blue
Post: Poll: What Do You Think of IT Clouds?
Post: Researchers dont agree on future of SSD
Post: A Storage I/O Momentus Moment
Post: StorageIO books added to Intel Reading Lists
Post: Blame game: Does cloud result in data loss?
Post: Two companies on parallel tracks
Post: Unified storage systems showdown

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What's new?

Books added to Intel Recommend Reading List
Both "Cloud and Virtual Data Storage Networking" (CRC Press) and "The Green and Virtual Data Center" (CRC Press) have been added to the Intel Recommended Reading List for developers.
Learn more here.

New venues where you can find StorageIO
In addition to the long list of venues (see news, tips and articles) where StorageIO content appears, some new sites including 21st century IT (21cit.com) and The IT pro (theitpro.com) have been added. A

Infostor: Metrics That Matter: Getting Started
21cit.com: Changing Data Lifecycles - Part 1
21cit.com: Changing Data Lifecycles - Part 2
21cit.com: No Thing as an Information Recession
theitpro.com: Situational Awareness for Cloud
theitpro.com: Cloud: One Size Won't Fit All
BizTechmagazine.com: Cable management
Cisco.com: Removing barriers to convergence
Edtech: 5 Practical E-Mail Archival Strategies
Various Video and audio podcast

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new series has been started on the InfoStor site along with several guest posts over at the Virtualizaiton Practice site.

Down load items page

If you have not done so, check out the down load items page (found under the resources tab on menu bar) where you will find items including presentations, book chapter excerpts and other material.

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Thank you for taking time to read the spring 2012 StorageIO news letter