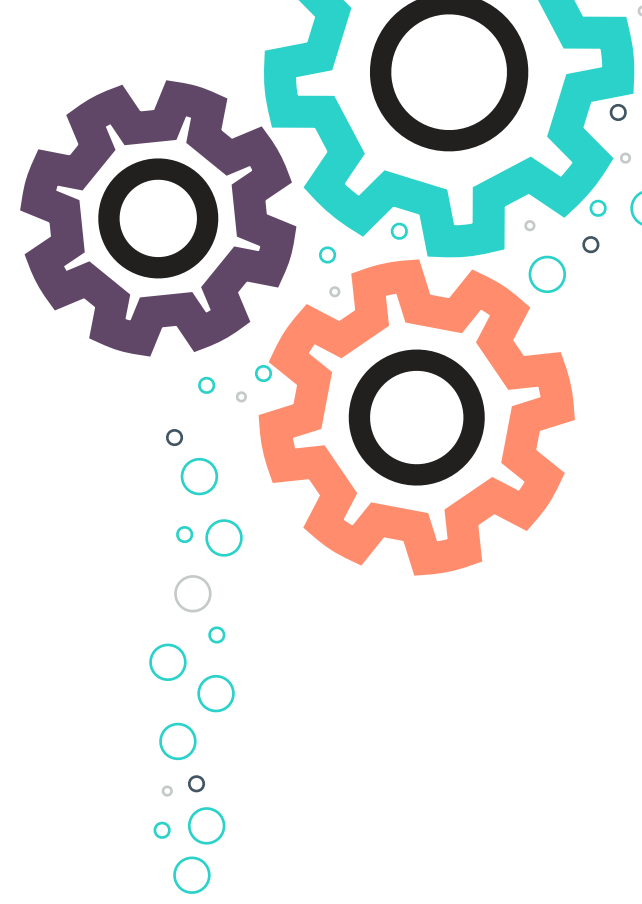


The Storage Challenge

Ride the wave with HPE and SUSE!



Using ALL your data can make a difference to your business!

- Leverage your structured and unstructured data
- Give customers what they want—before they ask for it
- Grow revenue with targeted customer service
- Gain consolidated insights from across your entire business
- Make better business decisions—faster
- Adapt to changing market conditions—rapidly

Unstructured data waves are ... **changing the world**

Explosive data growth is being fueled by Big Data, the Internet of Things, and Social Media.

More data was created in the last two years than in all human history¹

2000: 25% of the world's stored information was digital²

2016: More than 98% of all stored information is digital²

- By 2020, about 1.7MB of data will be created every second for every human on the planet
- By 2020 the digital universe will grow to 44 zettabytes—about 5,200GB for every person¹
- > 70% of data is created by individuals; enterprises are responsible for storing and managing 80% of it²
- 80-90% of all data is unstructured²

10X
faster growth of **Human** and **Machine** data over **Business** data

Human data:

Emails, Photos, Videos, Text Messages, etc.

Business data:

Transactional

Machine data:

Internet of Things

Unstructured data vs. structured data ... **driving data growth**

Structured data—or **Business data**—fits neatly into traditional table-row-column databases. Unstructured data doesn't. It's made up of:

Human data:

Email, text messages, music, photos, video



- Facebook users send on average 31.25 million messages and view 2.77 million videos every minute¹
- Every minute, up to 300 hours of video are uploaded to YouTube alone¹
- Every year, 1 trillion photos are taken and billions of them shared online¹

Machine data:

Internet of Things



- In 2016, 6.4 billion things—up 30 percent from 2015—will be connected to the Internet of Things (IoT), with 5.5 million new things being connected every day
- By 2020, 20.8 billion things will be connected to the Internet (Gartner)³

Unstructured data waves are ... **creating new challenges**

Capacity and capabilities of legacy storage architectures is being challenged. Traditional approaches to block and file storage are unable to meet the volume, velocity, and variety demands of unstructured/semi-structured data due to cost and complexity.

“The storage industry faces disruption as organizations transition away from traditional SAN / NAS to software-defined storage strategies. ... The challenge many organizations face is how to leverage an **open source** based **software-defined storage** approach while **ensuring enterprise level service, performance and reliability** requirements.”⁴

- IDC, June 2016

Storage questions you need to ask ... **and answer**

How do I store and protect my unstructured data in view of its volatility and variety?

How do I back up my unstructured data and restore it when I need to?

How do I organize and catalog my data to ensure its easy accessibility?

How do I reduce storage costs while ensuring the performance and availability my business needs?

You can ride the storage wave ... **and win**

SUSE Enterprise Storage for HPE Apollo and ProLiant Systems—powered by Ceph technologies—provides the massive scalability you need to efficiently and cost-effectively master your storage challenge.



Define

- Open source, software-based object storage architecture
- Unlimited scalability
- No single point of failure
- No vendor lock-in
- Pennies on the dollar



Build

- Purpose-built, all-in-one, pre-integrated, enterprise-ready Ceph object storage solution
- High performance, industry-standard HPE Apollo and HPE ProLiant servers
- Reuse legacy systems



Run

- Tested, validated reference architectures
- Seamless integration with existing backup and disaster recovery solutions
- End-to-end support with one number to call
- Shift CAPEX to OPEX with HPE Financial Services

Win

Cost-effective:

Industry-standard x86 servers

Simple scalability:

Just add more x86 nodes

Built-in data durability:

Software protection in the event of a hardware failure

Sustainable performance:

Add compute and storage as you grow

Rapid retrieval:

Always online and available

Secure and cost-effective:

Better security and cost-control than public cloud with anywhere cloud accessibility

Use Cases



Backup Target:

Typical backup scenarios



Video Archive:

Archive surveillance video to meet compliance



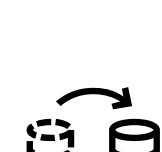
Cloud Storage:

Ad hoc consumer and enterprise cloud backup



Content Distribution:

Distribute videos, music, etc.



Content Repository:

Rapid retrieval of miscellaneous items



Media Archive:

Media archive of Emails, Texts, Tweets, etc.

“Customers considering a software-defined storage approach can **leverage SUSE's innovation and active advancement of Ceph** in the **open source** community **combined with HPE's proven hardware platform, service and support expertise** to **confidently deploy an SDS** based on the widely accepted Ceph software.”⁵

- IDC, June 2016

Ride the storage wave and win— **with HPE and SUSE**

Learn more.
hpe.com/partners/suse/

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