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RED HAT STORAGE Unbegrenzter Speicher für grenzenlose Datenmengen

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AGENDA

- Rethinking Storage
- Storage Is Essential
- Storage Needs Vary
- Buyers Behavior
- Storage Integration
- Usecases & And The Way To Them



THE INDUSTRY IS RETHINKING STORAGE



38%

of IT decision makers report **inadequate storage capabilities** as one of their top three weekly pain points



70%

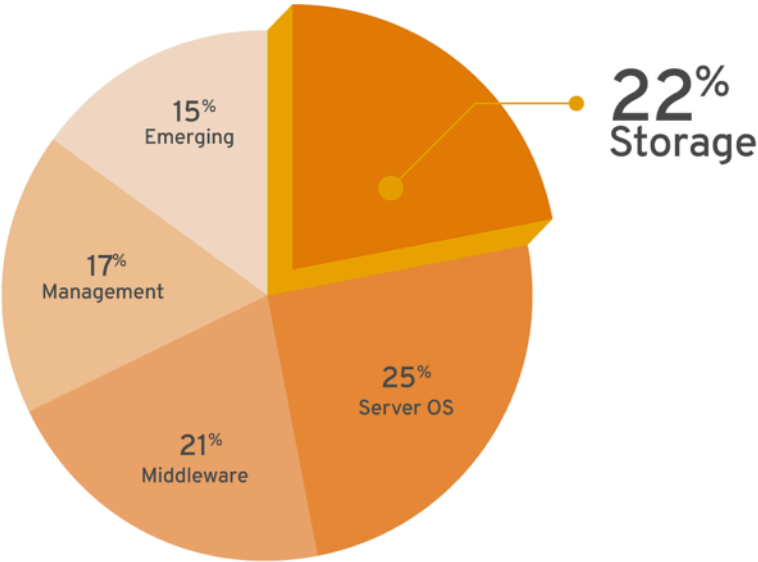
of IT decision makers admit that their organization's current storage **can't cope with emerging workloads**



98%

of IT decision makers believe **a more agile storage solution could benefit their organization**

STORAGE IS EXPENSIVE



+40%
per year

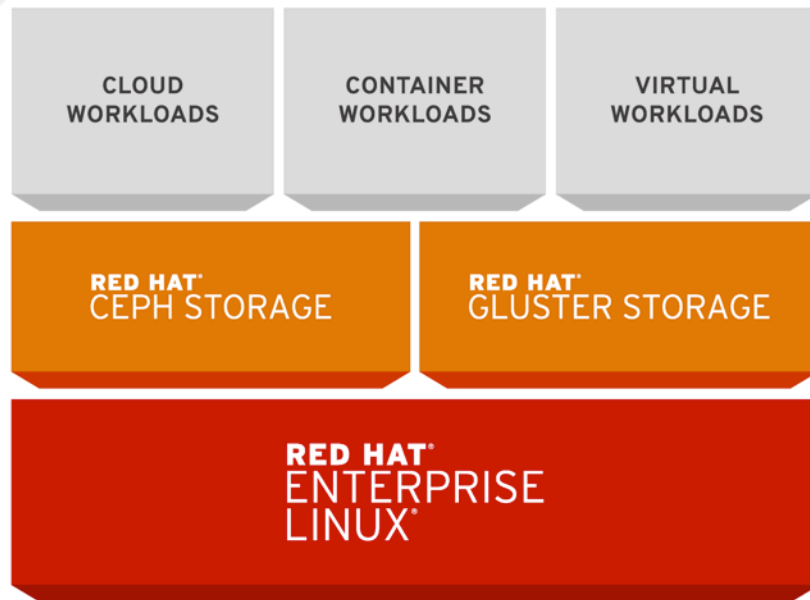
2018 ADDRESSABLE MARKET



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STORAGE IS ESSENTIAL



Every solution we deliver to customers requires an operating system and durable, flexible storage.



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DATA HAS GRAVITY

Once data has been loaded into a storage system, *it is very costly and time-consuming to move*



STORAGE NEEDS VARY

Not All Storage Workloads Come In The Same Size and Shape



Platforms like OpenStack
and OpenShift
are unpredictable



Backups require
petabyte-scale at
a low cost



Data and media lakes
require elasticity and
performance

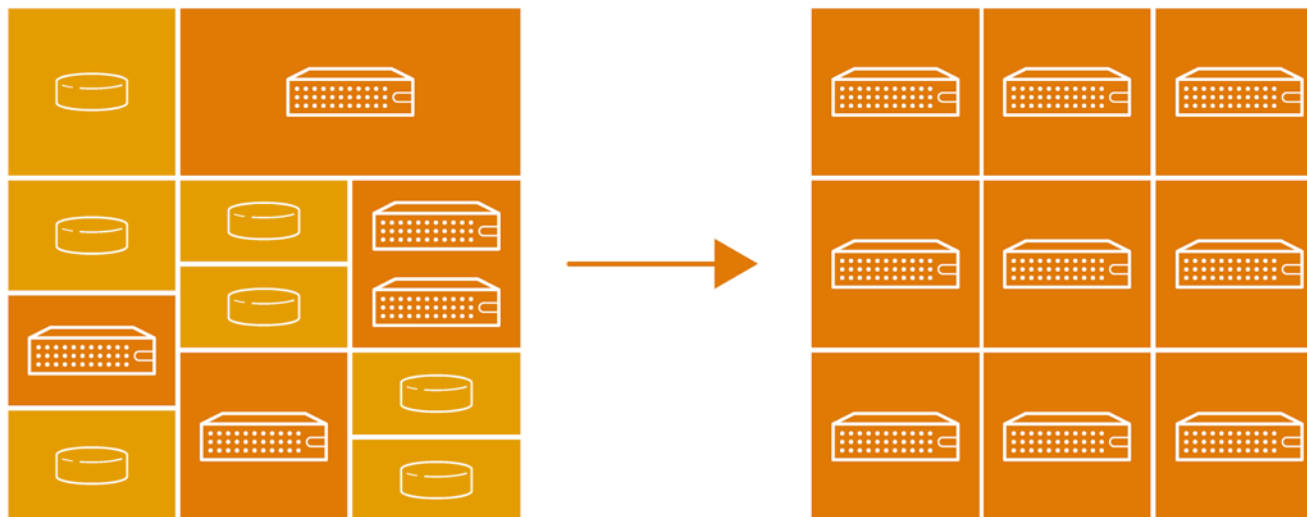


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PRINCIPLE: GENERALIZED HARDWARE

Modern Infrastructure Doesn't Require the Cost Overhead of Specialized Hardware

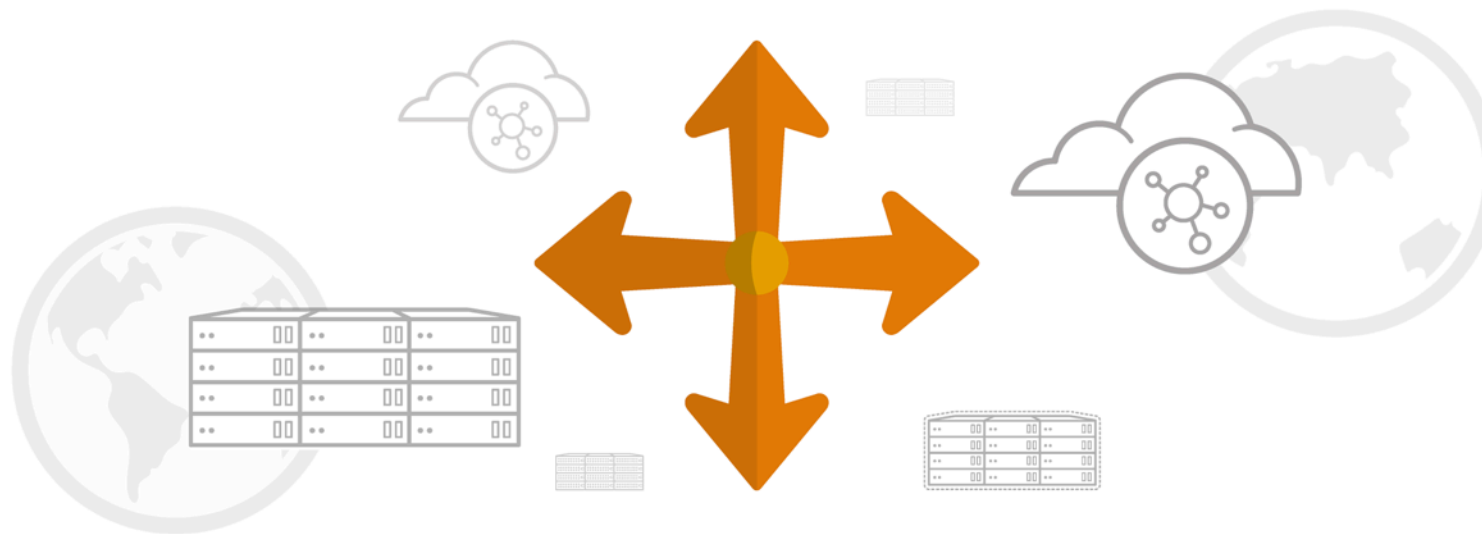


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PRINCIPLE: DISTRIBUTED DEPLOYMENT

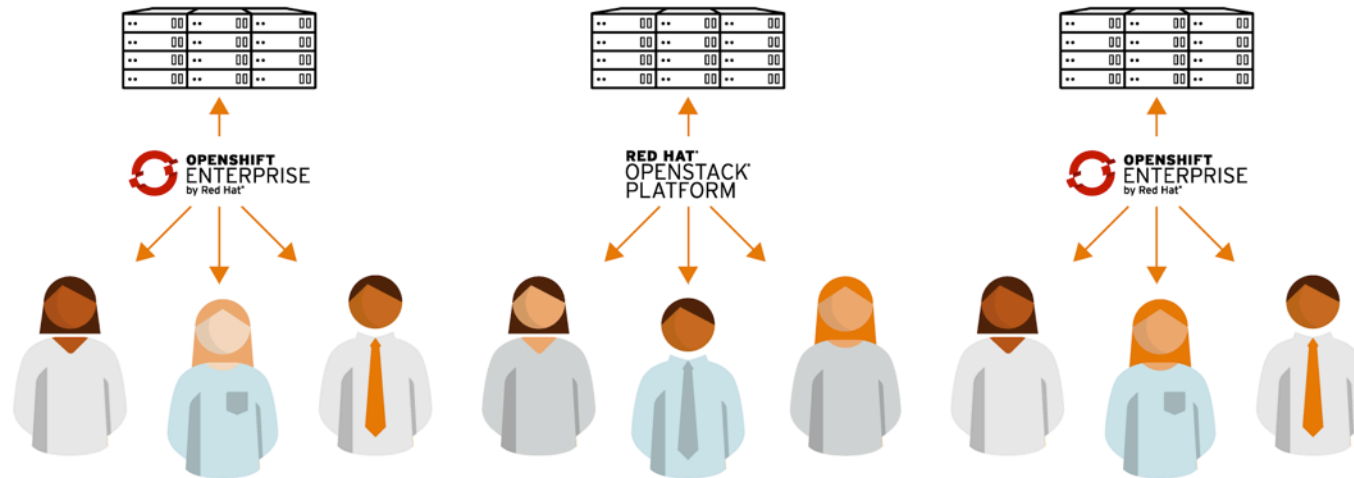
Modern Infrastructure Scales Across Multiple Data Centers and the Public Cloud



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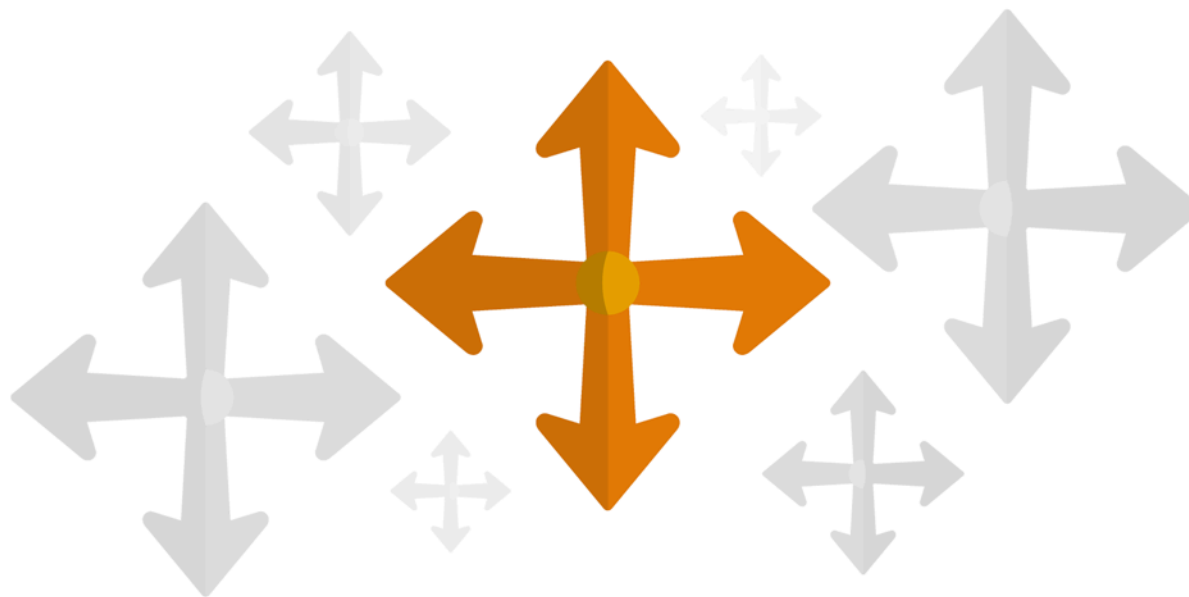
CONSEQUENCE: DECENTRALIZED CONTROL



All kinds of people deploy and consume infrastructure, through platforms like OpenStack and OpenShift

GOAL: AGILITY AND ELASTICITY

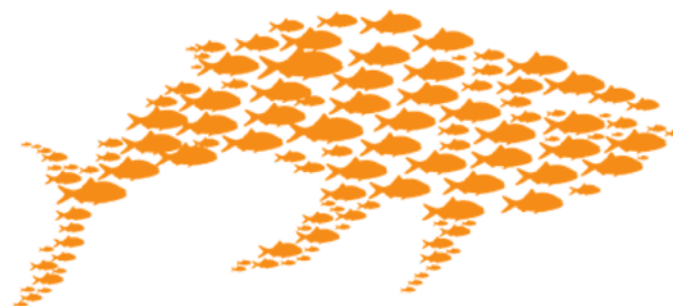
Modern Infrastructure Scales Out, Allowing It To Meet Changing Demands



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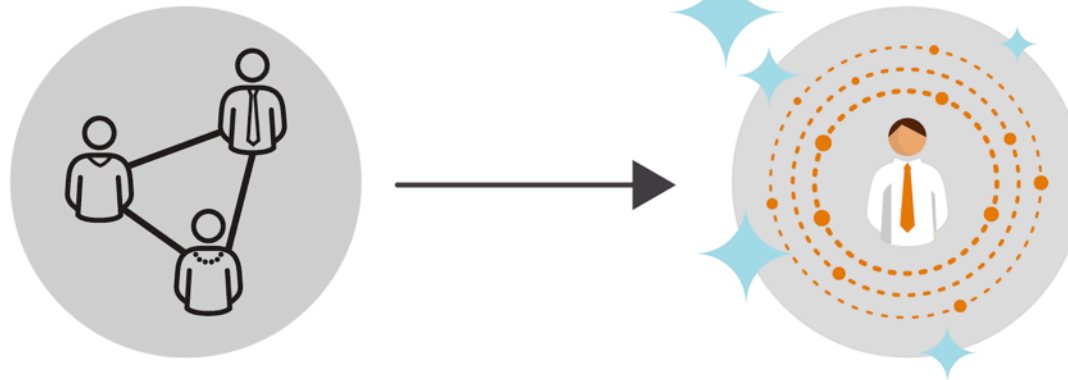
FLEXIBILITY IS CRUCIAL



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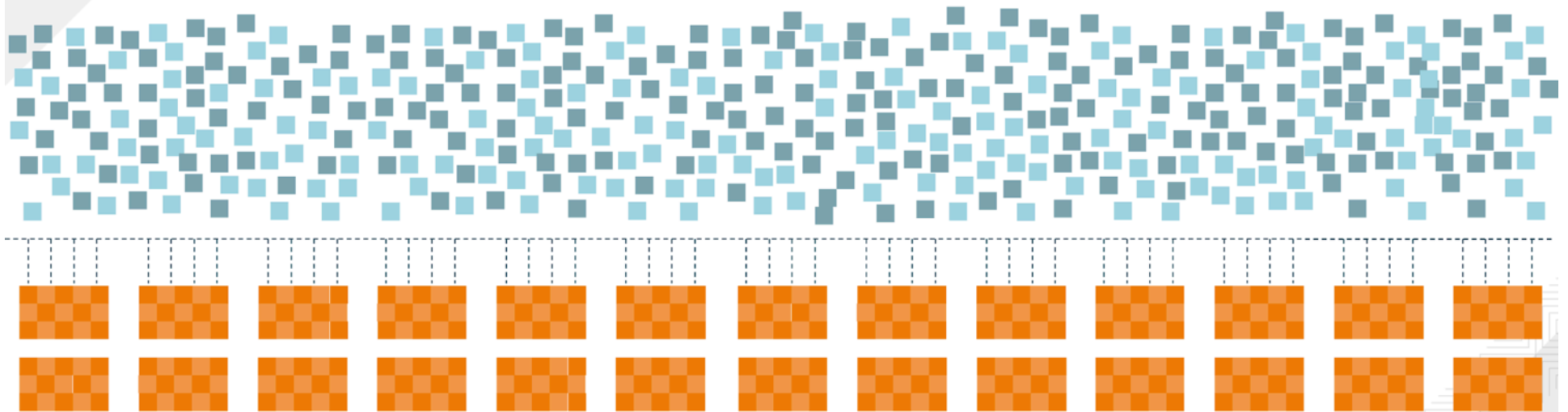
STORAGE BUYERS ARE CHANGING



Old storage buyers work on teams that focus on storage, purchase appliances.

New storage buyers operate large scale platforms, and must consider the complete picture.

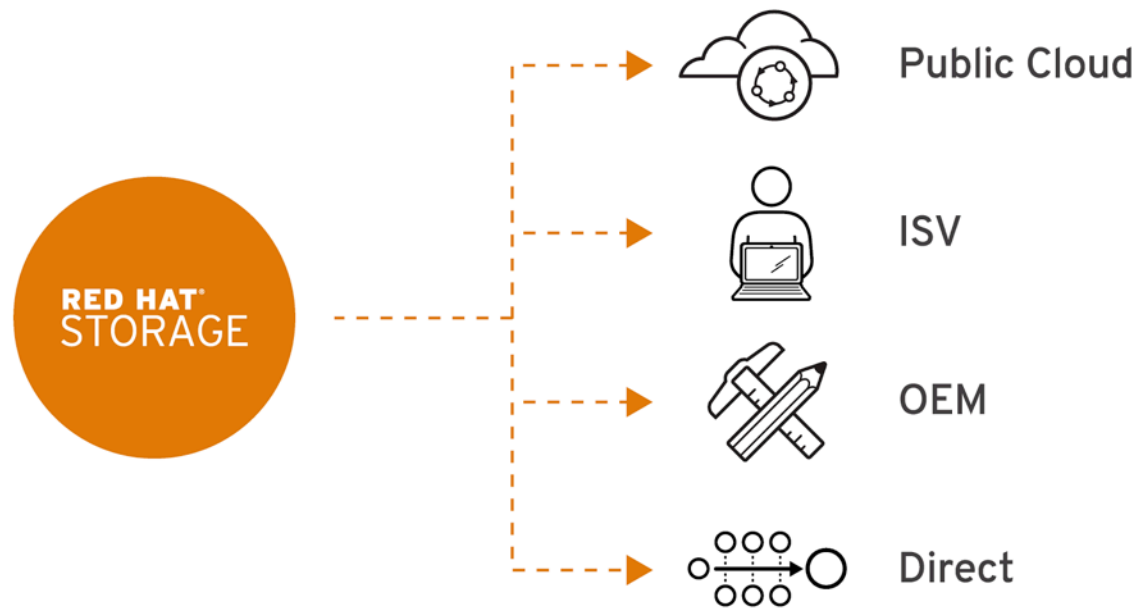
OUR STORAGE BEHAVES LIKE SOFTWARE



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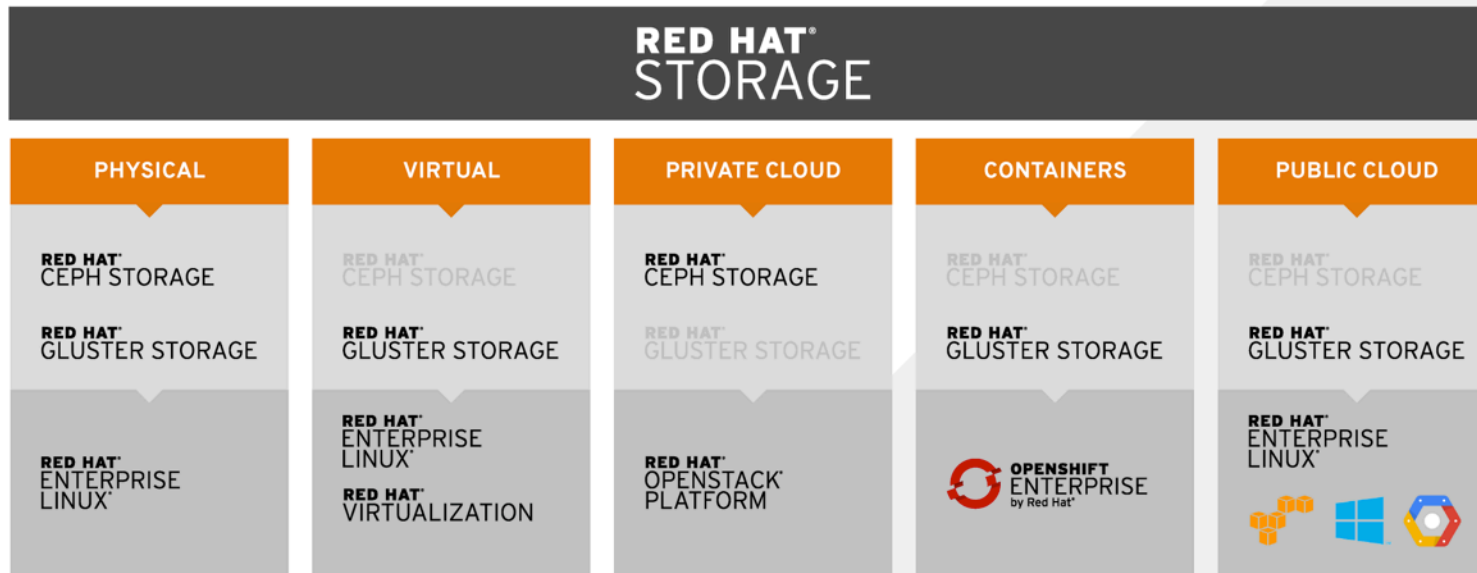
OUR STORAGE IS SOLD LIKE SOFTWARE



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OUR STORAGE IS DEEPLY INTEGRATED



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BE ON THE LOOKOUT FOR THESE USE CASES



OPENSTACK USERS
who need flexible, cloud storage that scales



OPENSIFT USERS
who need persistent, container-native storage



RICH MEDIA
like photos and videos, at enormously large scale



BACKUP
where elasticity and recovery time is critical



DATA LAKES
and other Big Data where storage matters



SURVEILLANCE
storage for customers with 1000+ cameras



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ASK THESE SIMPLE QUESTIONS



➤ **What storage technology are you currently using?**

Does it scale flexibly and cost effectively at petabyte scale?

What challenges are you facing with your current storage infrastructure?

How do you manage provisioning, capacity planning, and migrations with your current storage infrastructure?

Is your current storage infrastructure capable of handling your needs next year?



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TEST DRIVES

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Test-Drive:
bit.ly/cephtestdrive



RED HAT® GLUSTER STORAGE

Test-Drive:
bit.ly/glustertestdrive



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