

IDC StorageVision 2003 - Seoul

Following the success of StorageVision 2003 in Sydney, IDC's dedicated data storage conference, SLI-Consulting will present a paper in Seoul on October 24.

José Goldmann, Principal Consultant, will present: "Storage – what is it all about?" a timely overview of the issues facing corporations in relation to data storage.

Best Direct Attached Hardware award

SLI-Consulting won the Best Direct Attached Hardware category at StorageWorld exhibition in Sydney on October 15, 2003.

The prize judged by the prestigious and independent, RMIT IT Testlab was awarded to StorageNetwork's SN series data storage arrays by *Technology & Business* magazine and Terrapin, organisers of the Storage World event.



SLI-Consulting's Principal IT&T Consultant, José Goldmann said: "Over our years of association with StorageNetwork's we have proven that the SN series is universal, reliable, scalable, interoperable, manageable, compact and one of the least cost Open System data storage array in the industry.

"It is ideally suited for high density data centres, homogeneous and heterogeneous Open System deployment within enterprise and workgroup environment. It is the perfect building block for a tiered storage infrastructure use," Mr Goldmann said.

According to Matt Tett, IT Test Engineer, Network and Security Specialist, RMIT IT Test Lab, "The Direct Attached Storage (DAS) market is the traditional form for mass storage with the more recent advents of Fibre Channel (FC) and iSCSI and indeed FC over internet protocol (FCIP) coming in to compete. As DAS is one of the most entrenched storage technologies it saw some fierce competition, however, the SLI-Consulting offering of the SN series seemed to cover the widest range of end-user configurations possible while maintaining the same 'brand' of storage array.

"The SN series therefore offers both solution providers/system integrators and clients the widest range of scalable solutions available without compromise," Mr Tett said. He can be contacted on the following email: matthew.tett@rmit.edu.au (www.testlab.rmit.edu.au)

New storage products blend Fibre Channel technology with cost-competitive ATA

Two new data storage enclosures - the StorageNetwork XA24 and StorageNetwork XA24-JBD - bring near-line storage to the next generation.

Targeted at customers with large data storage demands, the new products are ideally suited for near-line solution where cost, reliability and performance are paramount. Bandwidth customers in Internet Data Centres (IDC), broadcasting, post-production, finance, telecommunications, security and surveillance industries can now maximise storage efficiency and allocation, while protecting mission critical data. According to SLI-Consulting's Principal IT&T Consultant, José Goldmann, "These products are an excellent solution for organisations seeking to 'tier' their storage environment allowing them to designate different types of storage solutions for various applications. Tiering is essential to ensure the most cost effective data storage solution as not all data is mission critical. The new StorageNetwork enclosures address the near line storage requirements for enterprises with open system implementations that handles vast amounts of data. The products are set to replace/supplement autoloaders and tape libraries in most vertical markets such as digital video, geophysical/satellite imaging, e-mail archival, data record access, mid/long-term data retention and primary disk back-up. It is also an excellent product for tiered data storage infrastructure where data life cycle methodology can be deployed and can reduce the hardware acquisition of data storage by as much as 83 per cent," Mr Goldmann said.



Shipping with Serial-ATA drive (Parallel-ATA drive capable), the products offer over 56 TB in a single floor tile with an industry leading density of 121 TB/m³ (151 TB/m³ available at the end of 2003).

The Changing Face of Storage

Demand for data storage is exploding around the world, becoming one of the most pressing IT issues facing organisations.

This demand is driven by several important factors such as new legislation governing the storage of corporate data. In the post-Enron corporate environment organisations will increasingly need to store all corporate information for several years - including all employee emails.

Additionally, growth in security surveillance (face and fingerprint) with the associated image storage requirements and the demands of the broadcasting, prepress and earth resources industries will all place pressure on data storage management.

As data continues to grow particularly in countries with good broadband infrastructures such as Korea, companies will need to seek cost effective data storage solutions that do not choke the day-to-day networking environment.

Cost savings

Gartner Group report that 80 per cent of data are not ever accessed again after seven days! (Meta Group state similar) - Clearly placing such data on a primary storage platform is inefficient and unnecessarily costly.



Companies must match storage needs with their business needs for maximum efficiency in data storage.

Segmentation is the key

The most effective solution is to classify the actual data availability, performance, data life cycle/retention and segment the data into the appropriate storage classes.

Organisations with large amounts of data storage should consider a storage differentiation plan and segment into three to four classes, for example:

1. Mission-critical data (financials, production, logistics and core messaging) need more expensive data storage modes. Requirements are quick disaster recovery, snapshot functionality for in-time backup, low level disk management reporting, mainframe interconnect and high performance.
2. Business critical (messaging, office application) - requires basic level of availability, average performance and manageability attracts mid-tier costing.
3. Standard third (reference data, point in time copies, data life cycle/retention) - requires extreme scalability, from factor, manageability and much less expensive in terms of data storage.



In the near future the cost of storage will become more integrated with other areas of the organisation which already function on an activity-cost basis.

According to José Goldman, Principal, SLI-Consulting, organisations must commence charging back the costs associated with corporate data storage.

Many organisations are still unaware of the various "tiers" of storage and their respective costs (which vary considerably). Thus costly primary storage is often deployed for all requirements, adding avoidable cost to the organisation's bottom line.

IT departments, as a result have a real opportunity to add real value by ensuring that cost of storage becomes a regular cost consideration for business units.

And importantly, by charging back data storage costs, organisations will be engaging in long term business improvement processes.

How would charge-back work?

Business units could select services from an established storage portfolio based on the application's cost/risk

profile. Business units would be billed based on volume and unit cost per the services they consume.

A storage service portfolio renders data storage costs completely transparent to management and employees. Business units then choose storage options that are appropriate to their needs with a clear understanding of the impact on their budget.

Customer profile - DT Korea

Established in 2001, DT Korea provides total IT solutions provider to many major Korea IT companies.

One of the company's clients Daum, a large IDC/ISP (Internet Data Centre/Internet Service Provider) required a complete redesign of its IDC to reduce total cost of ownership and migrate to a full scale SAN infrastructure.

As a partner of DT Korea, SLI-Consulting recently played a part in this process by providing DT Korea with a complete customised solution for Daum. It involved a unique data storage array which was directly attached to Daum's Linux servers.

SLI-Consulting designed, prototyped and manufactured a customised solution that perfectly suited Daum's requirements. SLI-Consulting also provided DT Korea with expertise in project management, design, prototyping, benchmark testing, integration testing, and factory on-site engineering support.

By the end of the year SLI-Consulting will deliver 290 TB of storage capacity to DT Korea which will enable it to complete the full overhaul of Daum's storage environment.

A word from our Korean Country Manager - Michael Yo

This is a very exciting time for data storage companies in Korea.

There is a huge increase in the awareness of the importance of data storage and the impact it has on a company's bottom line.

As organizations seek to better manage their data storage many are seeking out the services of organizations such as SLI-Consulting to provide a designed-for-purpose solution.

With many different storage types available on the market, the challenge is to find the right fit for the storage needs of each business.

SLI-Consulting is proud of its record of service and product excellent with many large Korean and Australian companies using the solutions that we provide our channel partners. He can be contacted in our Korean office on 019 9155 4351 or michael@sl consulting.com

