The Storage Networking Industry Association

Storage Management for a New Economy

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State of IT:
Worldwide Storage Demand Growth

Source: The Yankee Group, 2002
2003 Expected Growth in Managed Storage

- **25%** Small Increase (Less than 10%)
- **37%** Some Increase (10% to 25%)
- **30%** Substantial Increase (25% to less than 100%)
- **8%** Major Increase (100% or more)

Source: The Aberdeen Group, February 2003
State of IT: Expected Shift in Storage Budgets

- 47% for a Decrease
- 25% for a Small Increase (0-10%)
- 18% for a Significant Increase (10% to 100%)
- 10% for a Very High Increase (100% or more)

Source: The Aberdeen Group, February 2003
State of IT: The Problem

Source: Michael Peterson, In-Fusion

Increasing Data Volume and Value

Decreasing Storage Technology Cost

Increasing Storage Management Cost

Management GAP

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According to the Gartner Group, $7 of every $10 spent on storage is for management and administration cost.
Mission
To ensure that storage networks become efficient, complete and trusted solutions across the IT community.

Vision
– Create smart, collaborative, rigorous methods
– Accelerate new technology and evolution of standards
– Promote acceptance among vendors and IT professionals
– Deliver education and information
SNIA Activities

- 350+ Member companies
  - Committees
  - Forums
  - Technical Working Groups
- Education
- Evangelization
- Technical Work

Standards Collaboration
- DMTF
  - CIM, WBEM, SMI
- ANSI
  - T10 and T11
- IEEE
  - Media management and tape
- IETF
  - SNMP, IP SANs, directories/LDAP and policy
- FCIA – Fibre Channel Industry Association
Ongoing SNIA Successes

- **Storage Networking Certification Program**
  - Fibre Channel-SAN storage specialist and initial launch of multi-faceted certification process

- **SNW Tutorials, The SNIA Technical Dictionary**

- **SNIA Storage Security Industry Forum**

- **SNIA Supported Solutions Forum**
  - Open SAN Supported Solutions
SNIA Successes

• SNIA IP Storage Forum
  – Aligning proposed methods for IP-based SANs

• SNIA Technology Center Events
  – Backup and restore workshop
  – Security symposium
  – Management summit

• Technical Work (TWGs)

• World-wide Presence
SNIA Education

Tutorials
• Networking for Storage Professionals
• Virtualization
• Backup & Restore
• IP Storage
• Business Continuity
• Security
• SAN Management
• High Availability

• User Experiences
• Network Attached Storage
• Metropolitan Area Networks
• Storage for Networking Professionals
• Infrastructure Design
• Data Sharing

Seminars and Conferences
• Storage Networking World
• SNIA Technology Center
Storage Management
• Enormous growth in deployed storage
  – Median Global 2000 company on-line storage capacity: 40TB at end of 1998
Interoperability
• Heterogeneous server, storage and infrastructure
Total Cost of Ownership
• Storage Networks are costly to implement and retain
  – Need to realize true benefit
Industry Pain is Building
SMI Objectives

• Unite on an extensible and function rich interface
• Plug-n-play compatibility for standard features
• Bridge the systems management stove pipes
Storage Management: SNIA Strategic Focus

- **Storage Management Initiative (SMI)**
  - Shifts the development model for the Storage Industry (single standard interface)
  - Enables vendor efficiencies and cooperation
  - Accelerates the delivery of interoperable and manageable storage networking solutions
All Storage Managed by the SMI-S

“All new storage networking products (for which there are SM-S Object Models) from the SNIA member companies that GA after 2005 will use the SM-I interface for management.”
Have We Tested the Technology?

Skeptics/Critics

Skeptics/Critics

Insert graphic of Parthenon with weak management column
The Storage Networking Industry Association

www.snia.org