Clay Ryder Executive Vice President :sageza:

## Data Storage: One Size Does Not Fit All

19 November 2003 ILM Live Demo: Singapore

Sagezai

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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"

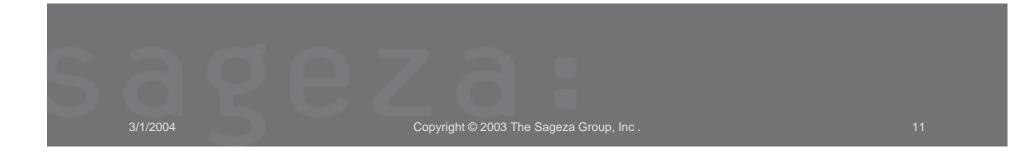
#### **Global Business Challenges**

- 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



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#### **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



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## 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

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#### Thank You for Your Attention

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

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