Who are you and your company?

Sam Fineberg

- Distinguished Technologist in HP Software's Chief Technologist Office
- Lead of storage technical strategy for the cloud and big data

HP Storage

- Sells storage systems
- Block, file, object, tape, SDS, etc.

HP Storage's SDS offerings today

- Block, object, and backup storage

What is SDS (from your perspective)?

Storage technology that is deployed as software on off the shelf commodity hardware, or inside virtual machines (VMs)

- Includes the ability to mix and match hardware nodes, allowing for faster access to new memory and processing technologies
- Faster deployments are possible since software could be deployed on hardware already on site and using existing software deployment and management tools
- Can also be deployed on standard hardware, inside a VM or as hyper converged (where storage runs on hypervisor nodes)

How will SDS change the landscape?

The promise

- Elastic demand driven storage
- Use-case driven storage management across converged infrastructure
- Common infrastructure and management elements, shared resources, reduced cost

But, hardware still matters …

- Disk/SSD number, size, speed, form factor, etc. affects both performance and cost
- Server and Network have a large affect
- Hardware compatibility can be problematic, both for function and performance

Users don’t really want to run everything on one class of storage

- Use cases should drive choices: HPC, primary, home directory, archive, etc.
- There is no one size fits all configuration

The real win is tuned, efficient, workload optimized storage – driven by software-like management and deployment tools