

# **A NEW STORAGE DISRUPTION**

STEVEN MCDOWELL

SENIOR ANALYST STORAGE & CONVERGED SYSTEMS

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# DATA IS MOVING FASTER, BEING CONSUMED CLOSER

44  
Zettabytes

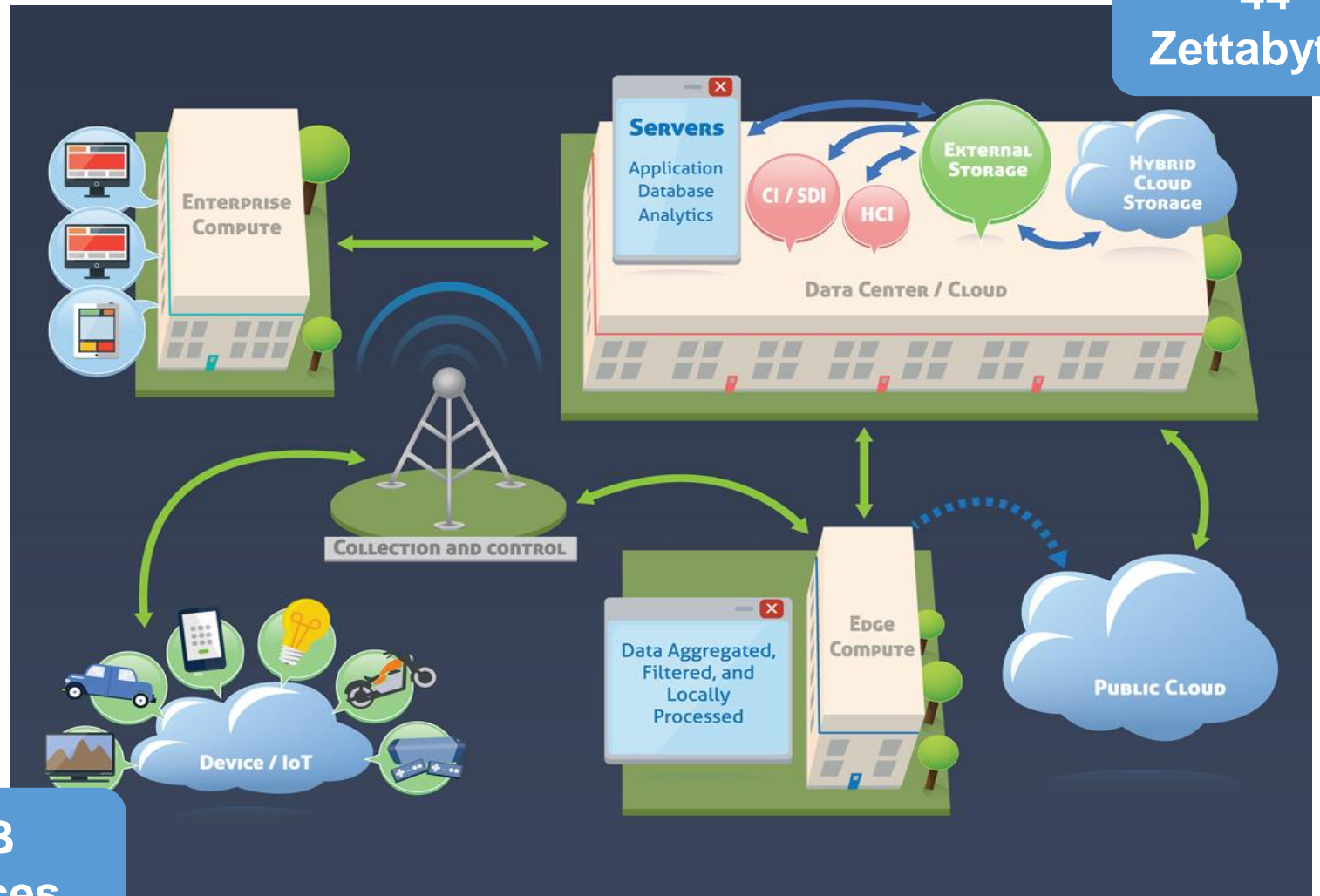
Volume and Velocity of Data is rapidly shifting, **driving new storage paradigms.**

New Technologies are Enabling new Capabilities.

The **future of storage** is persistence throughout the processing chain.

Eliminating latency is **the solution** to the emerging problems facing a changing enterprise world.

50B  
Devices

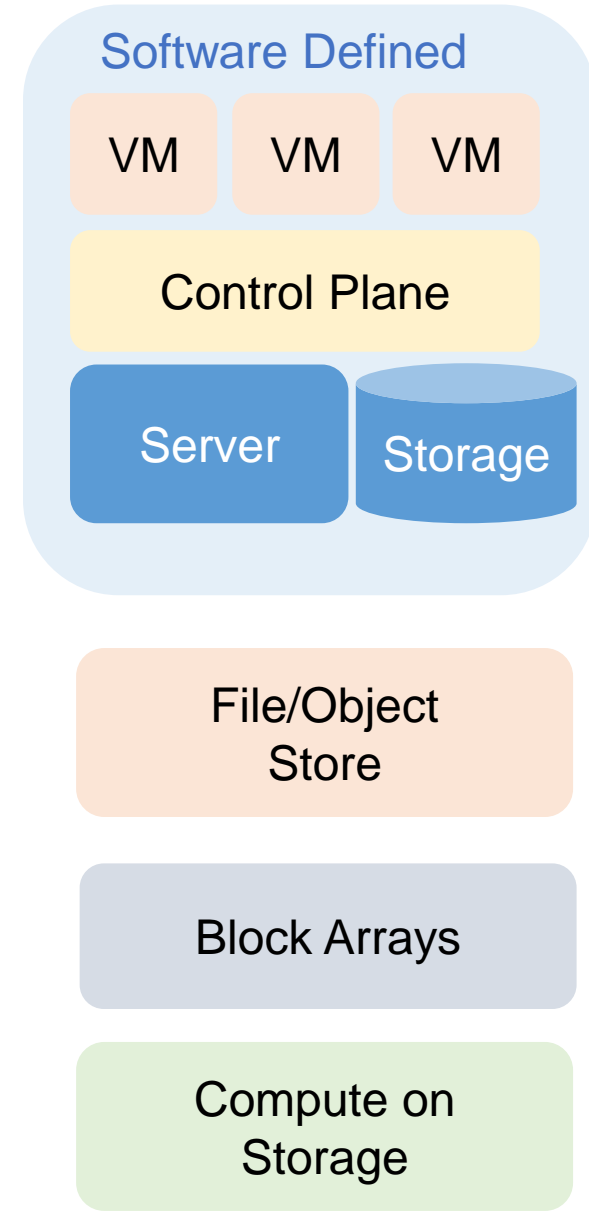
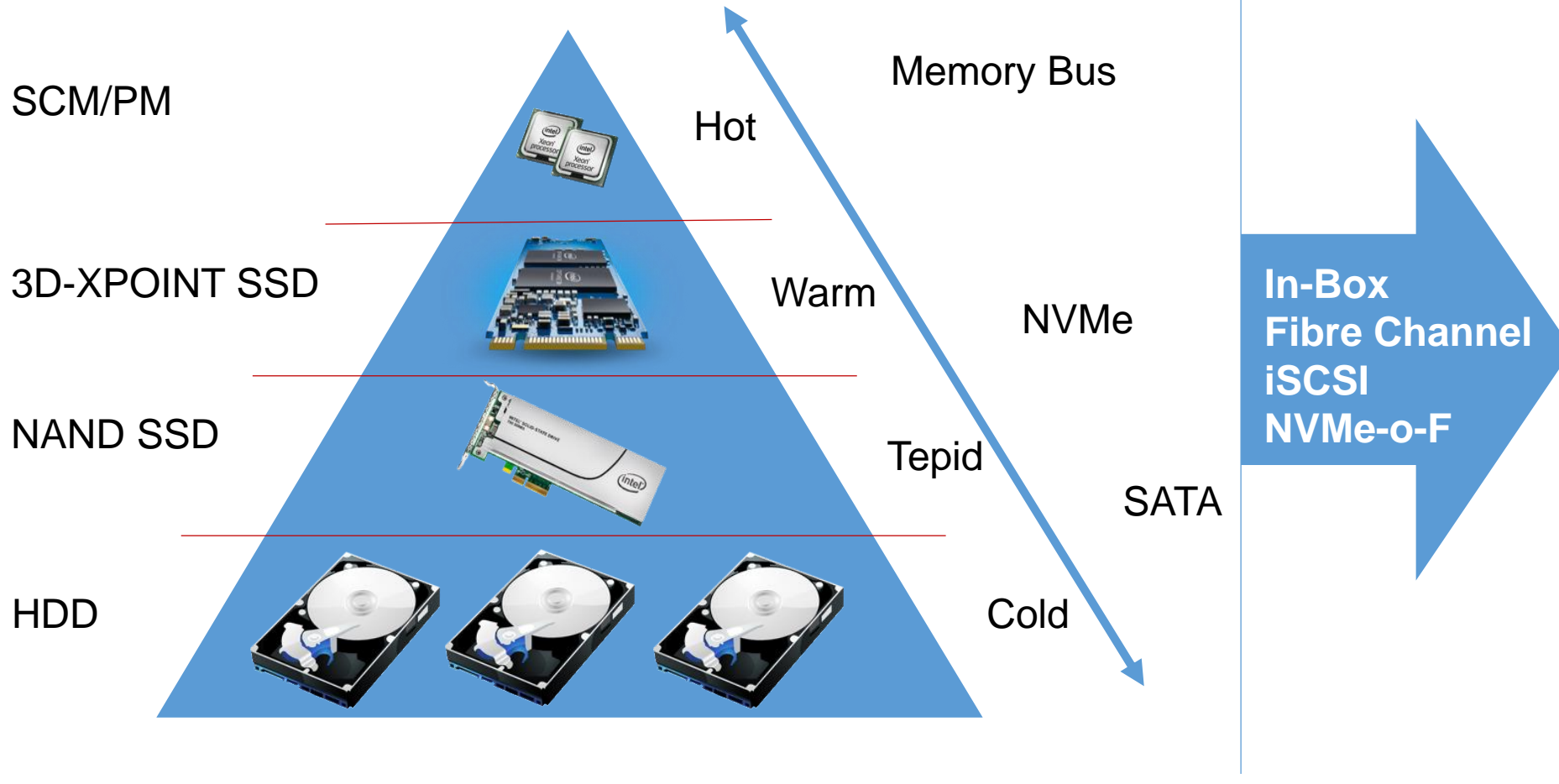


## TRADITIONAL MODELS BEING SUPPLEMENTED

***New models are emerging to support the evolving nature of data:***

- IoT requires processing persistence & closer to the Edge
  - Smarter storage, embedded processing, micro-arrays
- Analytics & Machine Learning disruptive to IT
  - GPU co-location, different access patterns, embedded intelligence for cleansing
- Software Defined changes the game
  - HCI, CI, Composable, new fabric-driven hardware models
- New persistence models require new server & software design
  - Persistence in a DIMM slot changes in-memory compute, database & FS, cascading impact.

# DATA TIER REDEFINED



## **DON'T LOOK TO THE EXISTING LEADERS**

- Today's market share winners & losers doesn't matter -- it's about to be disrupted.
- The Tier-1 OEMs don't innovate, they acquire or fast-follow
  - All-Flash storage, object store, ML, HCI, composable infrastructure
- Innovation occurs with smart, motivated, and disruptive start-ups
- Innovation requires IT motivated to move faster than competitors, leverage new technologies and solution.

***Press & Analysts must support new innovation with honest coverage/feedback***

# THANK YOU

MOOR INSIGHTS & STRATEGY  
STEVE@MOORINSIGHTSTRATEGY.COM  
@SR\_MCDOWELL  
@MOORINSSTRAT

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