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Object storage uncovered: Market drivers, technologies and key players

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Abstract: Object storage uncovered: Market drivers, technologies and key players

- As data continues its relentless growth curve, IT pros are struggling to solve capacity issues that slow down IT agility and are a drag on business. Many service providers and enterprises are turning to object storage to deal with scaling issues, either in the cloud or on premise.

- In this webinar we will discuss the major market drivers for object storage and the various technology approaches, and also look at the landscape of key players.

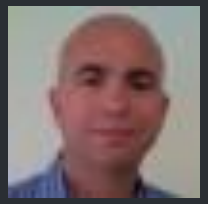
Today's moderator and panelists



Barb Goldworm – President and Chief Analyst, FOCUS LLC



Marc Staimer – President & Chief Dragon Slayer, Dragon Slayer Consulting



George Crump – Founder, Storage Switzerland



Mike Karp – Vice President & Principal Analyst, Ptak, Noel & Associates

Agenda for today's webinar

- What are the major storage challenges and drivers today?
- Object storage use cases and characteristics
- What is object storage and why should you care?
- Advantages/disadvantages
- Approaches and vendor landscape
- Trends and futures
- Q & A





Major storage challenges and drivers today?

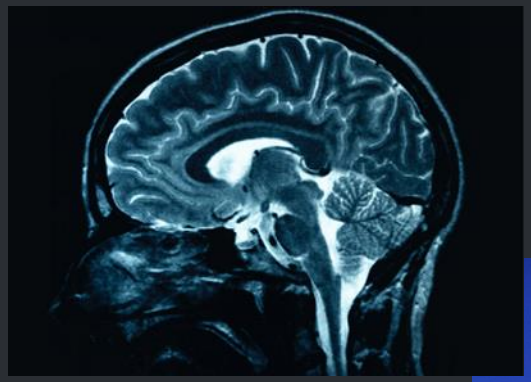
Major storage challenges and drivers today?

- What are the major storage challenges today and how are they driving the need for object storage?
  - Unstructured data growth/scale/big data
  - Availability, protection, resiliency
  - Performance
  - Data durability / persistence
  - Geo distribution
  - Expanding infrastructure
  - Cost
  - Complexity



- When do traditional storage technologies hit a wall?









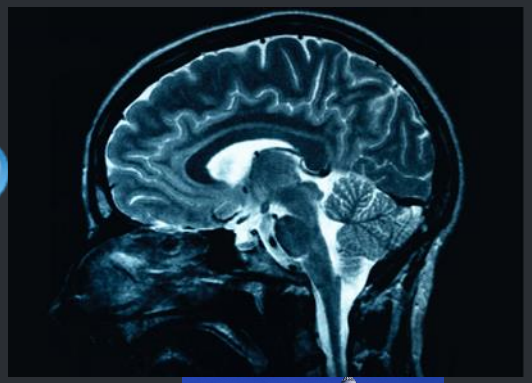


Use cases and characteristics

Use cases and characteristics

- What are the use cases:
  - Large numbers of users requiring parallel access at PB/EB scale
  - Large unstructured files – medical imaging, media/entertainment, oil & gas, life sciences, big pharma, government, cloud storage
  - Archive
  - Service providers
  - Hadoop optimization
  - HPC?
- Characteristics
  - How much data? Number of objects?
  - Static vs. dynamic data
  - R/W speeds













What is object storage and why should you care?

What is object storage and why should you care?

- What is object storage?
- How does it compare to other options?
  - File and block
  - Scale out NAS/SAN
- Related terms
  - Metadata
  - Erasure coding
  - Multi-copy mirroring







Advantages/disadvantages of object storage

Advantages/disadvantages of object storage

- What are the advantages of object storage?
  - Scalability (capacity, performance, geo-distribution)
  - Search
  - Flexibility (access, distributed architecture)
  - Availability/resilience/protection
  - Cost
- What are the disadvantages of object storage?
  - Requires change
  - Lack of sufficient pain / adoption by end users?
  - Complexity/lack of understanding
  - Major vendor support?
  - On ramping / off ramping
  - Cost





Approaches and vendor landscape

Approaches and vendor landscape

- What are the different approaches to object storage?
  - Cloud, on-premise, hybrid
  - HW/SW appliance vs. STaaS
  - General storage vs. big data
  - Optimized for archiving (general or compliance)
  - Optimized for other apps (video serving, HPC…
- What are the key features to consider?
  - Scalability, performance, resiliency, manageability, interface support, optimization objective, erasure coding, capacity optimization/deduplication, front-end services/UI
- Who are the key players in the vendor landscape?
  - Startups
  - Open Source
  - Major storage vendors





Trends and futures

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Trends and futures

- What are the trends shaping this market today and what will it look like in 3-5 years?
  - Data growth
  - Big data
  - Compute intensive / data intensive
  - Cloud storage
  - HPC
  - Object storage vs. file and block





Questions

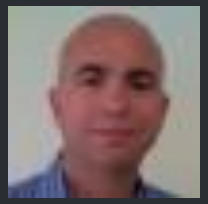
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For more information on this topic:

Gigaom Pro Report:

- How object storage tackles thorny “exascale” problems
  by Marc Staimer

  <insert link here>



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Thank you!