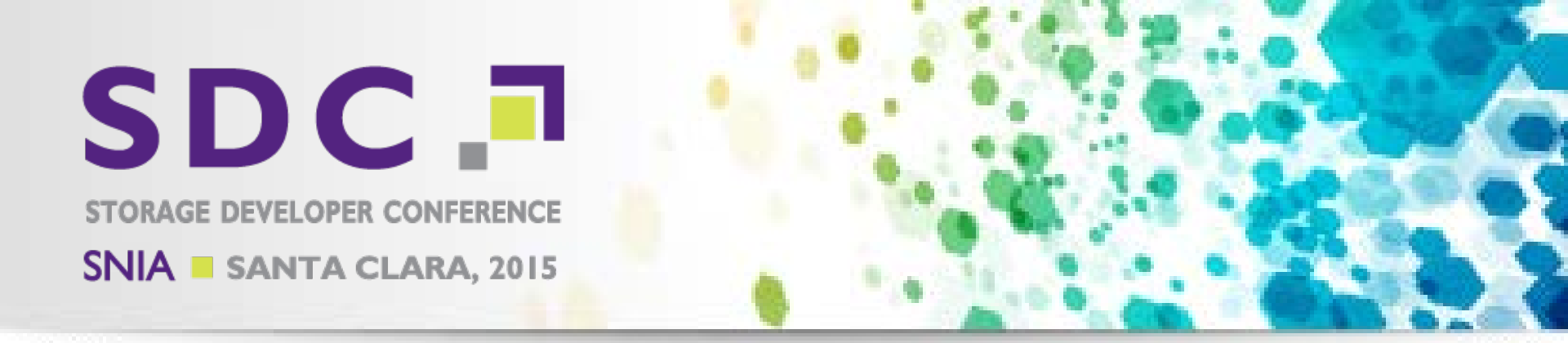


Innovator, Disruptor or Laggard, Where will your storage applications live? Next generation storage

Bev Crair, Vice President and General Manager, Storage Group
Intel

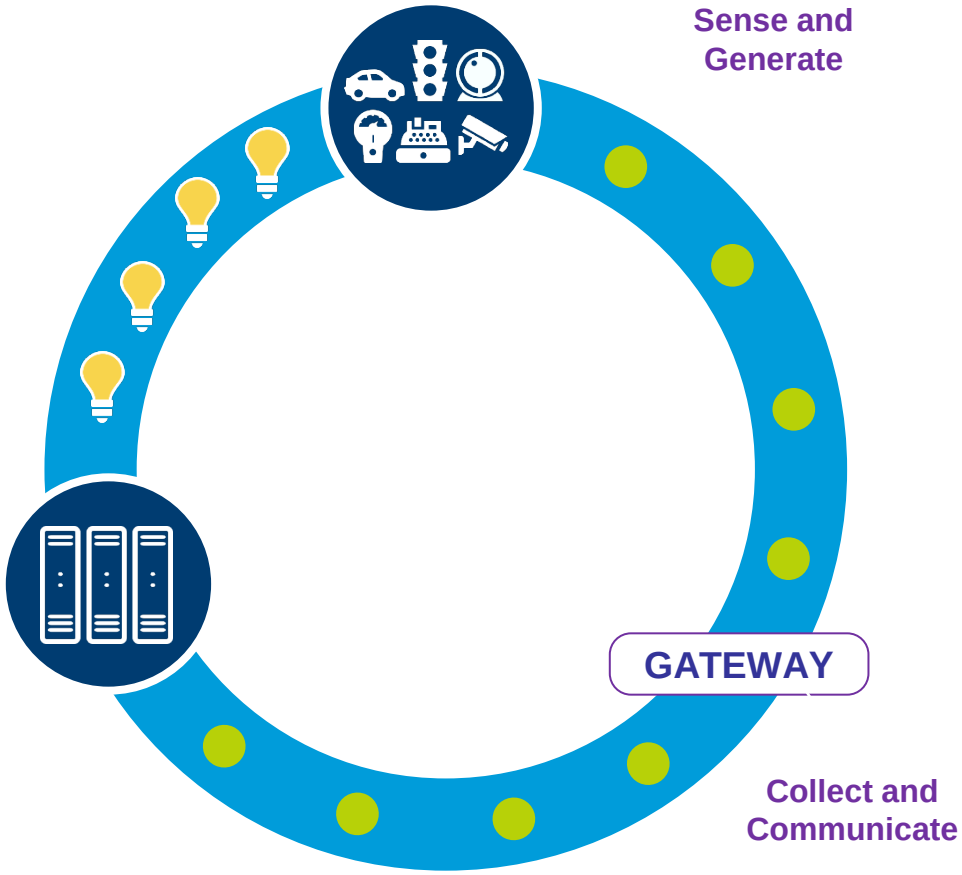
The world is changing

Information is exploding

Source: TechSpartan.co.uk - 2013 vs 2014 In an Internet minute

Data use pattern changes

- From collecting to analyzing data
- Valuable data now resides outside the organization
- Analyzing and optimizing unstructured data



Data growth challenges

COST CHALLENGES CONTINUE TO **GROW**

Storage Capacity In TB

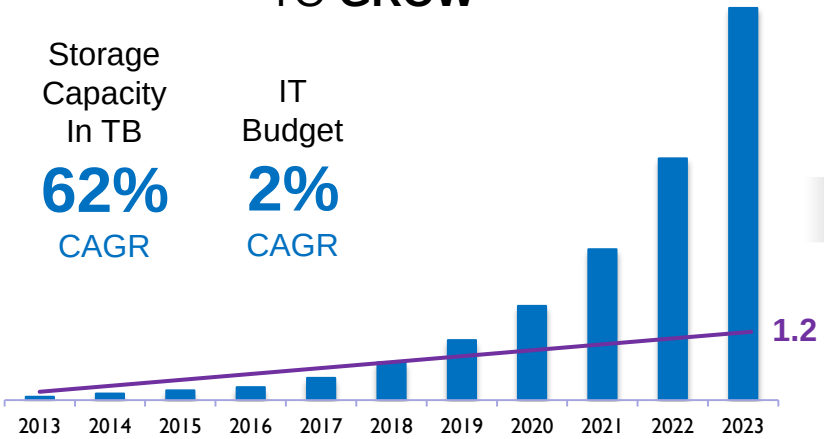
62%

CAGR

IT Budget

2%

CAGR



IT PROS WILL SHOULDER A GREATER **STORAGE BURDEN**

2014

230 GB

PER IT PRO

28 MILLION

IT PROS WORLDWIDE

2020

1,231 GB

PER IT PRO

36 MILLION

IT PROS WORLDWIDE

Data needs are growing at a rate unsustainable with today's infrastructure and available professionals

Source: IDC – The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things - April 2014

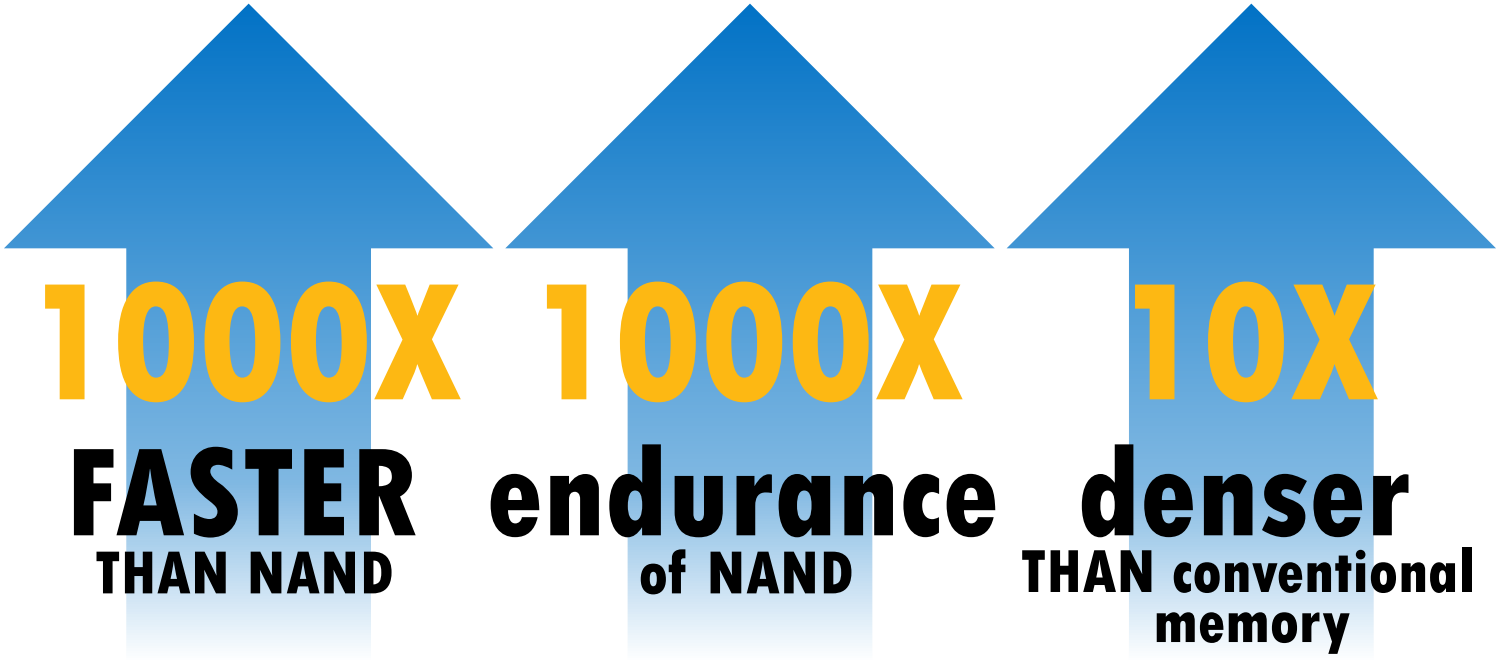
Transforming storage architectures

What's your workload Today?

Architectural Convergence on the Cloud Storage Platform

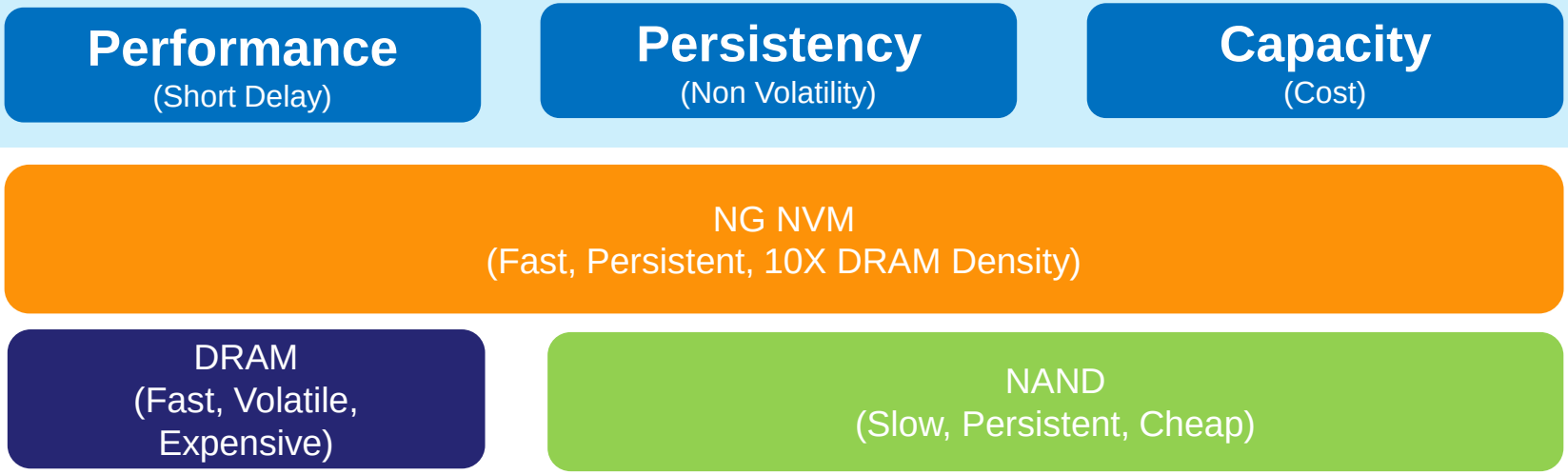
Next generation NVM: Intel and Micron

ew class of storage and memory 3D Xpoint®



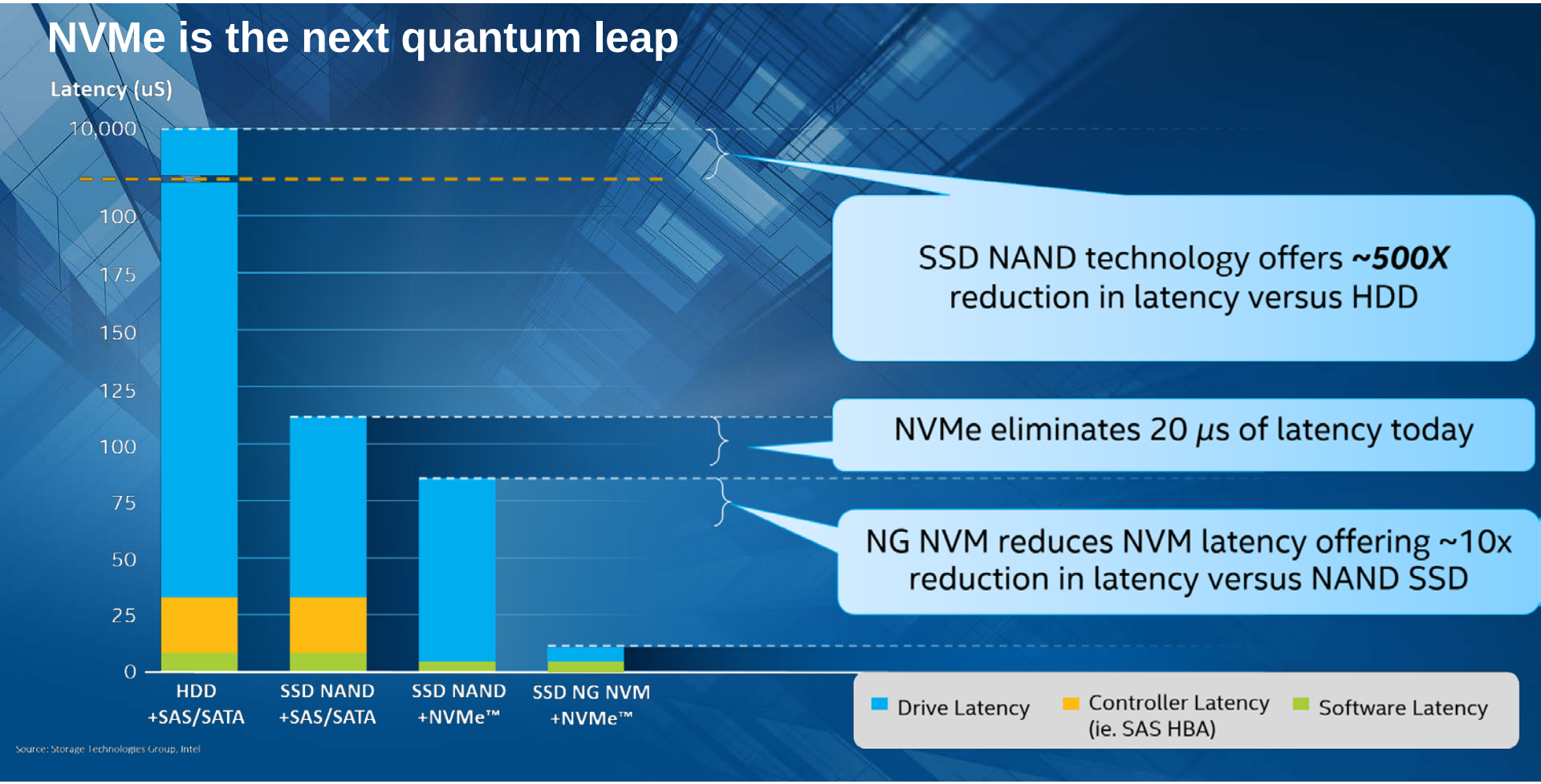
Why is NG NVM fundamentally different?

Fundamental Memory Characteristics

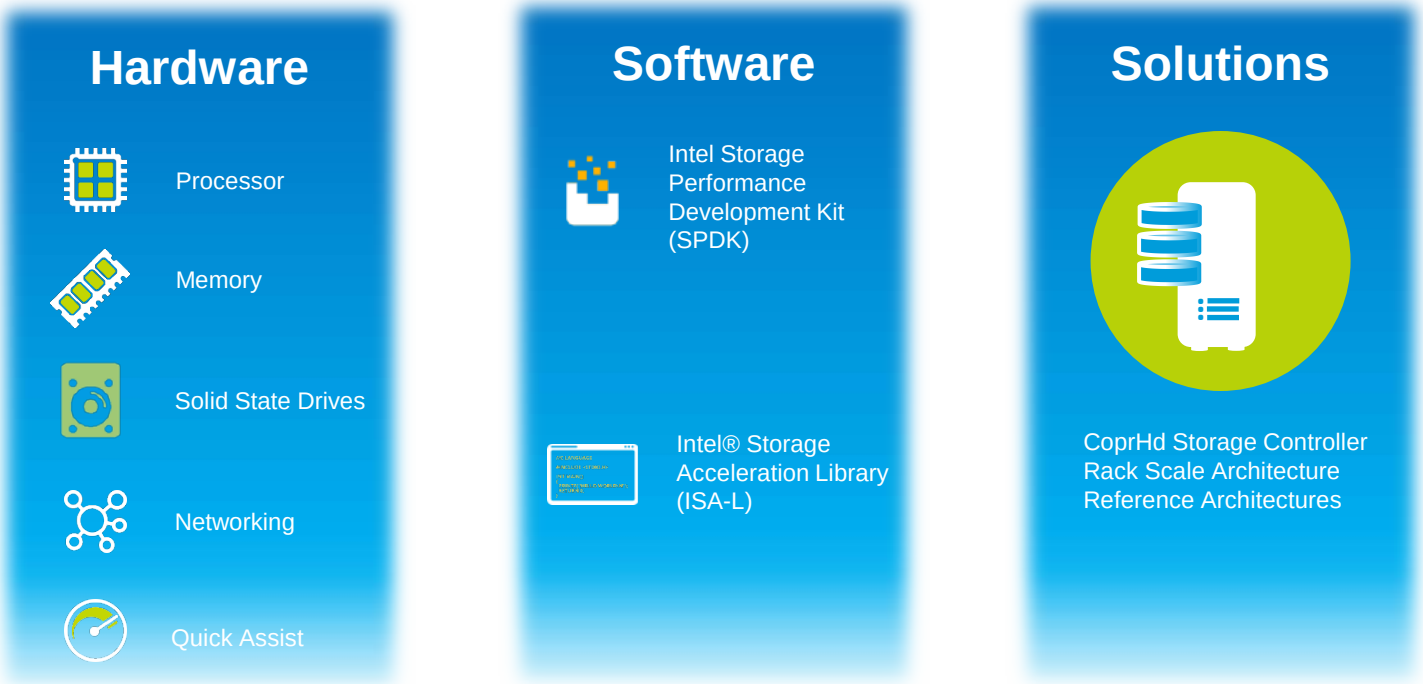


NG NVM is a Unique Balance of All Three Characteristics

Removing the storage bottleneck



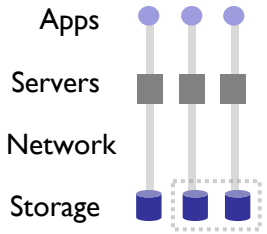
Intel storage architecture innovations



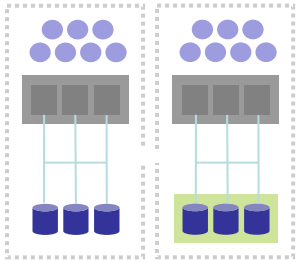
NEWS: Intel Storage Performance Development Kit
Open Source: NVMe User Mode Linux Driver available on
https://01.org/storage-performance

Where will your application live?

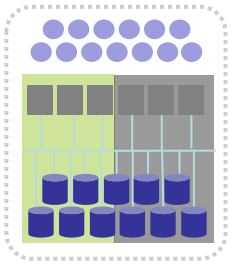
Silo'ed Storage



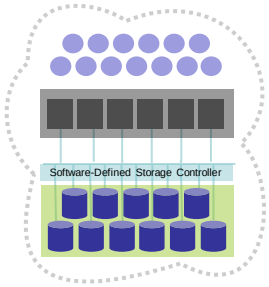
Zones of Virtualization

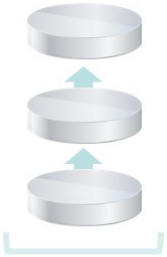


Private Cloud



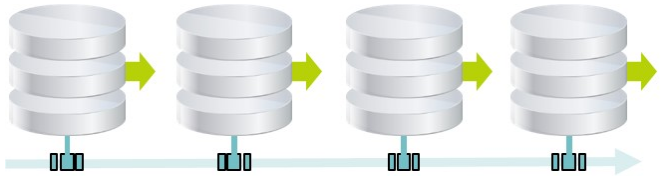
Public Cloud





SINGLE SYSTEM
INTERNAL NETWORK

Scale-Up / Purpose Built Storage



NODES WORKING TOGETHER
EXTERNAL NETWORK

Scale-Out / Software Defined Storage

CALL to ACTION

- Accelerate development for NVMe and PCIe
- Embrace Open Source software to accelerate new technology development
- Leverage next generation NVM technology for converged infrastructure
- Intel and You:
  A Bright Future Together!