

FLASH ARRAYS ACCELERATE INNOVATION

58%

BY 2018, FLASH-OPTIMIZED ARRAYS WILL BE **58%** OF OVERALL **EXTERNAL ENTERPRISE STORAGE** SYSTEMS MARKET

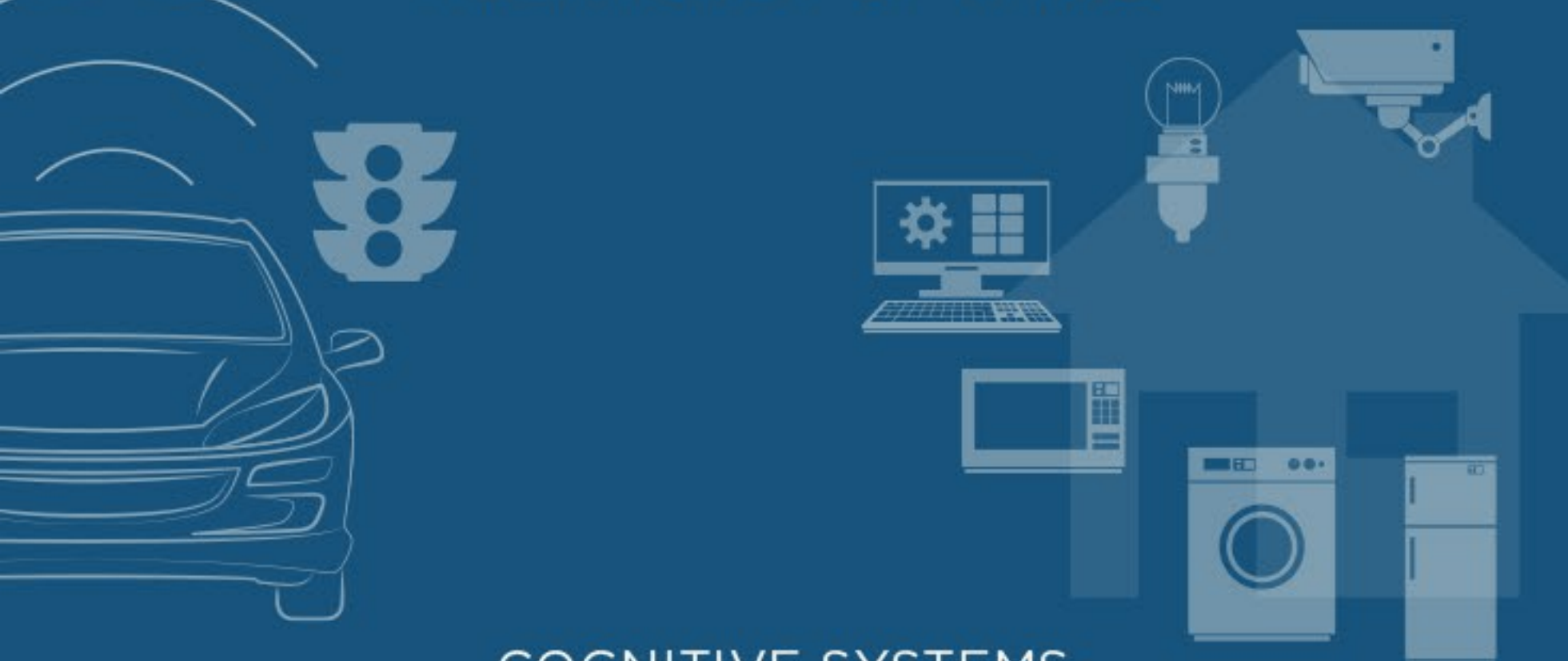
BUSINESS AND IT ARE HARMONIZING TO DRIVE INNOVATION AND TRANSFORM CUSTOMER EXPERIENCE

Next-generation flash systems are driving new levels of intelligence and enable organizations to develop applications that **accelerate business innovation**

INNOVATION ACCELERATORS

Innovation Accelerators drive high **data growth**, need for **scalability** and **performance**, and need for more **performance-dense IT infrastructure**

THE INTERNET OF THINGS



COGNITIVE SYSTEMS



ROBOTICS



INNOVATION ACCELERATORS DRIVE NEED FOR **REAL-TIME PROCESSING** OF GROWING AMOUNTS OF DATA - INCLUDING EXTENDED EDGE DEVICES

INNOVATION ACCELERATORS AFFECT

HOW DATA COMES IN TO AN ORGANIZATION

VAST AMOUNT OF DATA

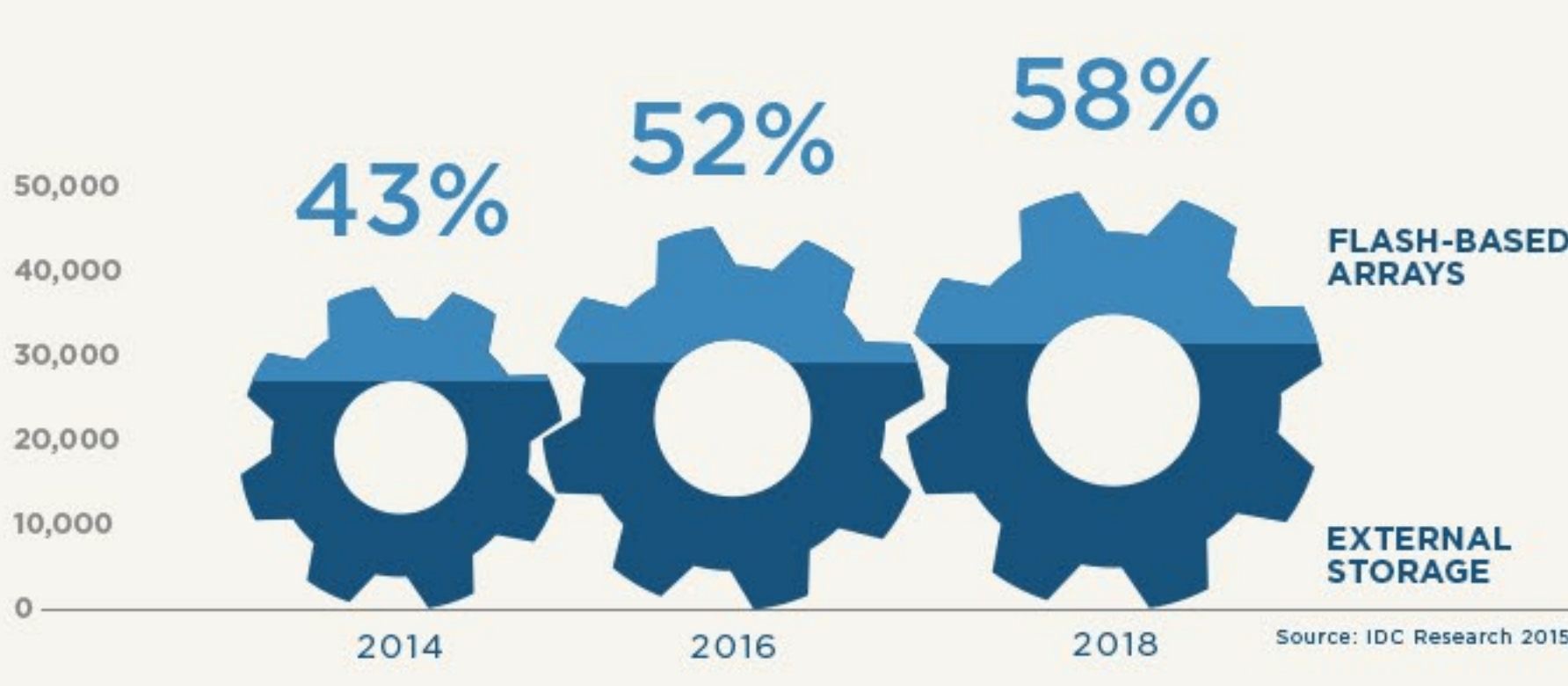


HOW WE ACT UPON DATA

ACCELERATORS DRIVE THE NEED FOR **REAL-TIME PROCESSING** OF DATA INCLUDING EXTENDED **EDGE DEVICES**

FLASH IS **DESIGNED TO MEET** THESE REQUIREMENTS

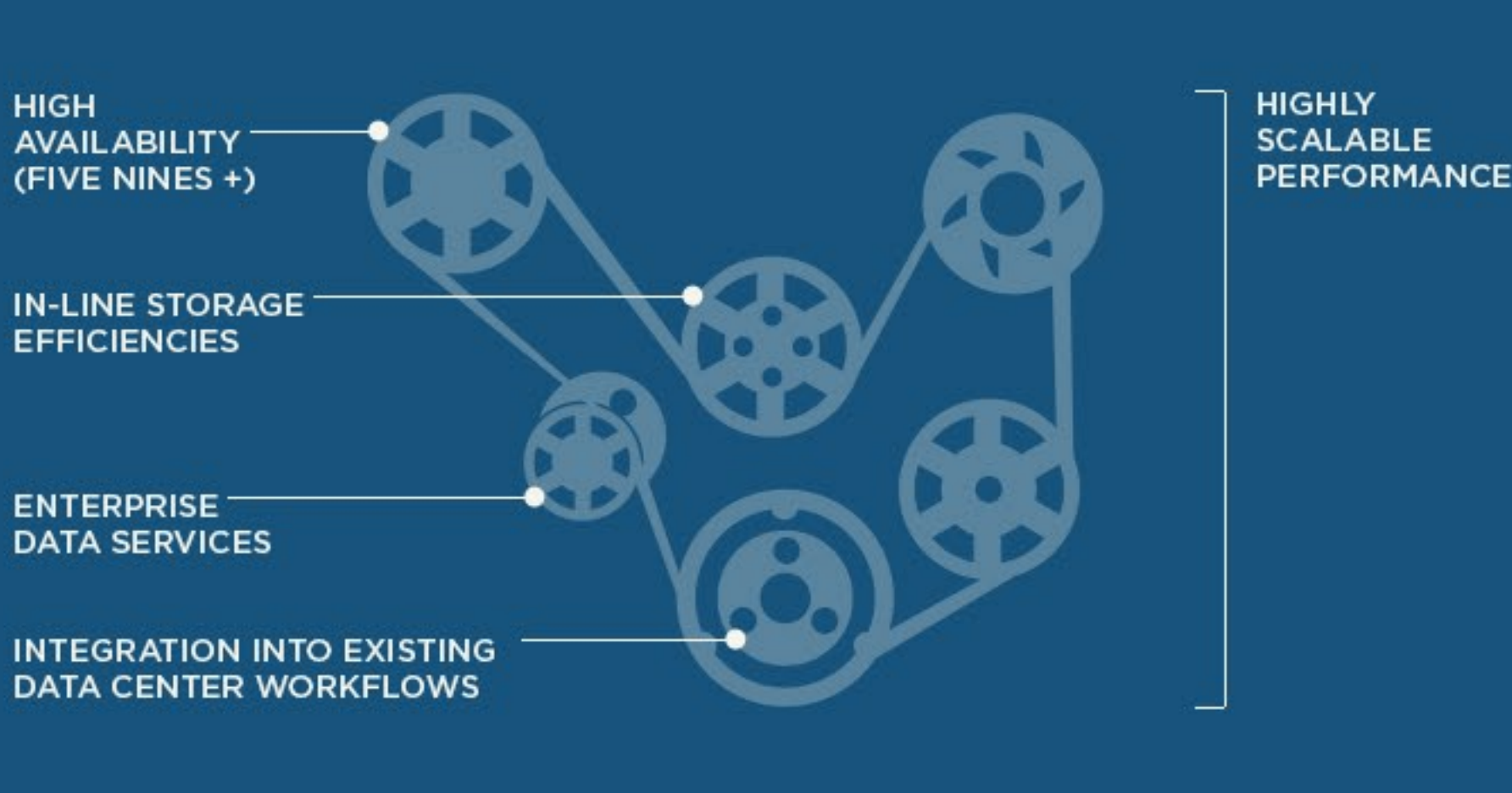
FLASH-BASED ARRAY USAGE IS RAPIDLY GROWING TO MEET INNOVATION NEEDS



BY 2018, FLASH-OPTIMIZED ARRAYS WILL BE **58%** OF OVERALL **EXTERNAL ENTERPRISE STORAGE** SYSTEMS MARKET

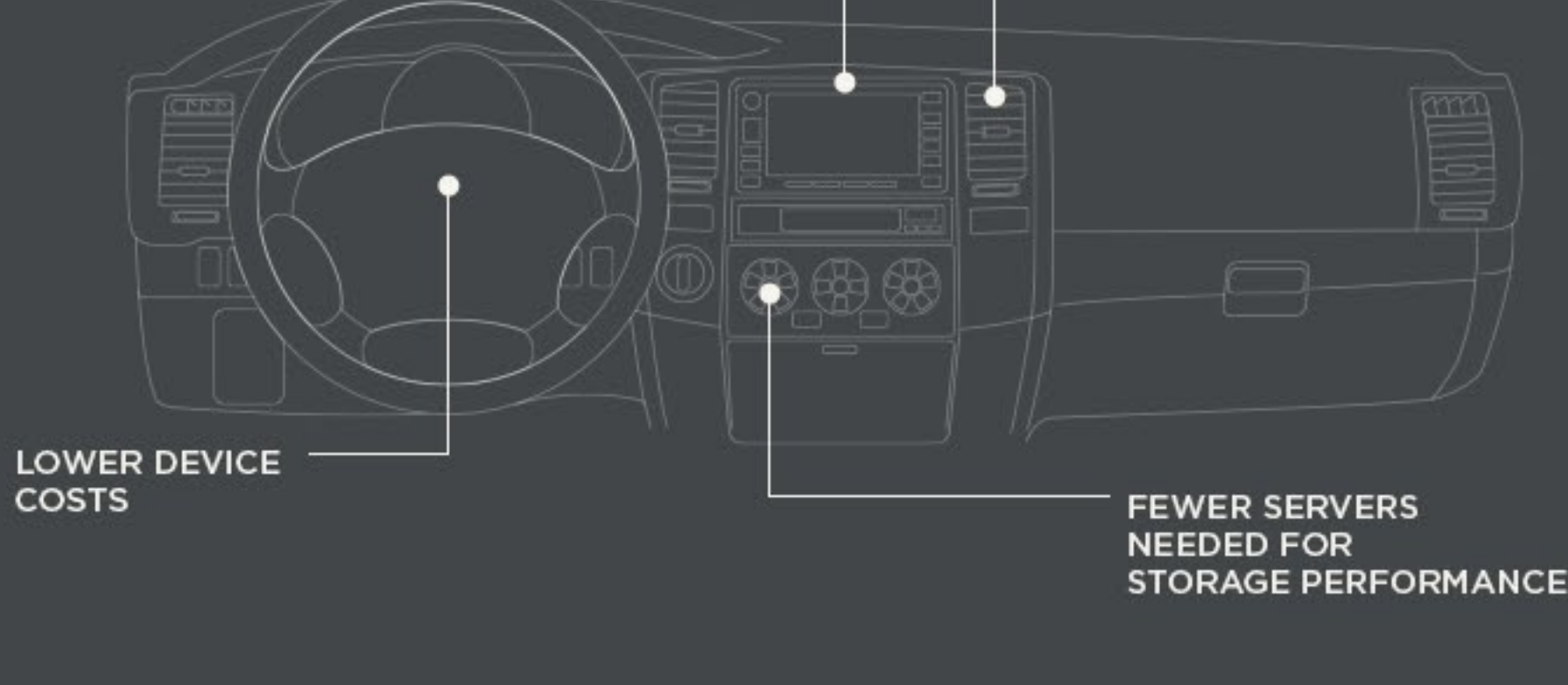
REQUIREMENTS OF DATA CENTER FLASH

THE ENTERPRISE STORAGE "WORKHORSE"



KEY OPERATIONAL BENEFITS

A **SMALLER, MORE COST EFFECTIVE** IT INFRASTRUCTURE



ENTERPRISE MANAGEMENT IMPERATIVES



ROI

IMMEDIATE RESPONSE TO NEW BUSINESS DEMANDS WHILE IMPROVING IT OPERATIONS

SPONSORED BY

EMC²

COPYRIGHT © 2015

All IDC research is © 2015 by IDC. All rights reserved. All IDC materials are licensed with IDC's permission and in no way does the use or publication of IDC research indicate IDC's endorsement of EMC's products or strategies.

CREATED BY CYCLONE INTERACTIVE