

MORE is More,

when it comes to your Storage

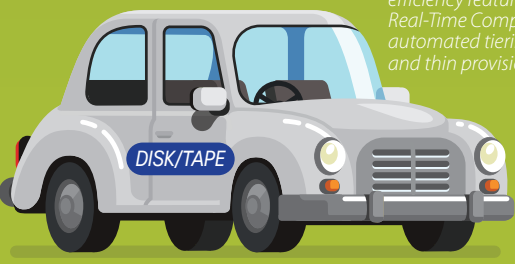
Facts & Stats to help you choose your storage platform

WOULD YOU PURCHASE A CAR FROM A DEALER THAT ONLY OFFERS 1 MODEL?

When selecting a storage solution provider, consider one that offers many options... like IBM/LRS.



DISK/TAPE



You gain industry-leading efficiency features such as IBM Real-Time Compression, automated tiering, virtualization and thin provisioning.



Disk storage can enable real-time insight, improve customer interactions, and deliver more services faster and more efficiently.

Tape offers plenty of storage capacity, with density increases actually matching or exceeding the estimated data growth rates.

Tape solutions have been shown to cost only about 2 cents per gigabyte.

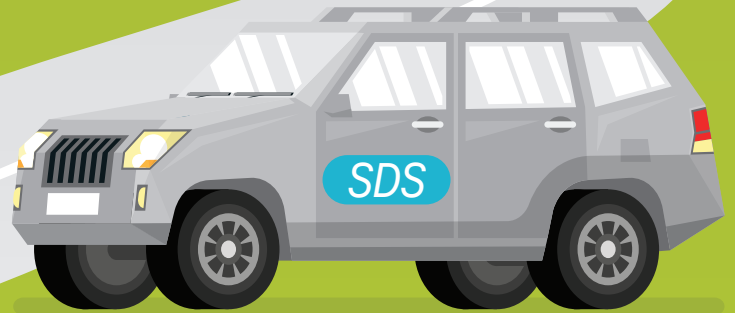
SOFTWARE-DEFINED-STORAGE



SDS eases the management of big data analytics

Software-Defined Storage as a workload and resource manager

Software-defined storage delivers greater storage management flexibility



IBM has ranked #1 in the worldwide Software-Defined Storage (SDS) market for the third straight year according to IDC

SDS supports not only scale-up, but scale-out as well as choices of block, file, and object storage in the right combination as appropriate

FLASH

BENEFITS OF FLASH

IBM guarantees storage savings of up to 80% and outstanding performance with compression

ACCELERATION

Accelerate access to critical meta data with Flash.

COMPRESSION

With flash, you have the ability to perform real-time compression to your data.

MORE STORAGE

You can store up to 5 times the amount of data in the same storage space.



BENEFITS OF THE MANY STORAGE SOLUTIONS POWERED BY IBM

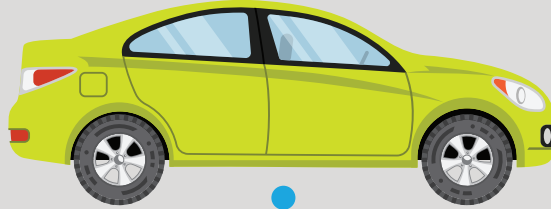


FLASH

- 30% less footprint for optimized space utilization
- Up to 4.5x acceleration for critical applications
- 99.9999% availability for 24x7 continuous access to data and applications
- Reduce TCO with advanced functions feature packages that fit your capacity needs

TAPE

- 577% ROI for long term retention of data
- Carbon footprint is 8.5X lower than disk for the same amount of data
- 5 times longer technology refresh cycle vs disk
- 15 more 9's of availability than disk in a dual copy infrastructure



DISK

- Plan for the future while leveraging current investments
- Deliver high bandwidth for the most demanding applications
- High availability and security for mission critical data
- Flexibility to configure system to meet varying service levels
- Expanding logical volumes without disrupting operations

SDS

- Storage and data optimization cuts costs by up to 73 percent
- Optimized data protection cuts costs by up to 53 percent
- Fast data retention reduces TCO for archive data by up to 90%
- Virtualization of mixed environments stores up to 5x more data
- Enterprise storage for cloud deployed in minutes instead of months
- High-performance, highly scalable storage for file and object data



And lastly, let's look at some of the top predictions regarding THE FUTURE OF DATA STORAGE

44ZB

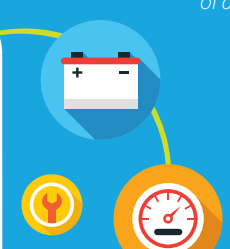
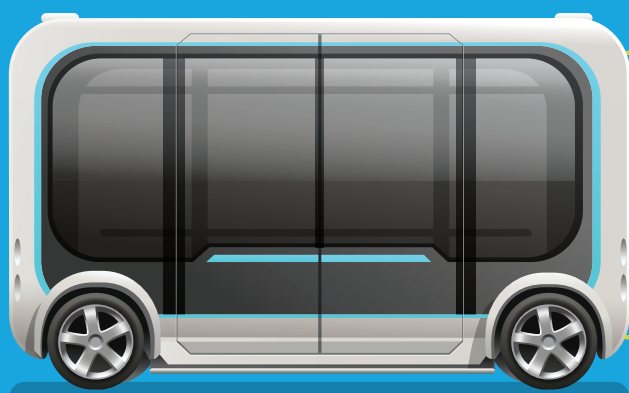
There will be 44 zettabytes of data by 2020

70%

70% of new data centers are predicted to be hybrids by 2020

\$16.2

SDS market predicted to grow to \$16.2 billion by 2021



More than 80% of unstructured data is predicted to be in scale out systems by 2021

80%