



## Hitachi Data Systems outlines top 10 trends for storage industry in 2013

**D**escribing growing data volumes as the primary concern for IT industry, Hitachi Data Systems recently announced its top 10 storage trends for 2013.

1. Dramatic changes in cpaex and opex: The total cost of storage over the past 10 years has been increasing by about 7 percent per year. Storage costs that constituted 20 percent of the total IT cost today make up for 50 percent of the total IT spend. Storage capacity is not doubling every 18 month or two years and the focus will be around making this hardware efficient.

2. Storage consumption models changing: Investing in storage for a shorter period meant frequent hardware refreshes and buying storage capacities for a longer period would mean ROI on the storage assets is lost as they are rendered outdated when newer technologies come in. Enterprises therefore will move to buying storage and additional storage capacities as and when they need it. This can be done by buying storage on a cloud-based model or looking at a managed services model.

3. Managing explosion of data replication: Enterprises will need to adopt tools such as de-duplication that reduce the number of copies and back up only the incremental changes. They would also need to deploy tools that would manage the backup copies such as CDP, backup, archive and snapshot better.

4. Emergence of Solid State Drives (SSDs): The year 2013 will see the advent of new flash controllers with

advanced processors that are specifically built for enterprise use.

5. Storage requirements of mid-range enterprises changing: The next year will see increase in adoption of new mid-range storage systems featuring enterprise class storage with global cache and multi-core processors.

6. Need for object-based file systems: The growth of big data will mostly be coming from unstructured data, the scale of which cannot be handled by traditional file systems. Object-based file systems with metadata will allow scaling data storage systems more dynamically.

7. Use of content platform for data archives and data sharing: Storage virtualization allows sharing of storage resources. However, this is being done in silos.

8. Hardware assist controllers to satisfy increasingly complex workloads: Storage controllers will be equipped with advanced processors and hardware assist application-specific integrated circuits (ASICs) to address increasingly complex workloads and higher throughput.

9. Creating secure platform: IT in organizations will increasingly adopt secure content platforms that allow the users to consume information in a more secure manner.

10. Adoption of converged infrastructure: Today most enterprises buy server, storage and network piecemeal, and try to integrate them and make them work. With converged solutions, organizations can deploy IT faster, as these solutions are pre-integrated and pre-configured.

## HP extends Converged Cloud portfolio for hybrid delivery environments

HP has extended its Converged Cloud portfolio to help customers succeed in a hybrid world, providing the essential foundation of solutions to drive agility, speed innovation and lower costs.

The new cloud solutions span private, managed and public cloud environments. These include HP CloudSystem and HP Cloud Service Automation (CSA) 3.1. HP Continuous Delivery Automation (CDA) 1.1, fully automates the application release process for Cloud applications.

New research conducted



on behalf of HP supports the need for solutions that span traditional, private, managed and public cloud environments. Respondents indicated that 69% of business and IT executives plan to pursue a hybrid delivery model. At the same time, 61% are concerned with vendor lock-in, and 72% said that portability of workloads between cloud models is important to their cloud implementations.

The new enhancements enable clients to manage cloud requirements for cost, security and availability with an open, extensible architecture for heterogeneous IT environments that now include support for Kernel-based Virtual Machines (KVMs) and virtualization technologies from HP, Microsoft and VMware, as well as physical provisioning for server blades.