StorageIO **Information Technology Industry Analysts Advisory and Consultancy**

Welcome to the Server and StorageIO Group Newsletter

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Spring 2010 Edition (April 7, 2010)

Welcome to the spring 2010 edition of the Server and StorageIO Group (StorageIO) news letter. This edition follows the inaugural issue (Winter 2010) incorporating some (more will be incorporated into future editions) of the feedback and suggestions as well as building on the fantastic responses received from viewers.

A couple of enhancements included in this issue (marked as New!) include a Featured Related Site along with Some Interesting Industry Links. Another enhancement based on feedback is to include additional comment that in upcoming issues will expand to include a column article along with industry trends and perspectives some of which are addressed by blog posts shown below.

Thank you to everyone who sent comments and feedback to help continuously improve this newsletter Needless to say, I look forward to hearing your continued comments and feedback.

Cheers gs

Greg Schulz
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Feature Article
Watch this space in upcoming issues for feature article, commentary, industry perspective material. For example, some of the things that Im working on includes among others.

- Public and private IT cloud resources
- IT resource metrics and measurements
- Performance and capacity planning topics
- HA, BC/DR and data protection items
- Data footprint reduction including dedupe
- Tiered hypervisors and tiered data protection
- Server, storage and I/O virtualization
- Server, storage and network convergence
- FCoE/DCB, SSD, SAS, NAS, VMware & HyperV

For example, IT cloud resources including compute, storage and software as a service (SaaS) are popular topics garnering plenty of discussion and coverage. However, what is the view or sentiment of those either deploying, managing, architecting or acquiring cloud related technologies.

An ongoing StorageIOblog poll shows that while there are some who are completely on the cloud bandwagon (cheerleaders), there are also those who are not (cynics and naysayers). Not surprisingly, the majority however are in the category of see a place for cloud where applicable or in a complement mode, need to understand more beyond the hype, some even scared however willing to learn more.

StorageIO In Commentary and in the News

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

StorageSoup: Comments on Avnet buying Bell
SearchITChannel: Comments on Avnet buying Bell
EnterpriseStorageForum: Comments on Converged SAN and NAS
InternetEvolution: Comments on Healthcare IT impact
EnterpriseStorageForum: Comments on starting a career in storage
SearchStorage: Comments on ATAoE as iSCSI alternative
SearchServerVirtualization: Comments on FCoE
SearchStorage: Comments on SAS SSD
MotherEarthNews: Comments on Greenpeace and Facebook
SearchSMBStorage: Comments on removable storage
SearchSMBStorage: Comments on NAS for mid-sized business

Journalist, editors, media, writers and bloggers need support for your story, column 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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Upcoming Events
The following are some of the upcoming events that StorageIO will be participating in. Visit the events page for a current list of activities and more information.
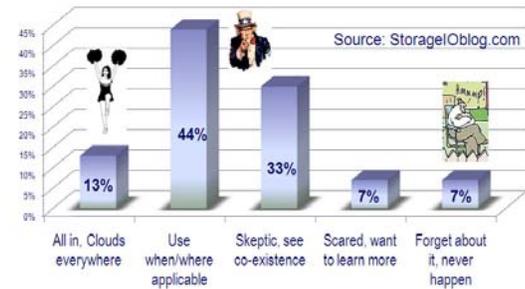
Date	Location	Activity	Topic
May 27, 2010	Indianapolis IN	Keynote	BC, DR and HA
May 11, 2010	Boston MA		EMC World
April 27, 2010	Mountain View, CA	Keynote	Virtual Data Centers
April 21, 2010	Philadelphia PA	Keynote	Storage Virtualization
April 20, 2010	Columbus OH	Keynote	Storage Virtualization
April 15, 2010	Chicago IL	Keynote	Storage Virtualization
April 14, 2010	Atlanta, GA	Keynote	Server Virtualization
April 14, 2010	Toronto ON	Keynote	Storage Virtualization
April 7, 2010	Boston, MA	Keynote	Server Virtualization
April 6, 2010	New York City, NY	Keynote	Server Virtualization
March 31, 2010	Irvine, CA	Keynote	Server Virtualization
March 26, 2010	Minneapolis, MN	Keynote	Cloud IT and Storage

>>> View additional details about upcoming and recent events here

Did You Know?

- Aggregation for consolidation can cause aggravation

Thus while the cheerleaders on one extreme and cynics on the other may make a lot of noise, I see the real opportunity and future deployment as well as business models catering to the skeptical yet interested 80% in the middle.

StorageIOblog poll on perceptions about Clouds

Funny how if you are not onboard with the crowd cloud cheerleaders some will label you as a cynic yet if you are not 100 percent against clouds the cynics may label you as a cheerleader.

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News and Announcements
News: StorageIO in top independent IT analyst ranking (via tweetlevel)
<<<new customer collective ranking not used before, mention any new venues, services or reports...
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New and Popular StorageIOblog Posts

Post: Metrics and Measuring Social Media
Post: Census Time for Data centers?
Post: Fun with Simple Math
Post: Who or what is your sphere of influence
Post: Hard vs. Soft Product
Post: Is IBM XIV still relevant?
Post: Should Everything Be Virtualized?
Post: I/O Virtualization (IOV) Revisited
Post: Virtual Storage and Social Media: What did EMC not Announce?

>>> Read more blog posts

Reports, Articles and Tips

Article: High Availability Balancing Act
Article: Green and Virtual Data Centers
Tip: From energy avoidance to efficiency
Tip: Performance and efficiency metrics
Article: Money Savings with Green Storage
Article: IT Resource Optimization (Time and Space)
Tip: I/O virtualization benefits

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Videos and Podcasts

Podcast: iSCSI SANs for SMB storage
Video: SMBs Virtualization Sweet Spot
Video: Green IT is alive and well

- The golden rule of virtualization is who ever controls the management tools or point of vendor lock in controls the gold

- Inversely the need for a global name space can be addressed with a scale out, or large NAS device

- likewise, multiple NAS devices combined with global name space (what some call file virtualization) can eliminate the need for large scale NAS or NAS cluster

- Scale up and scale out refer to scaling beyond the limits of a particular server, storage or networking system

- Scale within refers to being able to increase the performance, capacity and capabilities of a single system or what some might refer to as being monolithic or SMP (symmetrical multi processing)

- Encryption is not just for data in transit (on the move) or networks, its also applicable to primary data at rest or in use as well

- IT footprint constraints in addition to physical floor area include cabinet or rack space, primary and secondary power, cooling, IT staffing and software license among other barriers

- You can access StorageIOblog via Amazon kindle

Follow Us on Social Media Networks
StorageIO engages via traditional mediums, Web 1.0 along with Web 2.0 or social networking media venues including among others:

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 Short feed. Full feed.

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NEW! Feature Related Site

This is a new item appearing this edition of the newsletter. In the spirit of exchanging information, this section will feature a different site in each edition perhaps even some that you have not seen or heard about. Are you interested in SSD (flash or RAM) and associated storage topics? If so and you have not already done so, check out Zsolt Kerekes Storage Search site.

New! Some Interesting Industry Links
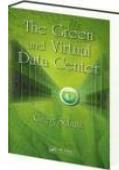Here are a some randomly selected sites from the interesting links page:

- www.storagemonkeys.com - Storage community site
- www.storageperformance.org - Storage benchmarks
- www.cmg.org - Computer Measurement Group site
- www.snia.org - Storage Networking Industry Association
- www.scsita.org - SCSI and SAS trade association
- www.thevpad.com - Various virtualization links

>>> Read more

Book News and Reviews

In addition to contributing, collaborating and co-authoring on other projects, Greg Schulz is the author of two books "The Green and Virtual Data Center" (CRC) and "Resilient Storage Networks - Designing Flexible Scalable Data Infrastructures" (Elsevier).

Learn more about these books, what they are about, what is inside of them, reviews and commentary along with where to buy them.

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