



**NetApp™**

Go further, faster™

# Winners or Losers

The role of information management in  
business success

CIO´10 conference  
Hungary



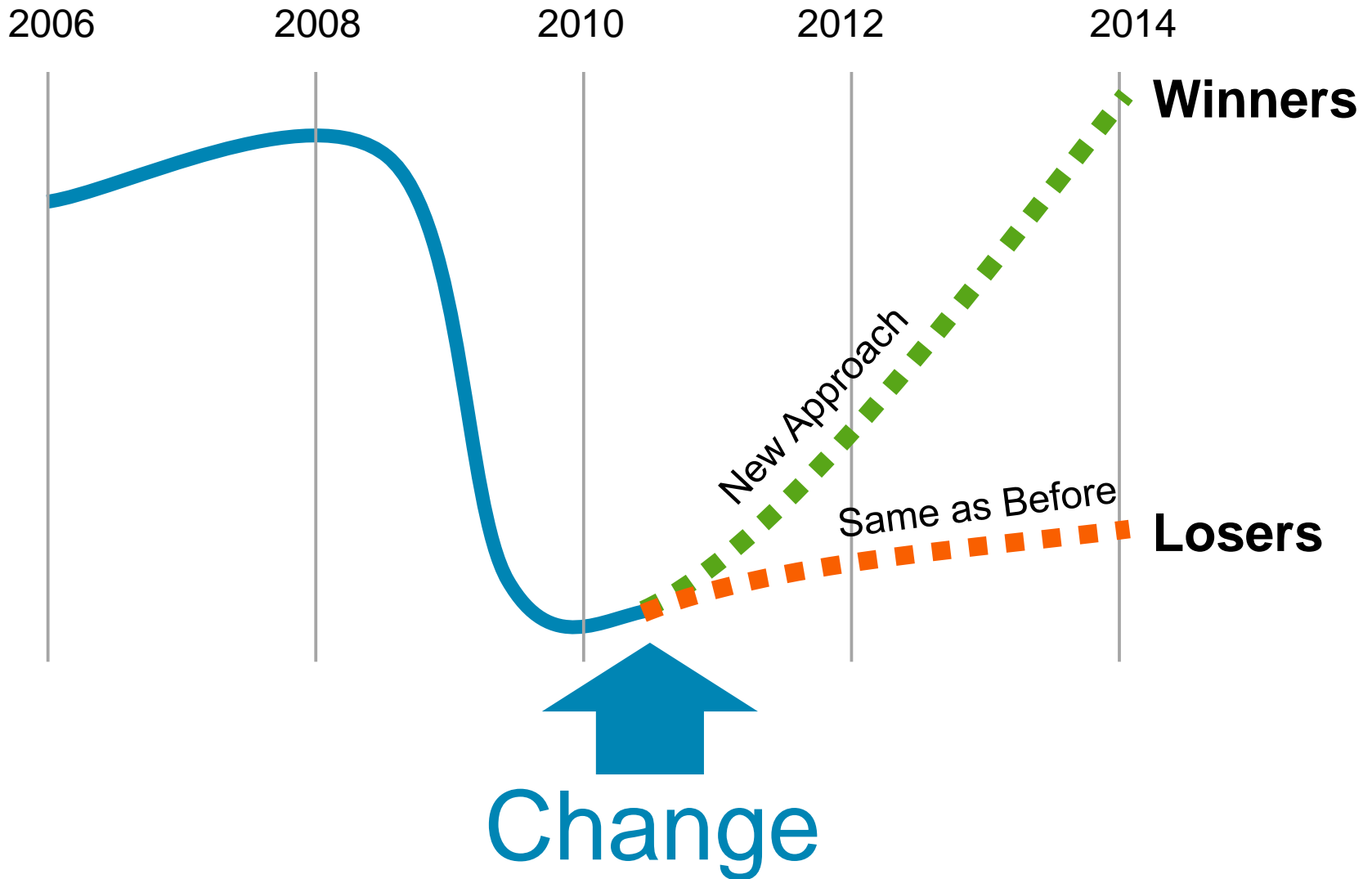


# Next step on the journey of change



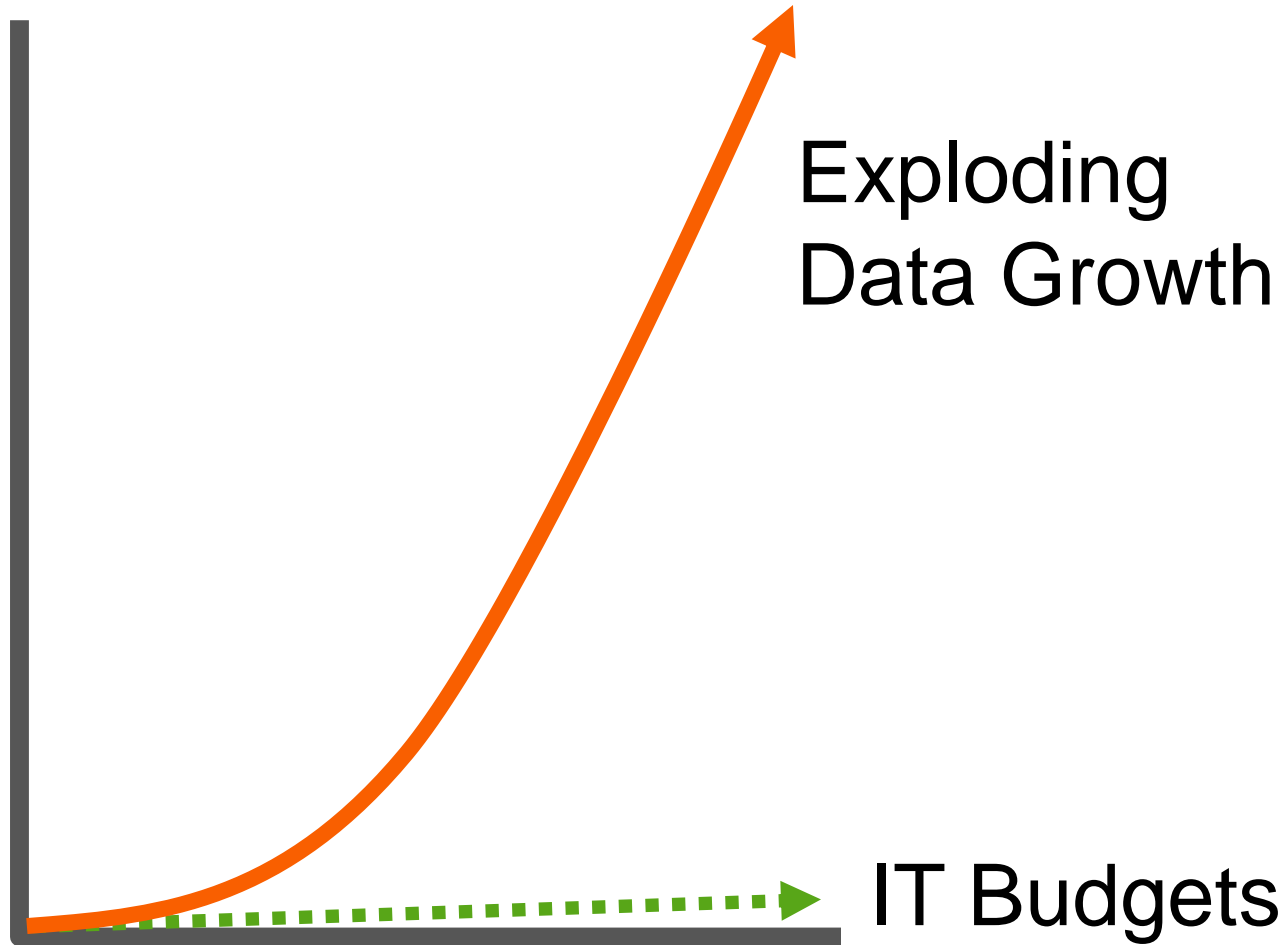


# What will you do?






# A hot market, with a big problem



# Efficiency Remains a Theme for CIOs



The screenshot shows the Computerworld Management website. The header is yellow with the text "COMPUTERWORLD Management". Below the header is a navigation bar with links for "In Depth", "Reviews", "White Papers", "Newsletters", and "IT Careers". There is a search bar with "Google Custom Search" and a "SEA" button. Below the navigation bar is a "DISPENSER" section with a search box and the text "You pick t". The main content area features a large headline "IT's top tier: Strong and steady leadership" and a sub-headline "These 100 IT visionaries are seizing this rare moment to produce measured growth, en on innovative pilots and build loyalty in the most valued workers". The article is by Julia King, dated December 7, 2009. There are social media sharing icons for Comments (5), Recommended (24), Digg, Twitter, and Share. A snippet of the article text is visible: "Computerworld - Each year, Computerworld's Premier 100 awards program shines a spotlight on 100 men and women driving positive change in their businesses through technology. year, despite a struggling economy, the honorees are marked shared commitment to pursuing innovative strategies, while k their businesses humming and sustaining their employees' lo the full listing of this year's honorees, along with their leaders".

"We're always working on efficiency and effectiveness and bringing new capabilities," says [Avid Modjtabei](#), CIO at San Francisco-based Wells Fargo & Co., which merged with Wachovia Corp. just 11 months ago. "The economic downturn made more of a compelling case to accelerate those initiatives."

Hedberg says HCSC was forced to "reduce the IT budget by substantial millions without sacrificing any quality of service delivery." His solution was to create teams within IT and set them loose to find ways to optimize costs and services.

"What we've seen is that there are a lot of optimization opportunities out there that can lead to innovation," Hedberg adds. "Part of optimizing what you have in place is removing complexity. It creates opportunities to make things easier for customers and staff."



# Projected data growth

- Storage capacity requirements grow 20-40% YoY (excl. backup etc.)
- Unstructured data growth is predicted 60-80% over 5 years
- Budget growth?

[Forester Research Group, Feb. 2010](#)

Figure 2 The Five-Year Growth Of 100 Terabytes

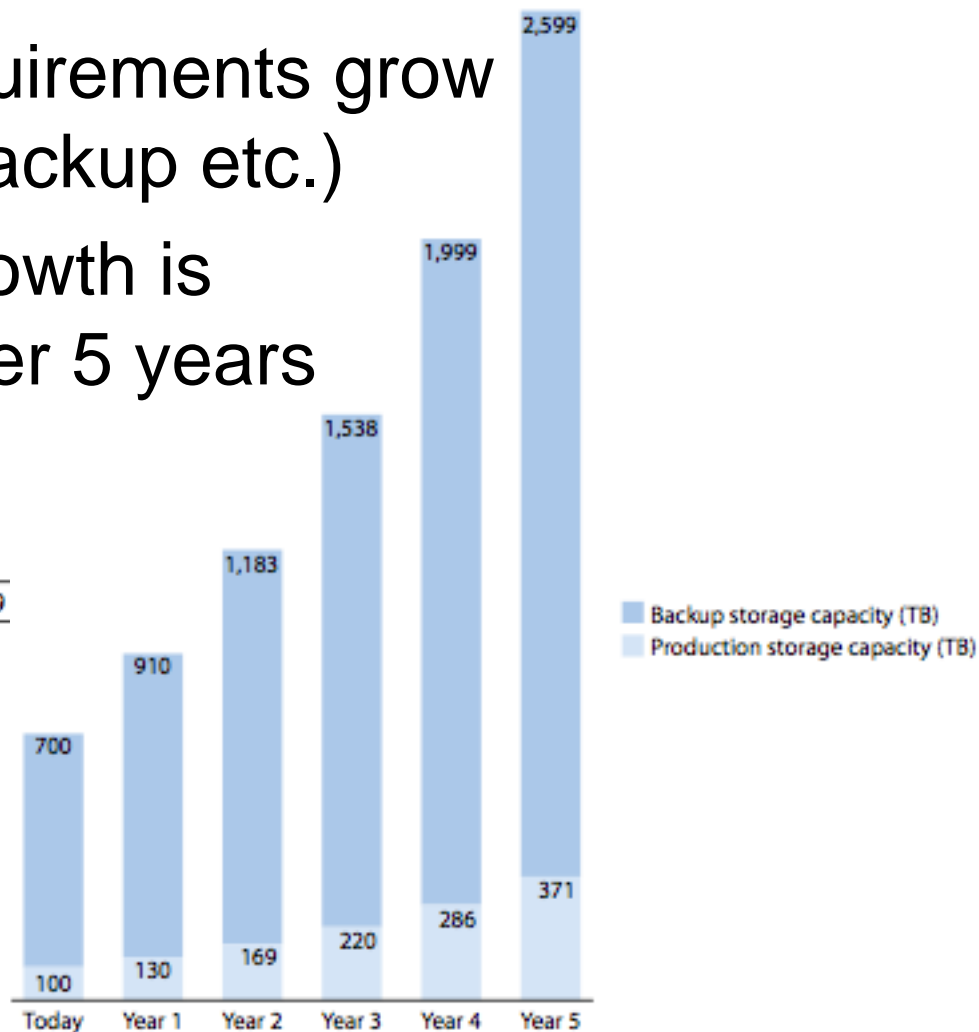
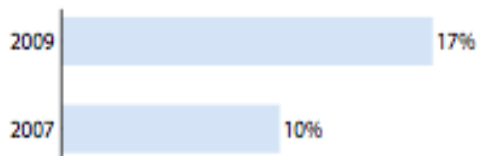


Figure 1 Storage Budgets As A Percentage Of Technology Hardware Budgets, 2007 And 2009

"How much of your firm's IT budget will go to storage?"



Base: 1,435 decision-makers at North American and European SMBs and enterprises (2009)

Base: 896 executives at North American and European SMBs and enterprises (2007)

Source: Enterprise And SMB Hardware Survey, North America And Europe, Q3 2009 and Enterprise And SMB Hardware Survey, North America And Europe, Q3 2007, respectively



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# Quiz



# What is the fastest growing social network?

A



B



C

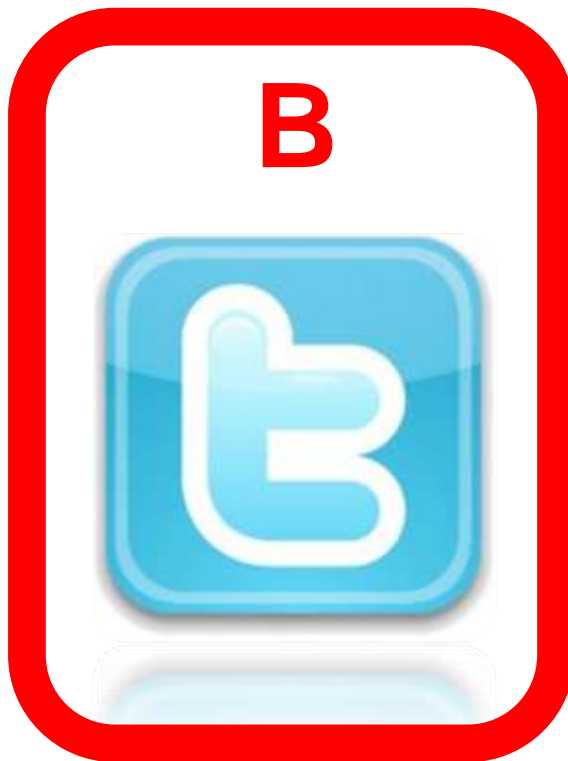


# What is the fastest growing social network?

A



B



C





How many text messages were sent in the last 24 hours?

A

B

C

1.2B

3.8B

6.7

B



How many text messages were sent in the last 24 hours?

A

B

C

1.2B

3.8B

6.7

B



# How fast will enterprise data grow in the next 5 years?

A

B

C

380% 540% 650%



# How fast will enterprise data grow in the next 5 years?

A

B

C

380% 540% 650%



# What percent of that data growth will be unstructured?

A

B

C

80%

49%

35

%



# What percent of that data growth will be unstructured?

**A**

**80%**

**B**

**49%**

**C**

**35**

**%**



# How much will the cost of DC power/space rise by 2013?

A

B

C

50%

200%

300

%



# How much will the cost of DC power/space rise by 2013?

A

50%

B

200%

C

300

%



# What is the average server utilization?

A

28-

32%

B

12-

27%

C

7-

15%



# What is the average server utilization?

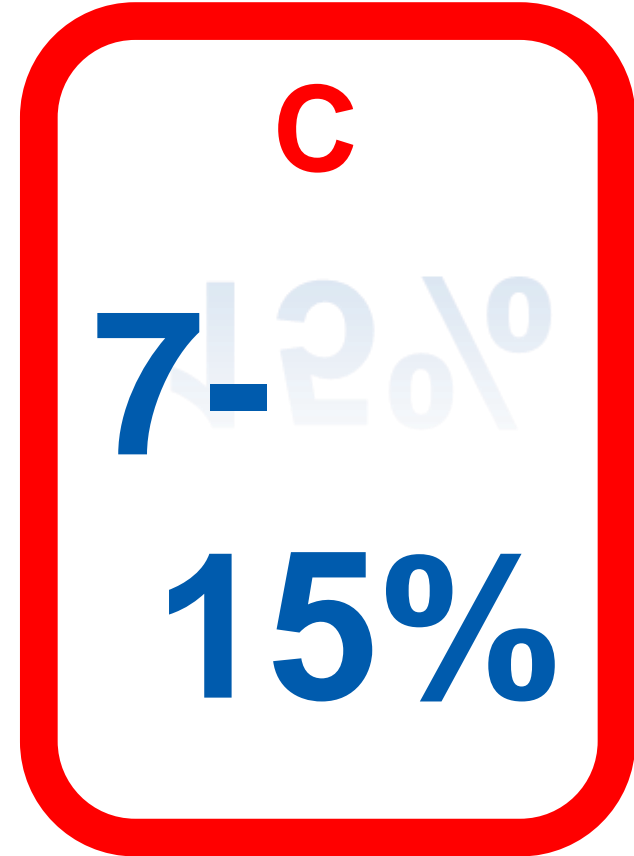
A

28-32%

B

12-27%

C





# What % of F1000 expect to use a cloud service by 2012?

A

B

C

30% 50% 80  
%



# What % of F1000 expect to use a cloud service by 2012?

A

B

C

30%

50%

80%

%



# Data management in the future





# Think it through - upfront

Lady Nancy Astor:

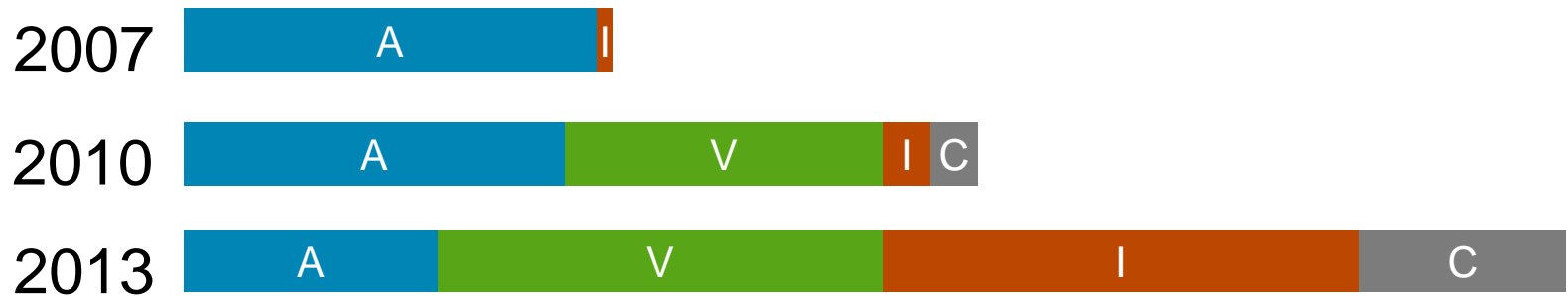
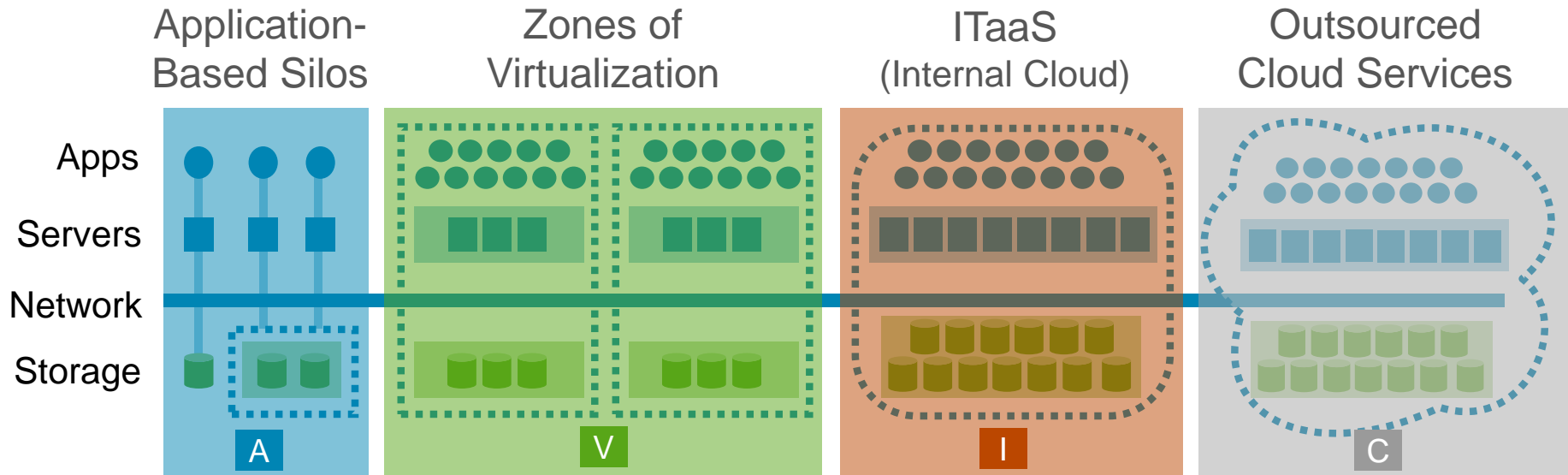
“Winston, if you were my husband, I'd poison your tea.”

Winston Churchill:

“Nancy, if I were your husband, I'd drink it.”

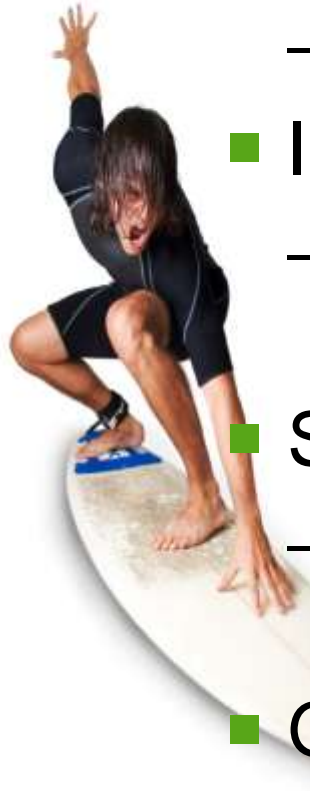
Pick your partners carefully.....

# The Evolution of the Data Center





# The future



- Boundless scalability
  - Scales to petabytes of data, billions of files
- Intelligent data management
  - Policy-based data management automates data placement
- Secure data retention
  - Protects content through encryption and digital signatures
- Global always-on data availability
  - Enables continuous access to content in global, multi-site content repositories



# Social media influencing business





# Winners or Losers

- The only differentiation is execution

Guy Chiarello  
CIO Global – JP Morgan Chase

**Thank you**

