



# Adoption & Trends in Object-based Storage

**Amita Potnis**

**Research Manager, IDC**

**File & Object Based Storage Solutions**



# Agenda

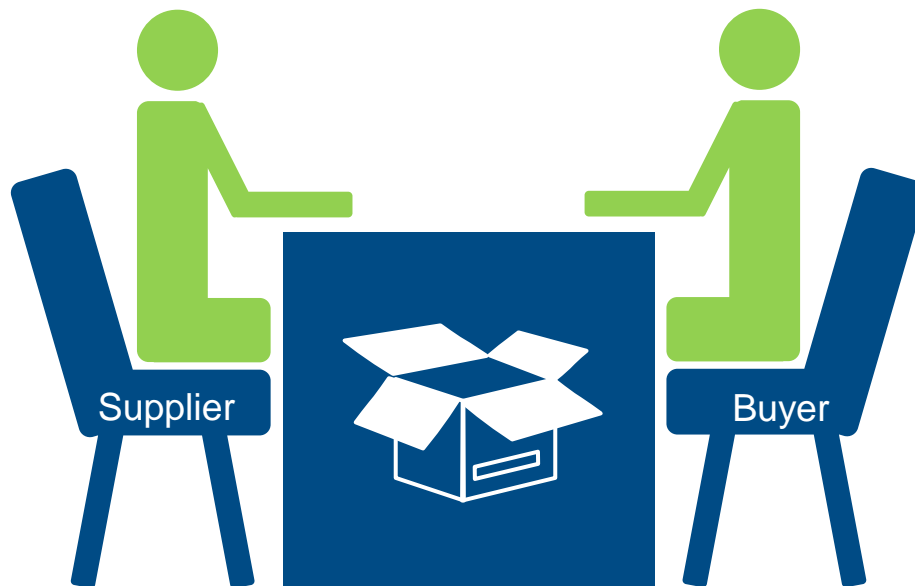


# Agenda

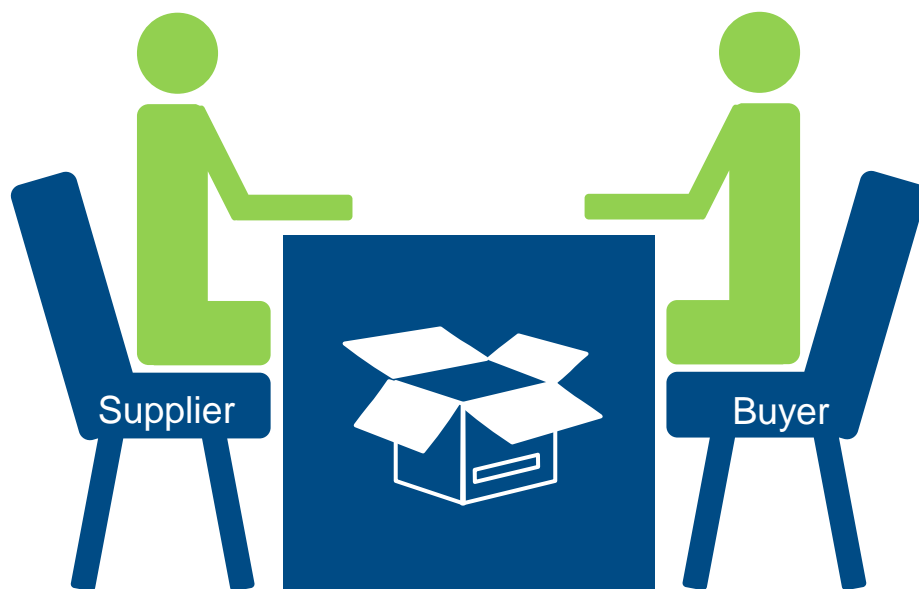


- ✓ **3<sup>rd</sup> Platform** as Driver for Data Growth
- ✓ **Traditional vs. New** Storage Approaches
- ✓ **Use Cases** for Object-based Storage

# What's in it for you?

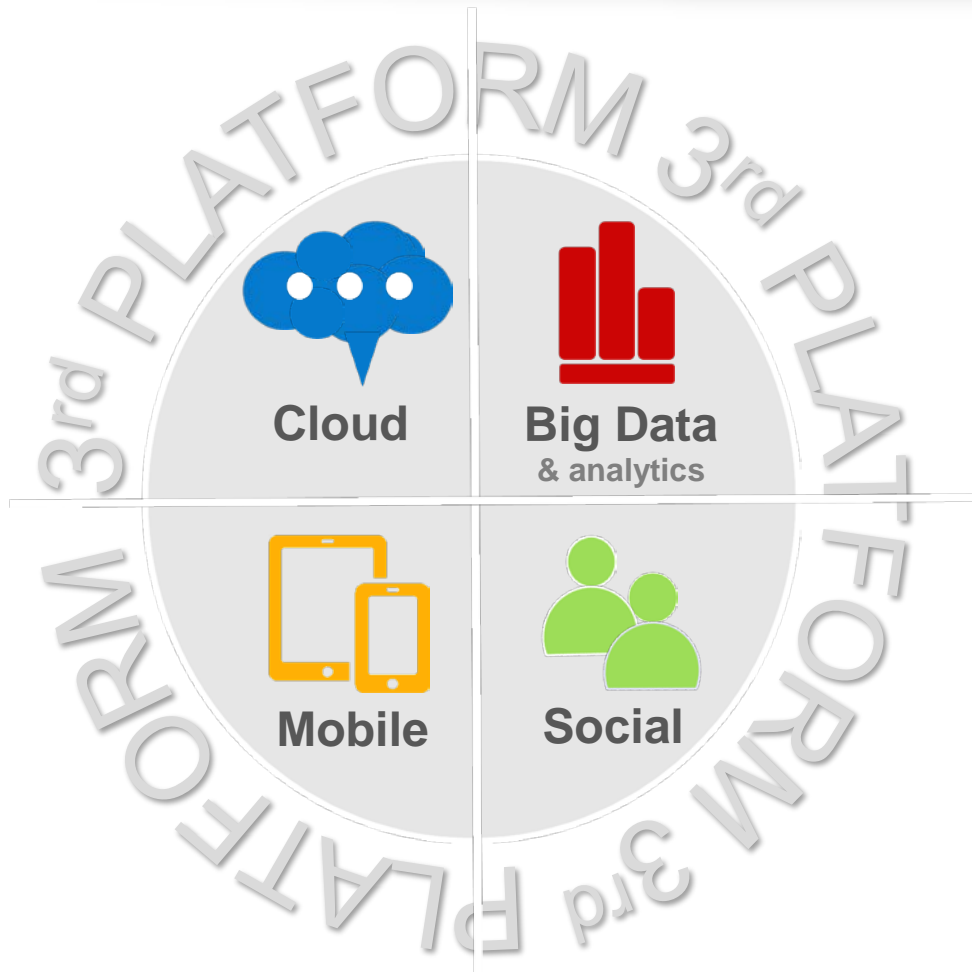


# What's in it for you?



- ✓ **Why** consider Object-based storage solution?
- ✓ **Which** delivery models are available?
- ✓ **What** should a buyer or supplier consider?

# Forces in the Digital Era – 3<sup>rd</sup> Platform



# Forces in the Digital Era – 3<sup>rd</sup> Platform



# Forces in the Digital Era – 3<sup>rd</sup> Platform



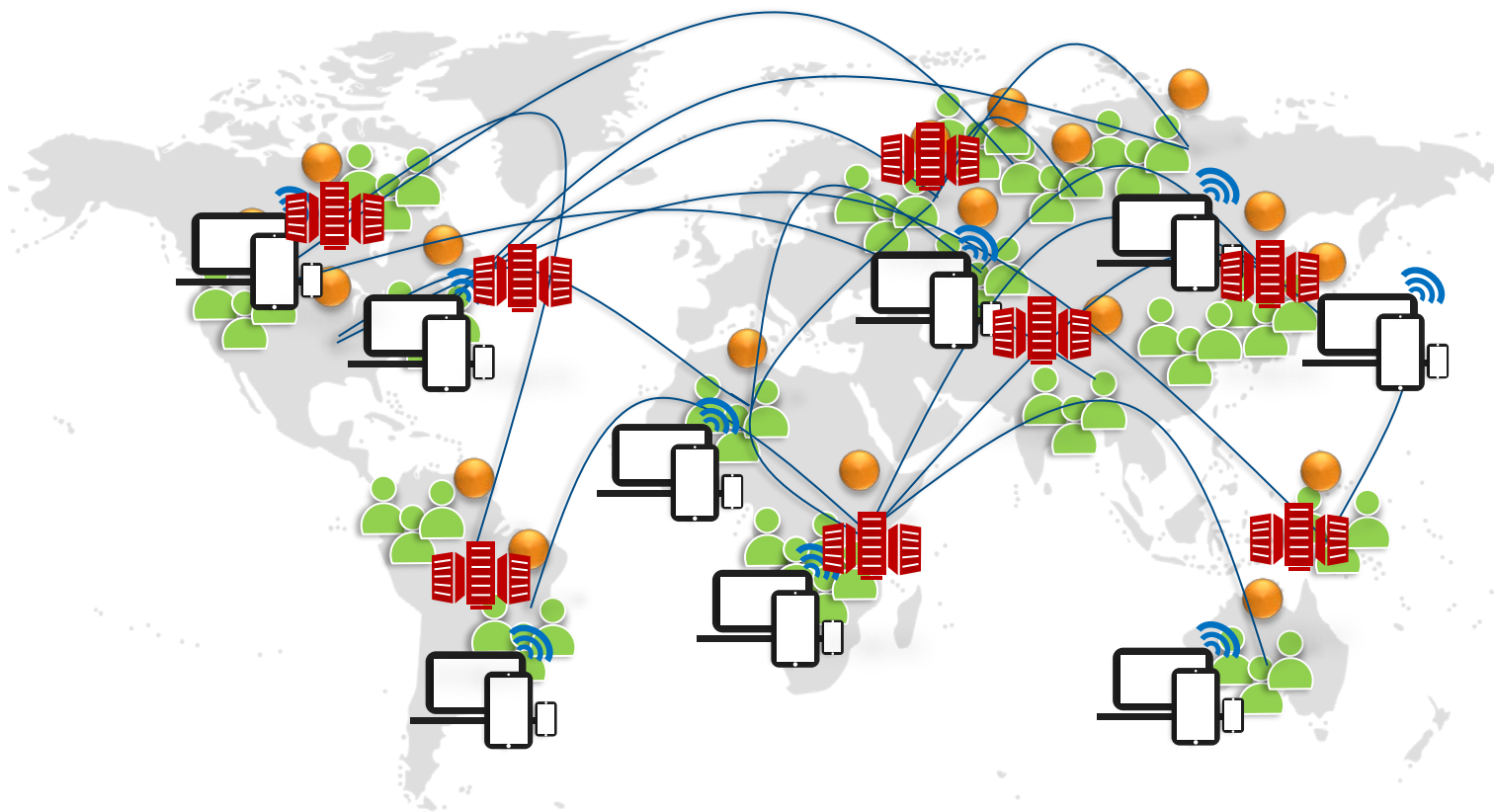
- ✓ **44 Zettabytes** of data created by 2020\*
- ✓ **80% F5000** will have customer community\*
- ✓ **Changing business** landscape

*\*IDC's Digital Universe Study 2014*



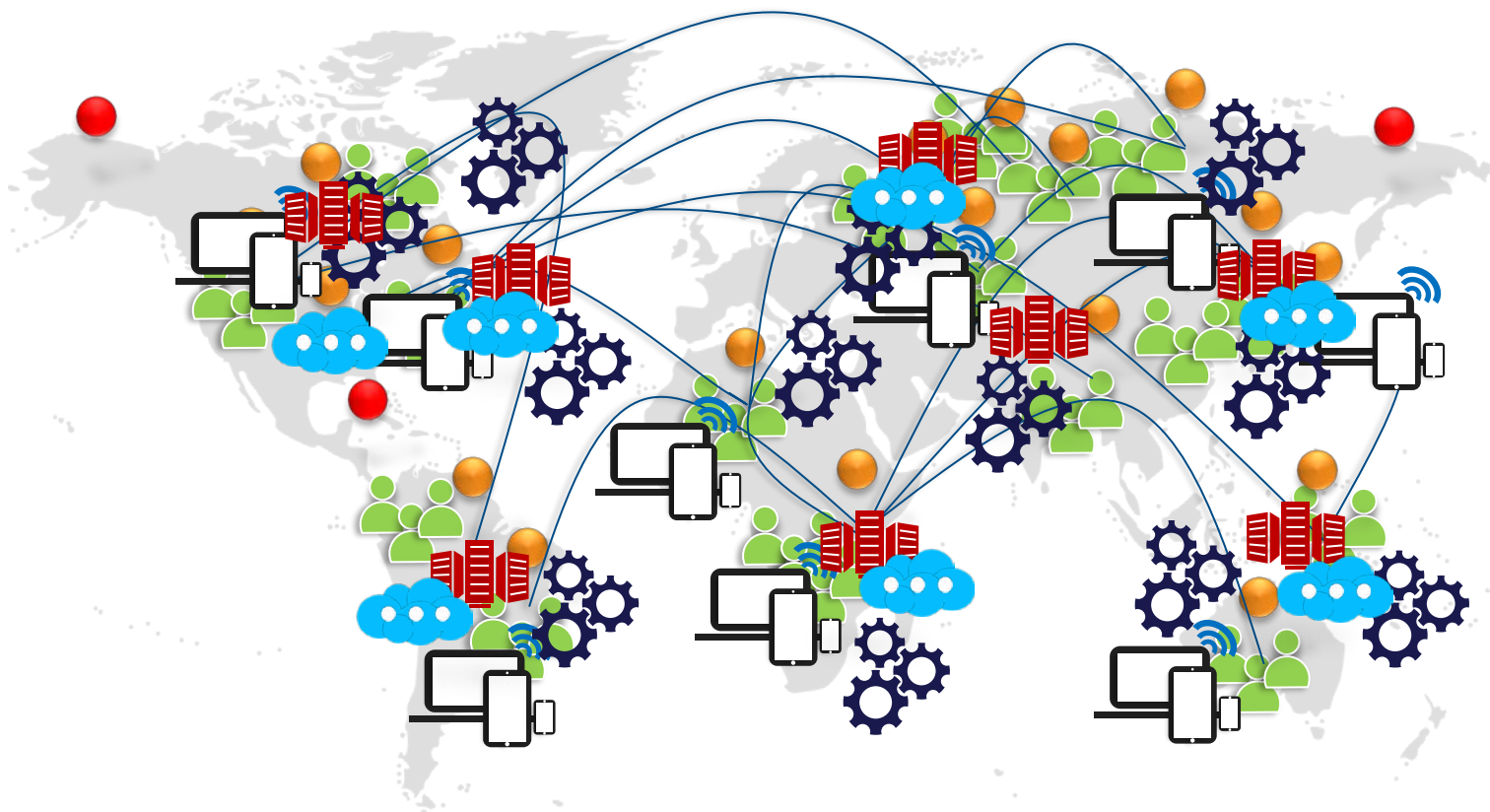
# Changing Business Landscape

 **Globex Corp.**

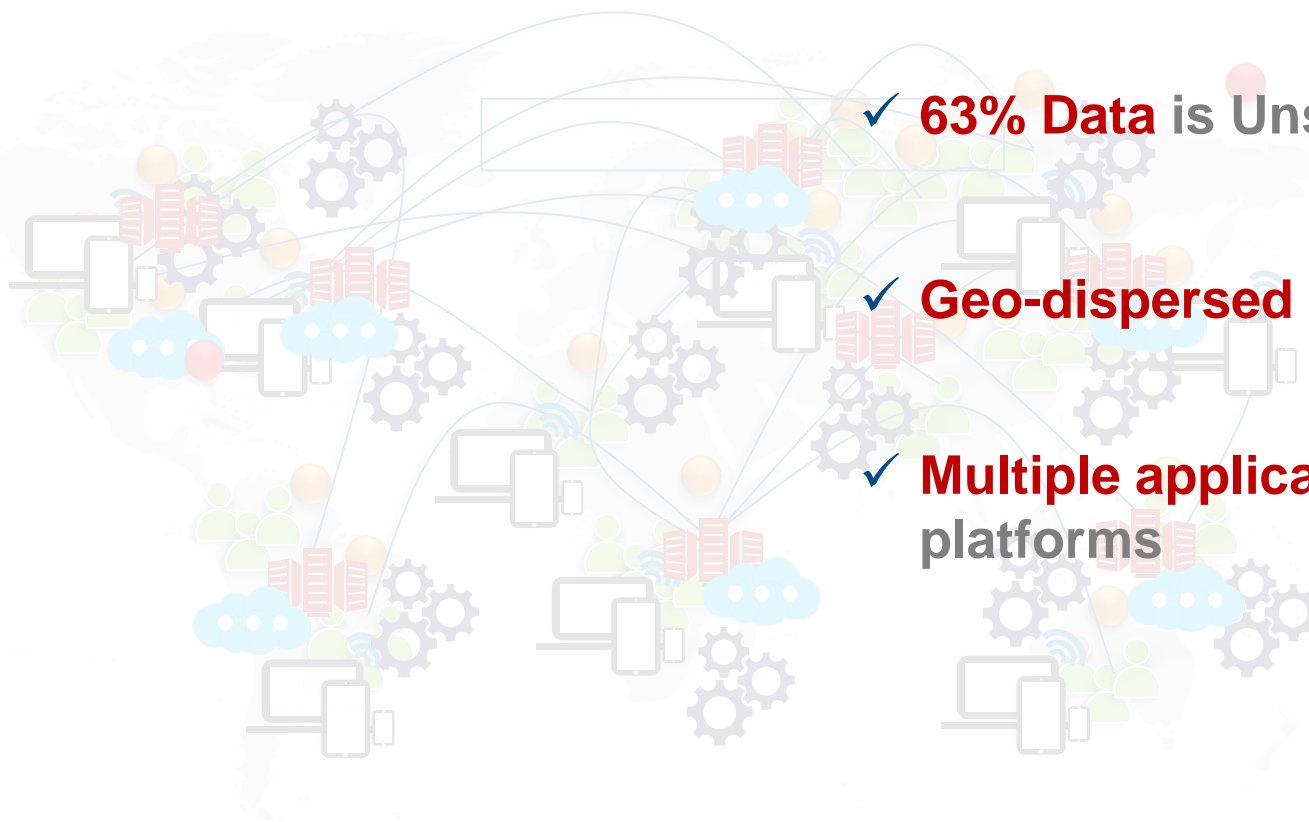


# Changing Business Landscape

 **Globex Corp.**



# Changing Business Landscape



✓ **63% Data** is Unstructured

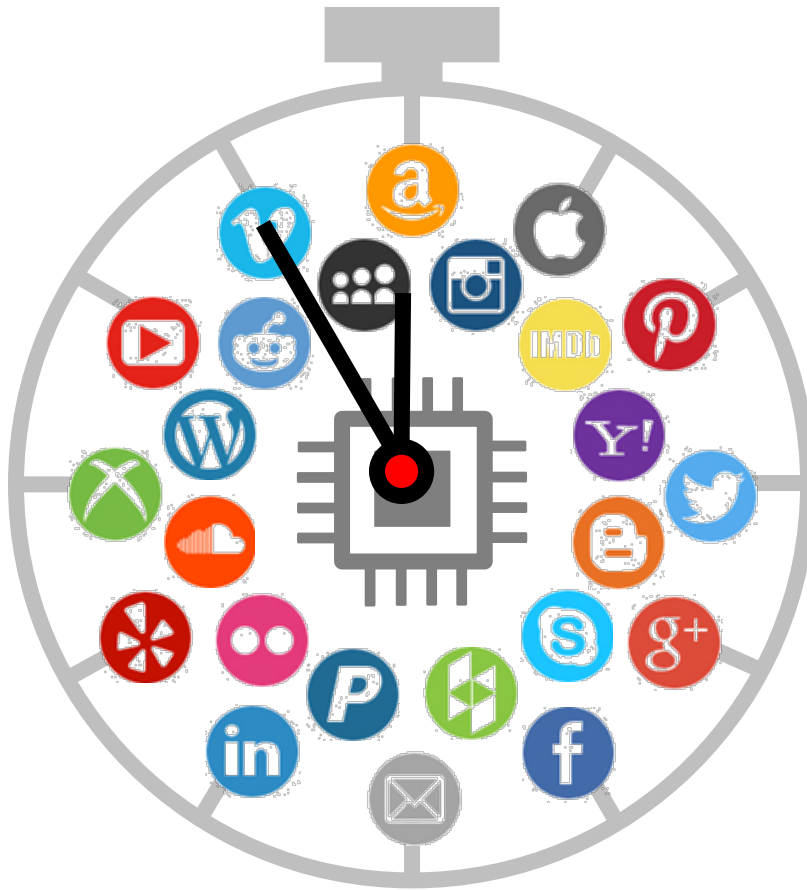
✓ **Geo-dispersed** locations

✓ **Multiple applications & platforms**

*\*IDC's Structured Versus Unstructured Data: The Balance of Power Continues to Shift (247106)*

2015 Data Storage Innovation Conference. © IDC. All Rights Reserved.

# An Internet Minute



*\*IDC's Digital Universe Study 2014*

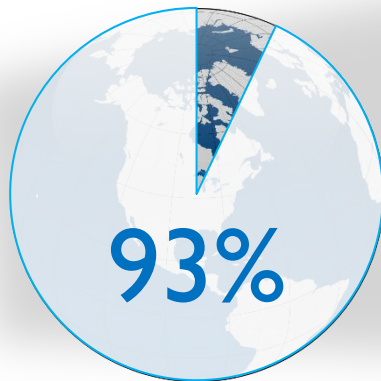
# An Internet Minute



- ✓ **1.7MB/Minute/Human** on Earth in 2014\*
- ✓ **10% of data in 2020** from Embedded Systems\*
- ✓ **35% of data in 2020** candidate for analysis\*

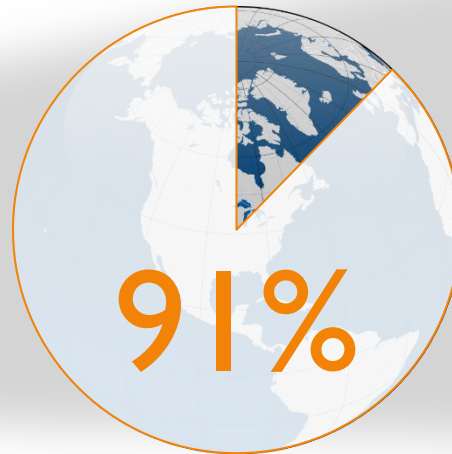
*\*IDC's Digital Universe Study 2014*

# Unstructured Data



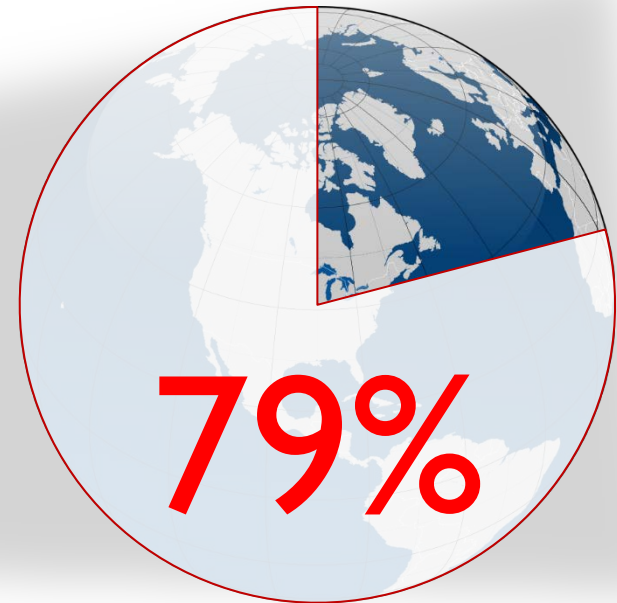
2010

1.2 ZB



2015

9.3 ZB

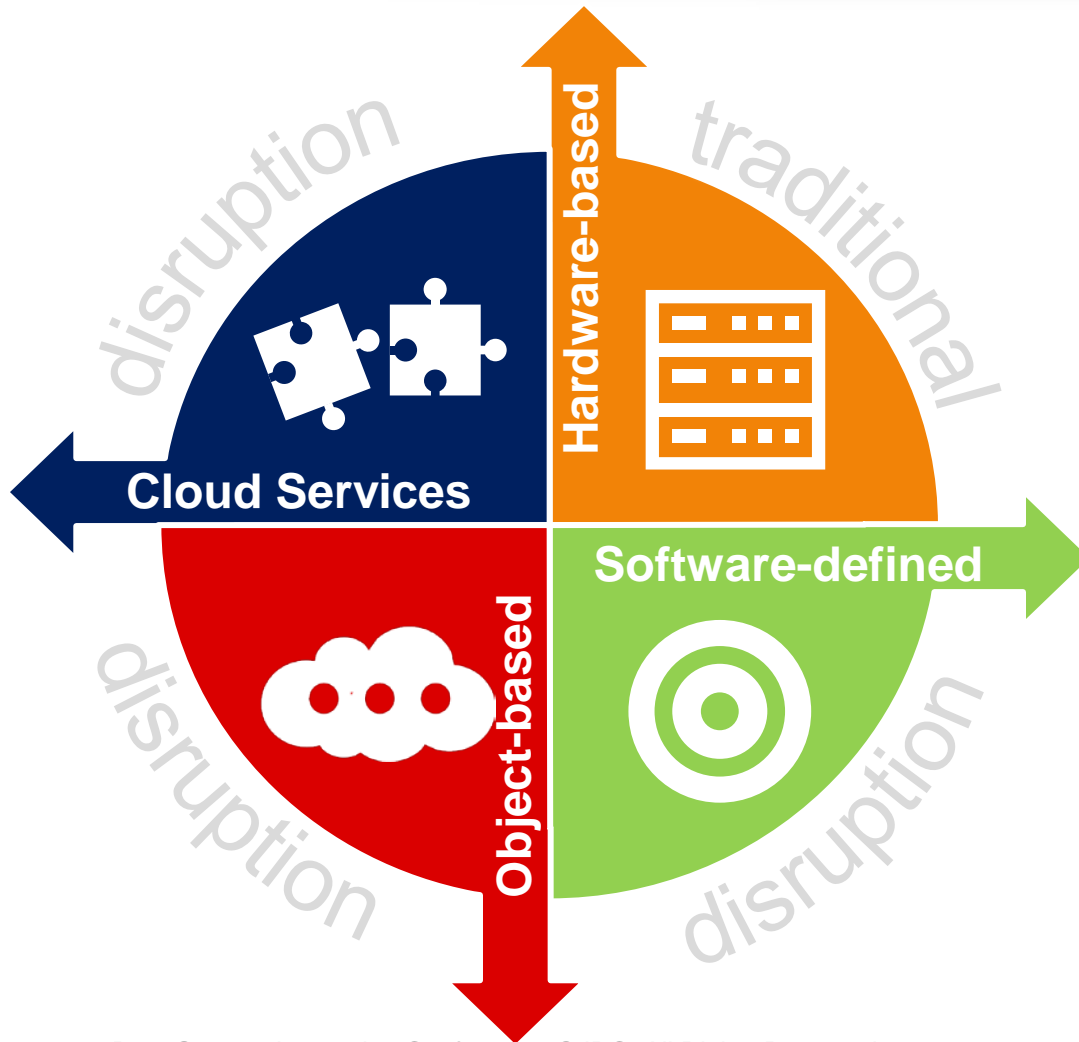


2020

44.1 ZB

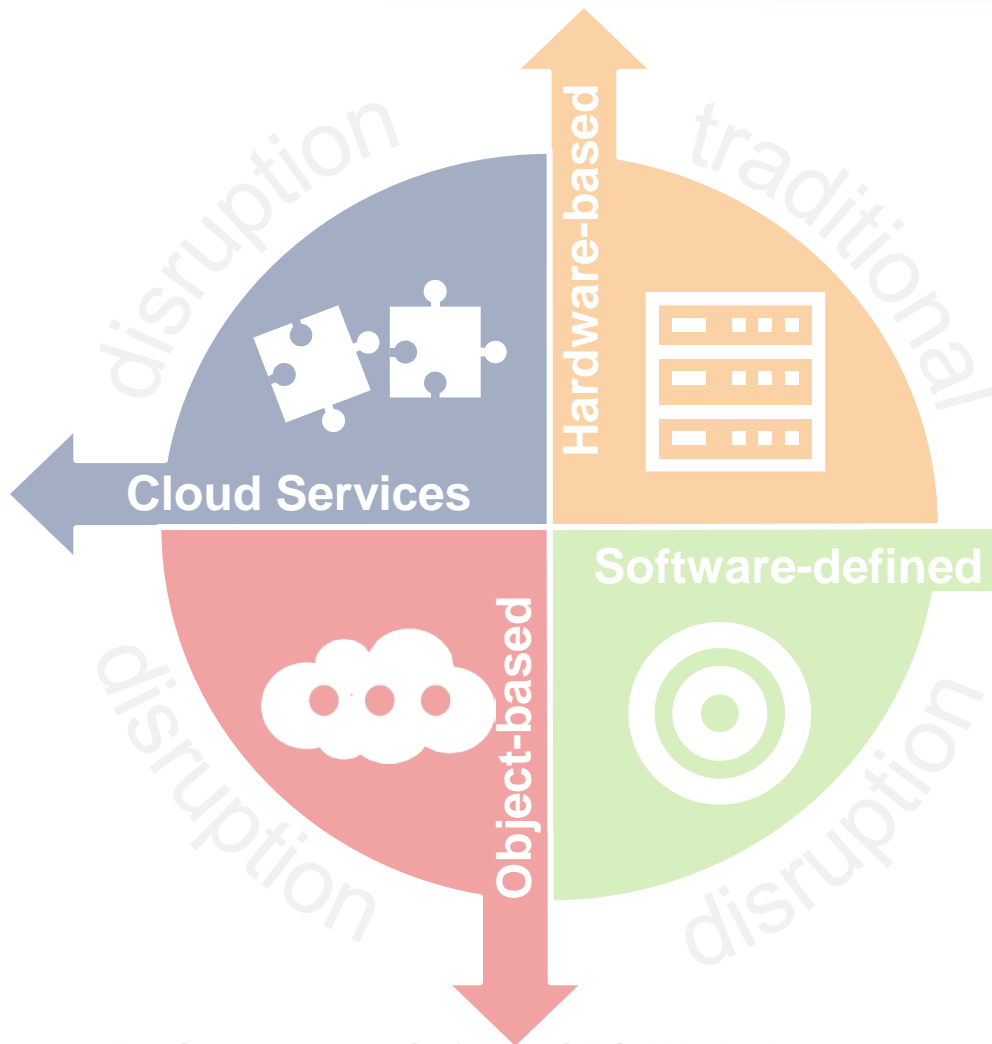
*\*IDC's Digital Universe Study 2014*

# Storage Environment Disruptions





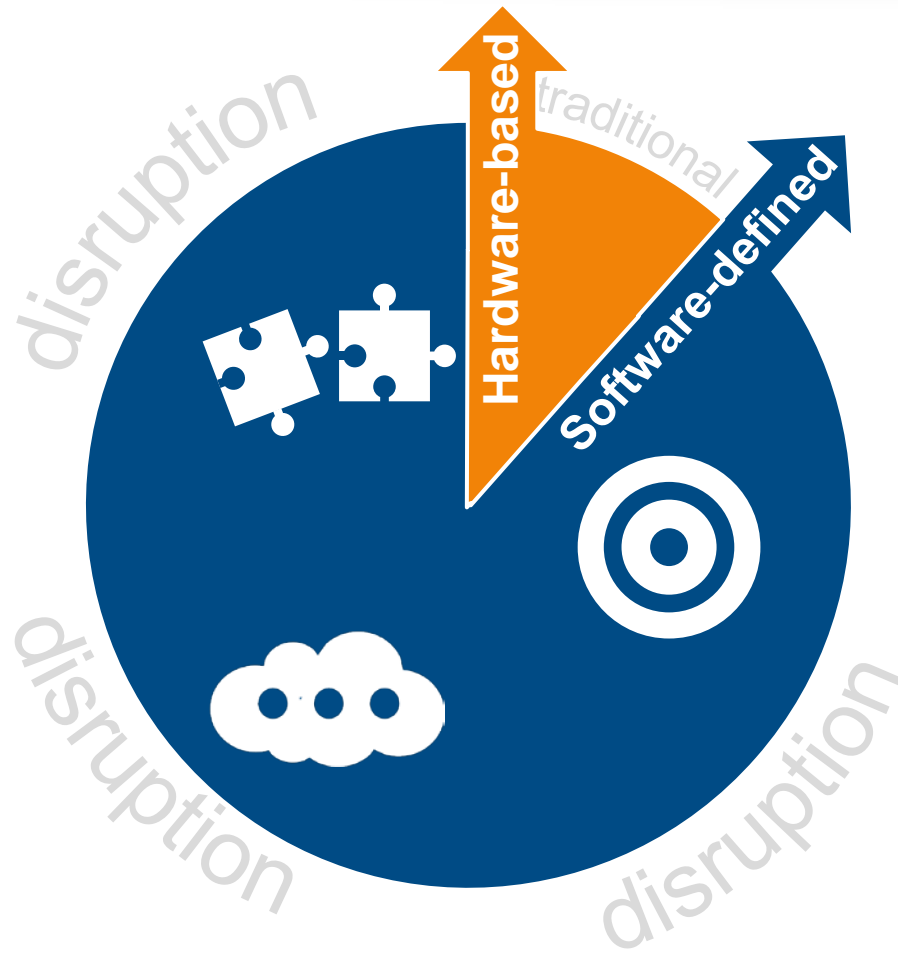
# Storage Environment Disruptions



- ✓ **Cost Savings** as important factor
- ✓ **Long-term retention** of growing data
- ✓ **Ease of managing** & retrieval of data



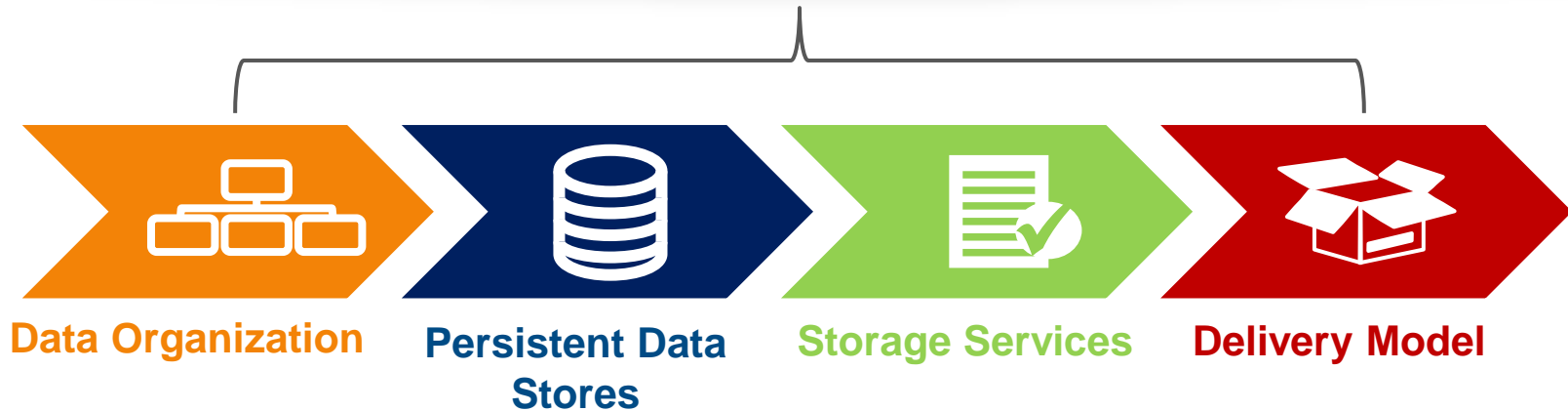
# Spend on New OBS Technologies



- ✓ **Less than 10%** spent on traditional OBS systems\*
- ✓ **Industry Solutions** leveraged by end-users
- ✓ **Changing Conditions** for IT Suppliers

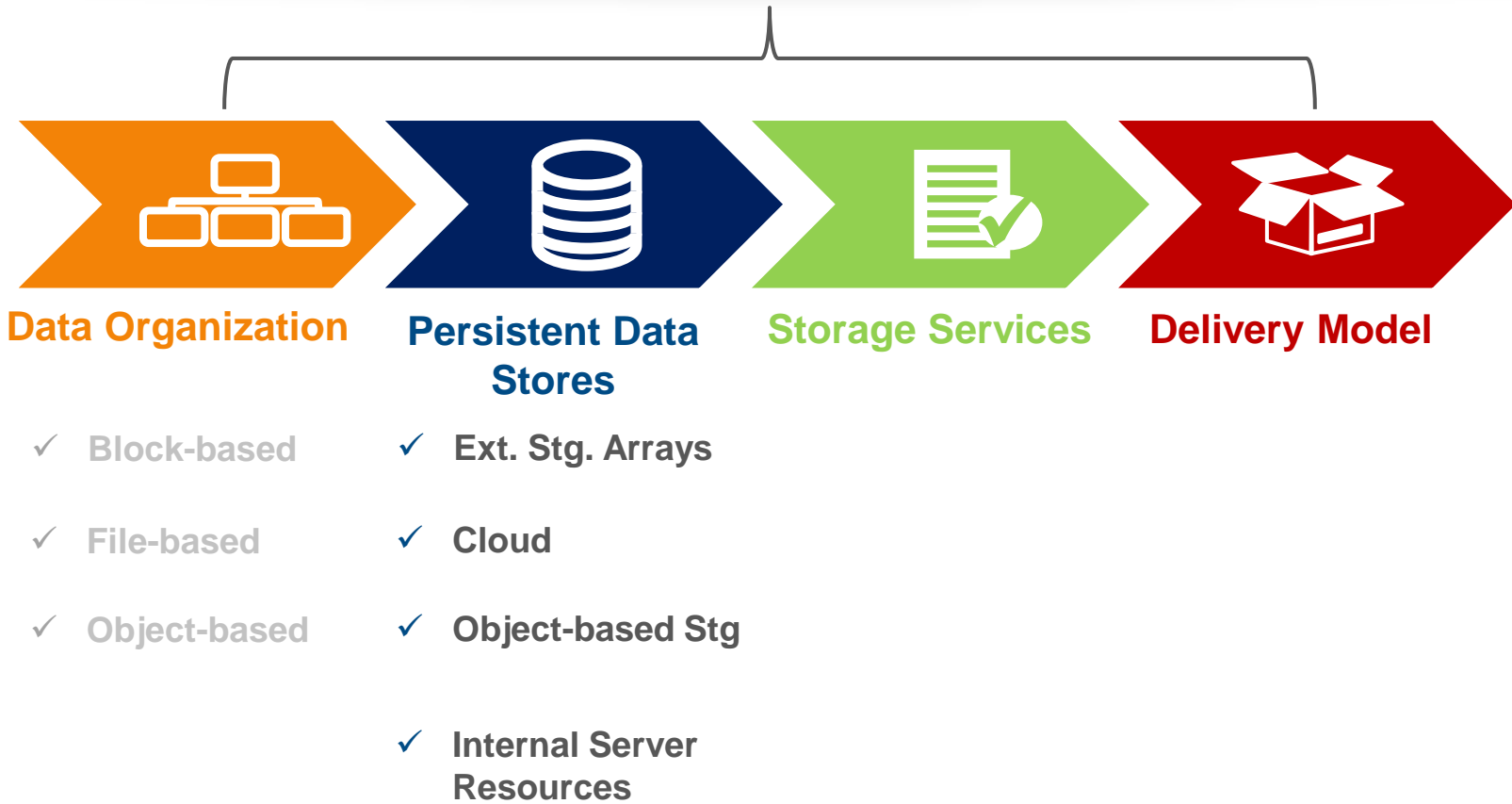
*\*IDC's Worldwide File- and Object-Based Storage 2014–2018 Forecast (#251626)*

# Software-defined Storage (SDS)

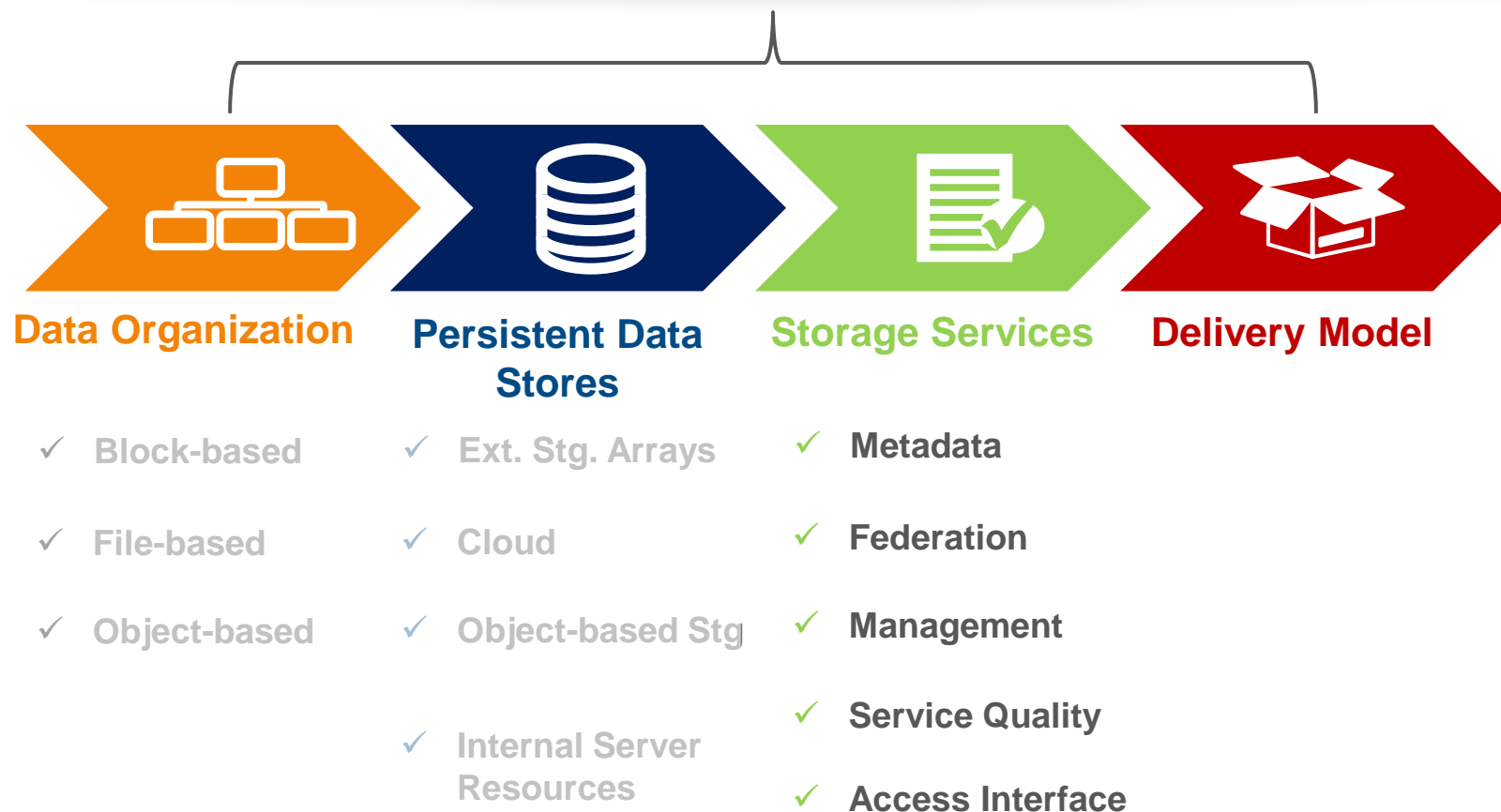


- ✓ Block-based
- ✓ File-based
- ✓ Object-based

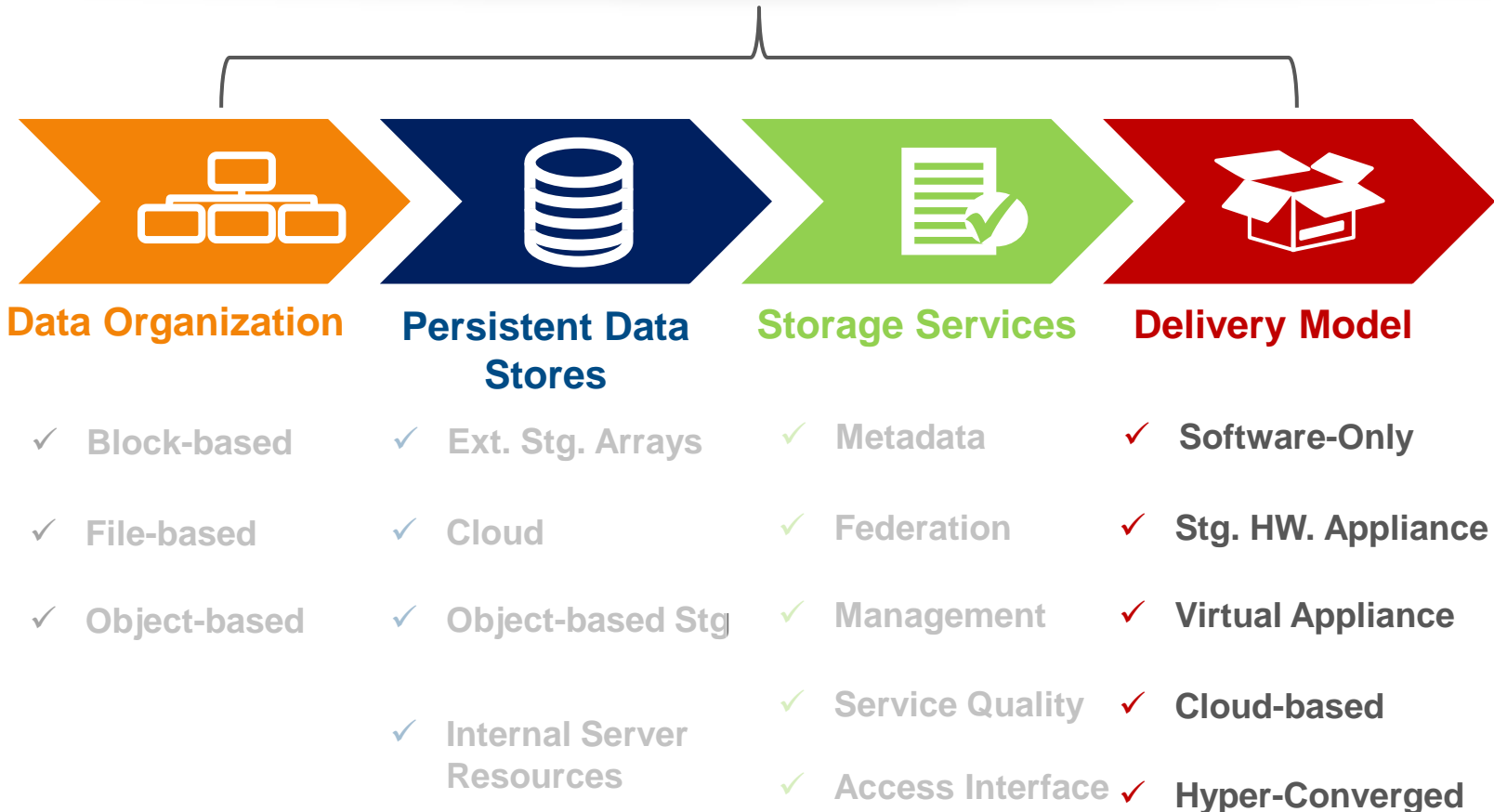
# Software-defined Storage (SDS)



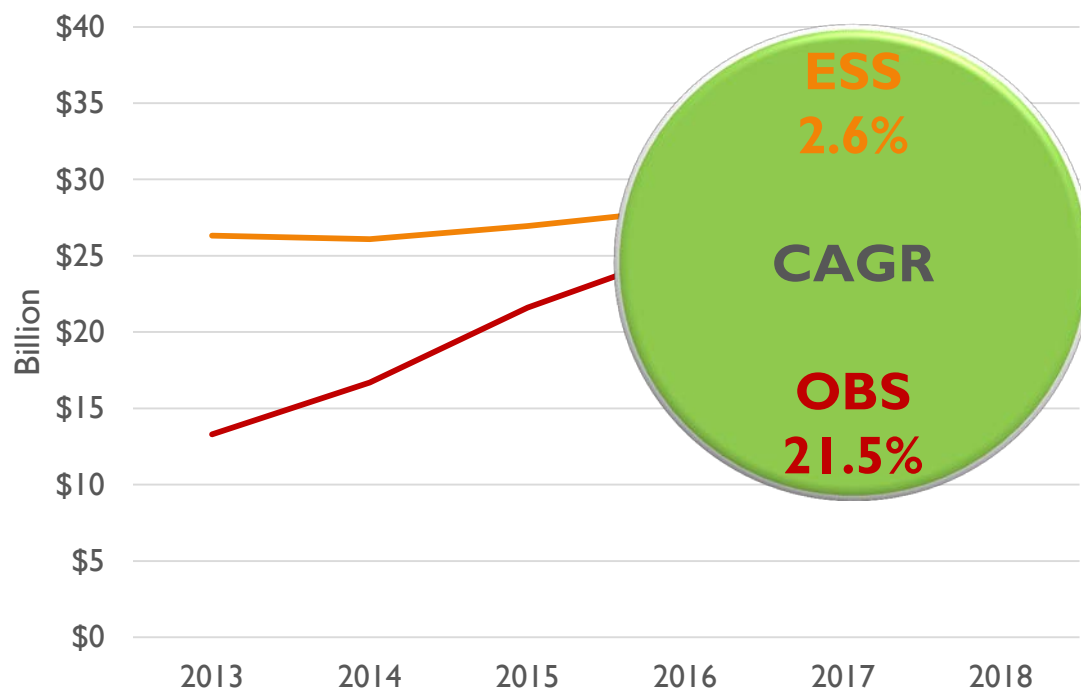
# Software-defined Storage (SDS)



# Software-defined Storage (SDS)

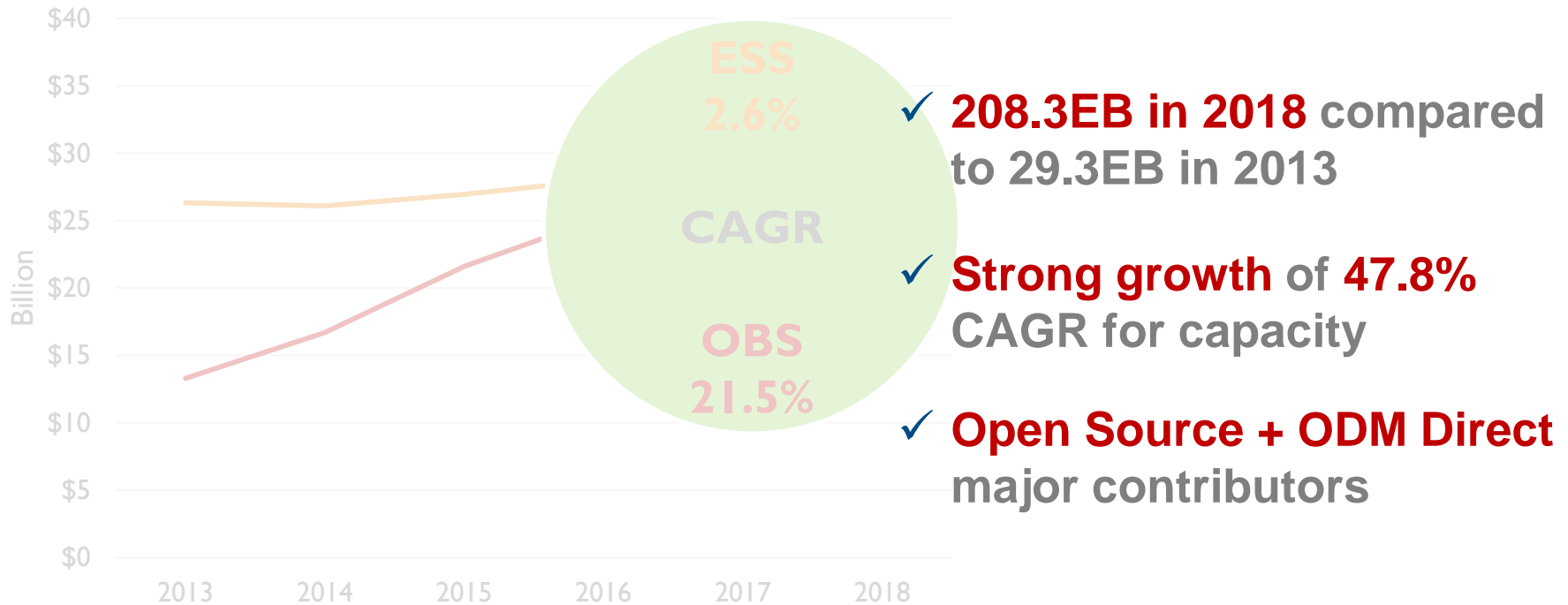


# Object-based Storage Opportunity



*\*IDC's Worldwide File- and Object-Based Storage 2014–2018 Forecast (#251626) and  
IDC's Enterprise Storage Systems Forecast Q4 2014*

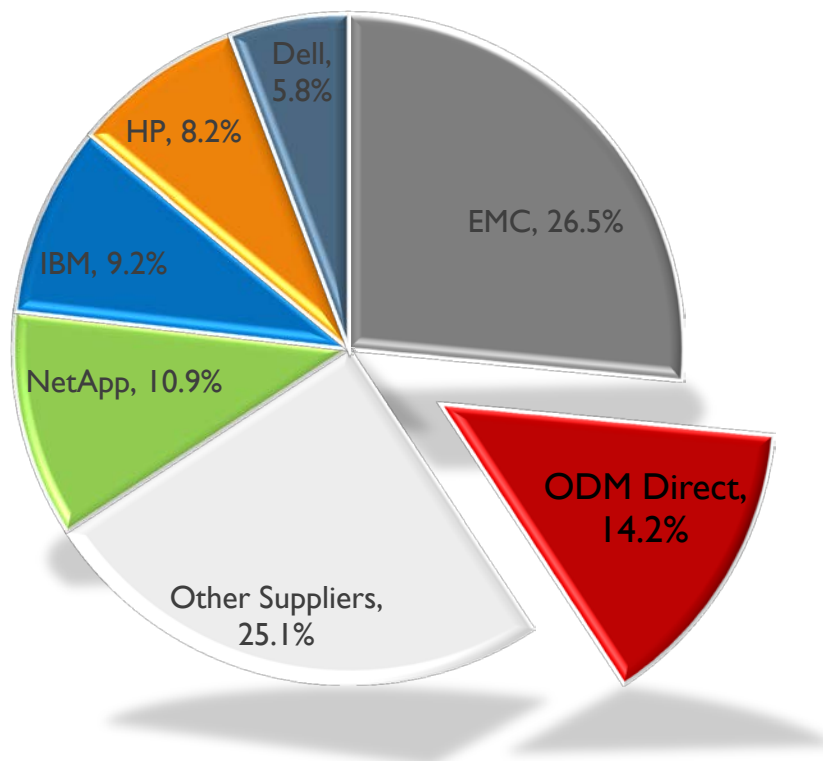
# Object-based Storage Opportunity



*\*IDC's Worldwide File- and Object-Based Storage 2014–2018 Forecast (#251626) and*

*IDC's Enterprise Storage Systems Forecast Q4 2014*

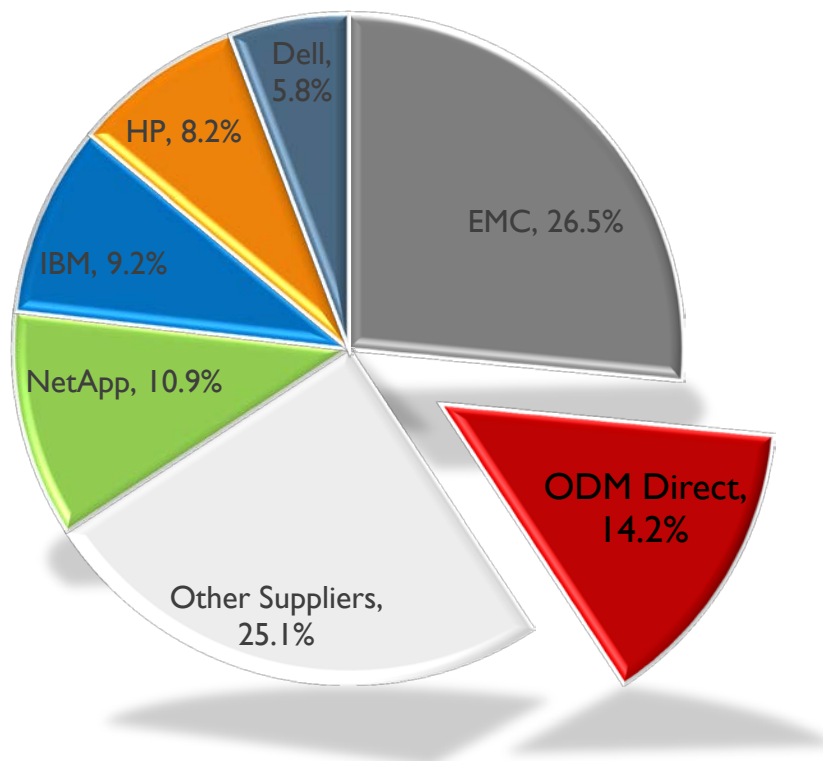
# Changing Conditions for IT Suppliers



*IDC's Enterprise Storage Systems Tracker Q4 2014\**



# Changing Conditions for IT Suppliers

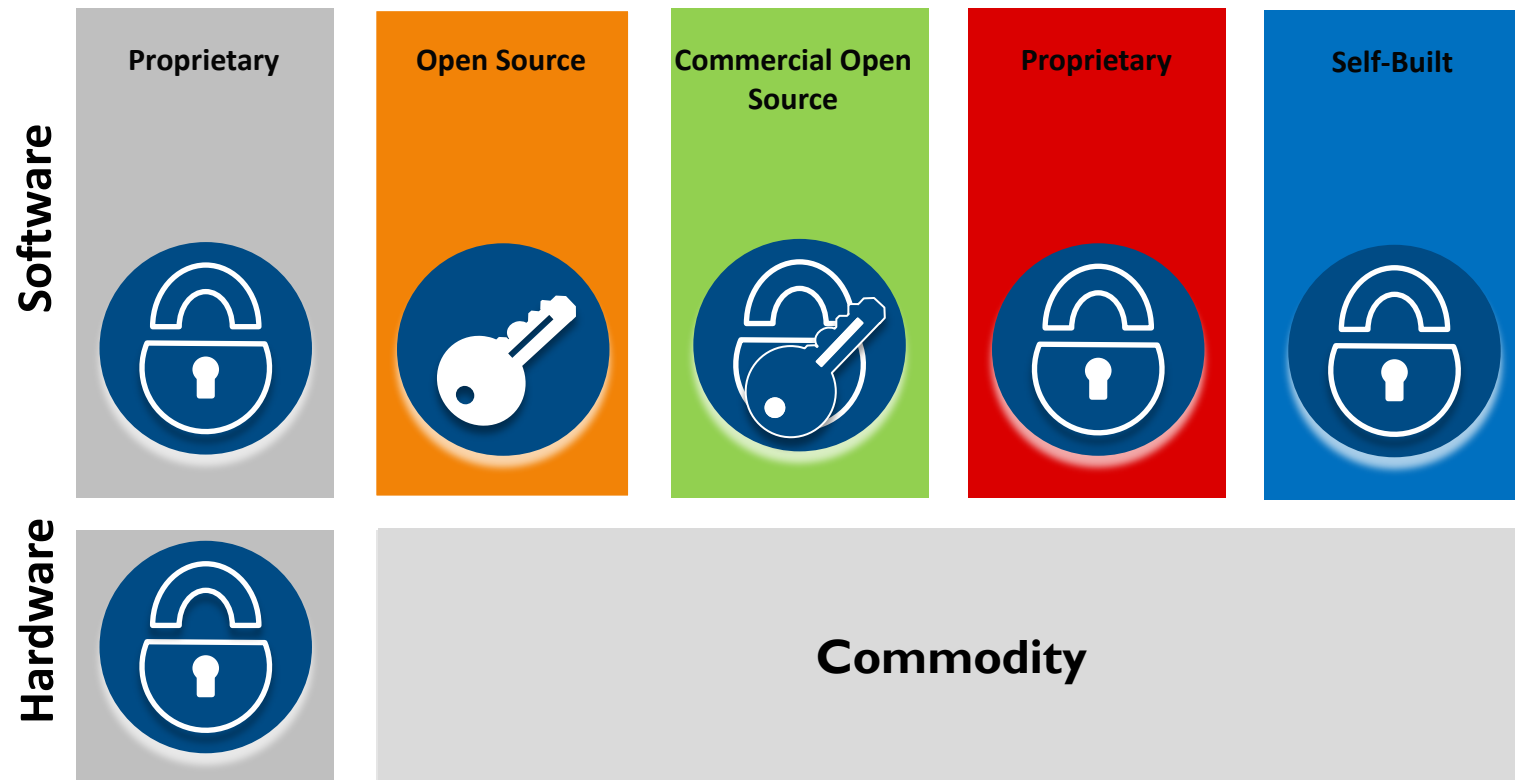


- ✓ **ODM Direct 30%+ Y/Y** in 2014, rest of market flat\*
- ✓ **Web 2.0 & CSPs** source from ODM Direct
- ✓ **VAI & Partnerships** play key role

*IDC's Enterprise Storage Systems Tracker Q4 2014\**

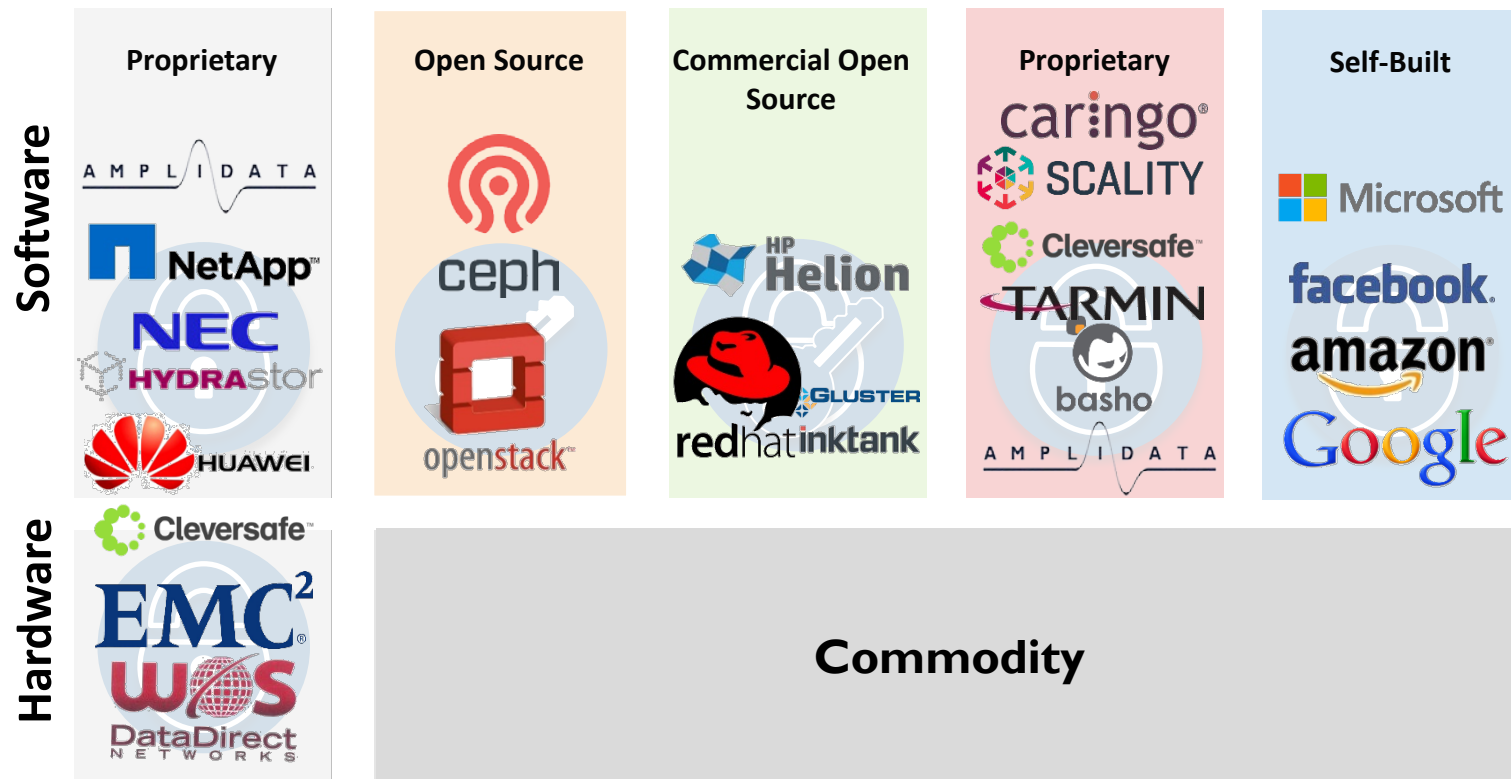
# Object-based Storage Delivery Models

## Delivery Models



# Object-based Storage Delivery Models

## Delivery Models



# Object-based Storage Use Cases



**CDN**



**Archive**



**Collaboration**



**Backup**



**Analytics**



**More**

# Object-based Storage Use Cases

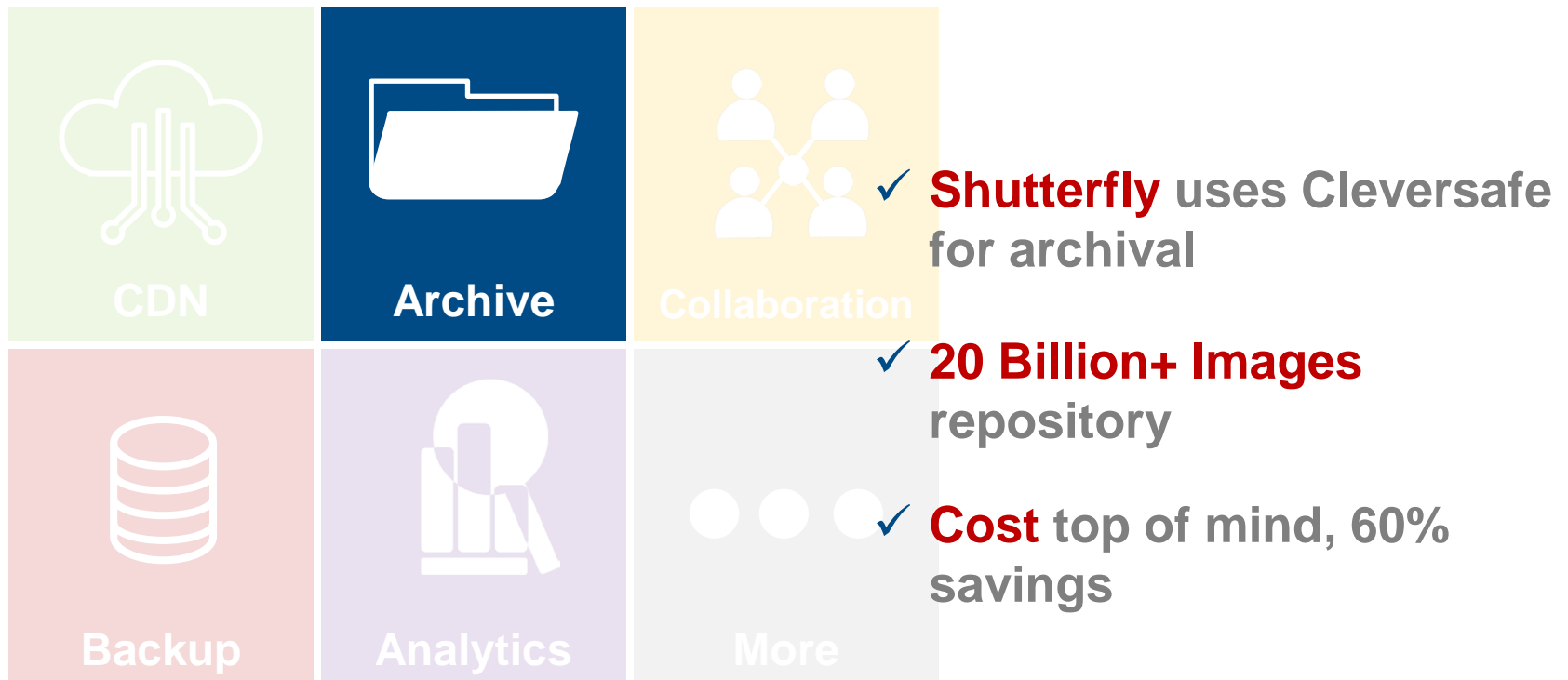


✓ **Comcast** uses OpenStack for X1 cloud-based service

✓ **Large scale**, media rich, consumer facing apps

✓ **Programming Guides** and fast searches

# Object-based Storage Use Cases



# Object-based Storage Use Cases

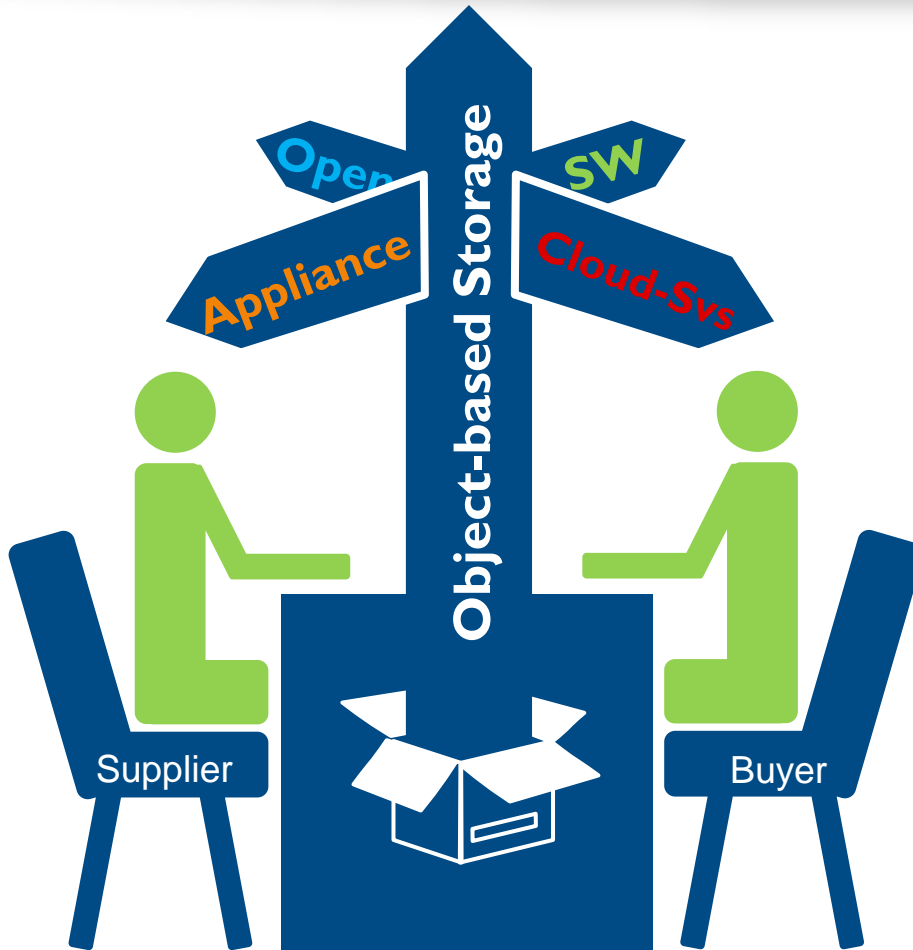


✓ **University College London**  
uses DDN's WOS

✓ **3000 researchers** need to  
collaborate & analytics

✓ **600TB** initial build out,  
expected to grow to 100PB

# Summary



- ✓ **New Infrastructure** goals based on projections
- ✓ **Business Defines** choice of OBS delivery method
- ✓ **Move to OpEx** vs. CapEx in long term



# Thank you!



**Amita Potnis**  
apotnis@idc.com