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PRIMARY DATA OPTIMIZATION – WHAT SHOULD IT BE?

David Vellante, The Wikibon Project (Moderator)
Jered Floyd – Permabit
Larry Freeman – NetApp
Steve Kenniston – IBM
Craig Nunes - HP

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Abstract

- Cloud computing, big data, mobility and the social media wave are just some of the drivers pushing storage growth to overwhelming rates. As information volumes explode, storage budgets remain flat and we've seen an increased need to implement primary data optimization technology. Primary data optimization has been discussed thoroughly in 2011, but adoption remains mixed as practitioners need to better understand how to exploit this technology, the risks of implementation, true costs and bottom line business benefits. While the concept seems simple, data optimization reduces overall costs by locating and eliminating duplicate data, it has yet to fully play out in the market.

What is Primary Data Optimization?

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Primary data is data which has high levels of read and write activity.

Optimization is the act of reducing the resources required to store data

Measurements of optimization impacts include bandwidth, IOPs, response times, capacity

The challenge of optimization is how to do it in a way that doesn't interfere with performance, availability and data integrity

Examples of Primary Data Optimization

- Data de-duplication
- Compression
- Thin provisioning
- Thin copy
- Space reclamation
- Automated storage tiering
- Virtualization
- Others?

Key Questions for the Panel

- Why isn't all primary storage 'optimized?'
- What are the costs involved?
- What are the risks?
- When will optimization become "Jacks or Better"
- How integrated are the different approaches with each other?
- How does primary data optimization integrate with other resources (e.g. applications)
- What standards exist?
- What about data migration and interoperability?
- Audience/practitioner questions and concerns

Q&A / Feedback

- Please send any questions or comments on this presentation to SNIA: tracktutorials@snia.org

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