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Data Storage: One Size Does Not Fit All

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Agenda

- Introduction to The Sageza Group, Inc.
- Global Business Needs Are Changing
- Business Data = Business Critical
- Storage: One Size Does Not Fit All
- The Benefits of Consolidated Storage
- Mid Market Considerations
- Summary

The Sageza Group

- Independent market watch firm
  - Fact-based forward-looking analysis
  - Focused on enterprise behavior and business productivity
  - Provides services to IT vendors and their partners

- Founded in 2001 - management start-up with key personnel from Zona Research
  - Headquartered in Silicon Valley, CA
  - European offices: London, England; Milan, Italy

Sageza – the inside story

"Sageza" from Italian word "saggezza" meaning "wisdom"

The Sageza Group

provides market insights that enable you to effectively manage within your current competitive environment, and to create your corporate future.

We do this by helping you:

...Understand your markets and your relative position within each market;

...Respond to change resulting from new products, technologies, and competitors' actions;

...Position your company and your products for future growth;

...Anticipate user reaction to new product concepts and designs.

Sageza – the inside story

"Sageza" from Italian word "saggezza" meaning "wisdom"

Global Business Challenges

- Regional issues are driving global events

- Economic uncertainty

- Fierce competition

- Companies need to maximize asset utilization

- Regulatory compliance

Enterprise IT Needs Are Changing

- The days of IT for the sake of IT are over

- Business pragmatism: First and foremost, IT must support critical enterprise processes and strategies

Business Data Is Business Critical

- Why is information valuable?

- Stored data reflects a company's:
  - Historical foundations
  - Current efforts
  - Future goals

- Effective management enhances the value of stored data by simplifying access and reuse

What Is Effective Data Storage?

Robust   = Operates 24x7 without complication

Scalable   = Grows with the business

Flexible   = Can dynamically meet enterprise needs

Manageable = Under IT control without undue burden

Affordable = Cost effective with positive ROI

Storage – One Size Does Not Fit All

- Storage solutions must be optimized for the business processes they support

  – Like everything, business information follows a natural lifecycle

  – The best storage solutions support all phases of that lifecycle

- Not all companies are the same size

  – The needs of the enterprise & mid sized firms differ

Creating Effective Enterprise Storage

- Analyze IT resources

- Classify data before choosing a storage solution

- Design and deploy storage solutions based on application requirements

- Consolidate data assets

- Use integrated tools for consolidated storage management

The Benefits of Consolidated Storage

- Improves data access and increases utilization

- Reduces management/maintenance costs (TCO)

- Simplifies IT processes and enhances centralized management and control over data

- Offers less waste, better cost effectiveness, and enhanced security

Mid-Market Considerations

- Business growth, market pressures, and regulatory compliance are driving the needs for increased information storage and timely retrieval

- These firms have limited IT resources, but information growth does not respect limited funds

- Their IT staff are generalists – it's hard to justify, let alone afford, storage specialists

Mid-Market Considerations

- The competitive growth of these companies is hindered by conventional SMB storage technologies (e.g. tape)

- Mid tier players need enterprise class storage on a mid tier financial reality. Solutions must be scaled to mid market needs without sacrificing the functionality of traditional high end solutions

Take Away Points

1. The days of IT for the sake of IT are over

2. IT must support critical processes and strategies

3. Storage technologies must be robust, flexible, scalable, easily manageable, and affordable

4. The best consolidated storage solutions support all phases of the information lifecycle

5. Effective storage management enhances the value of enterprise data assets

Discussion

Thank You for Your Attention

If you have any questions, opinions, or follow-up discussions, please contact me at

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