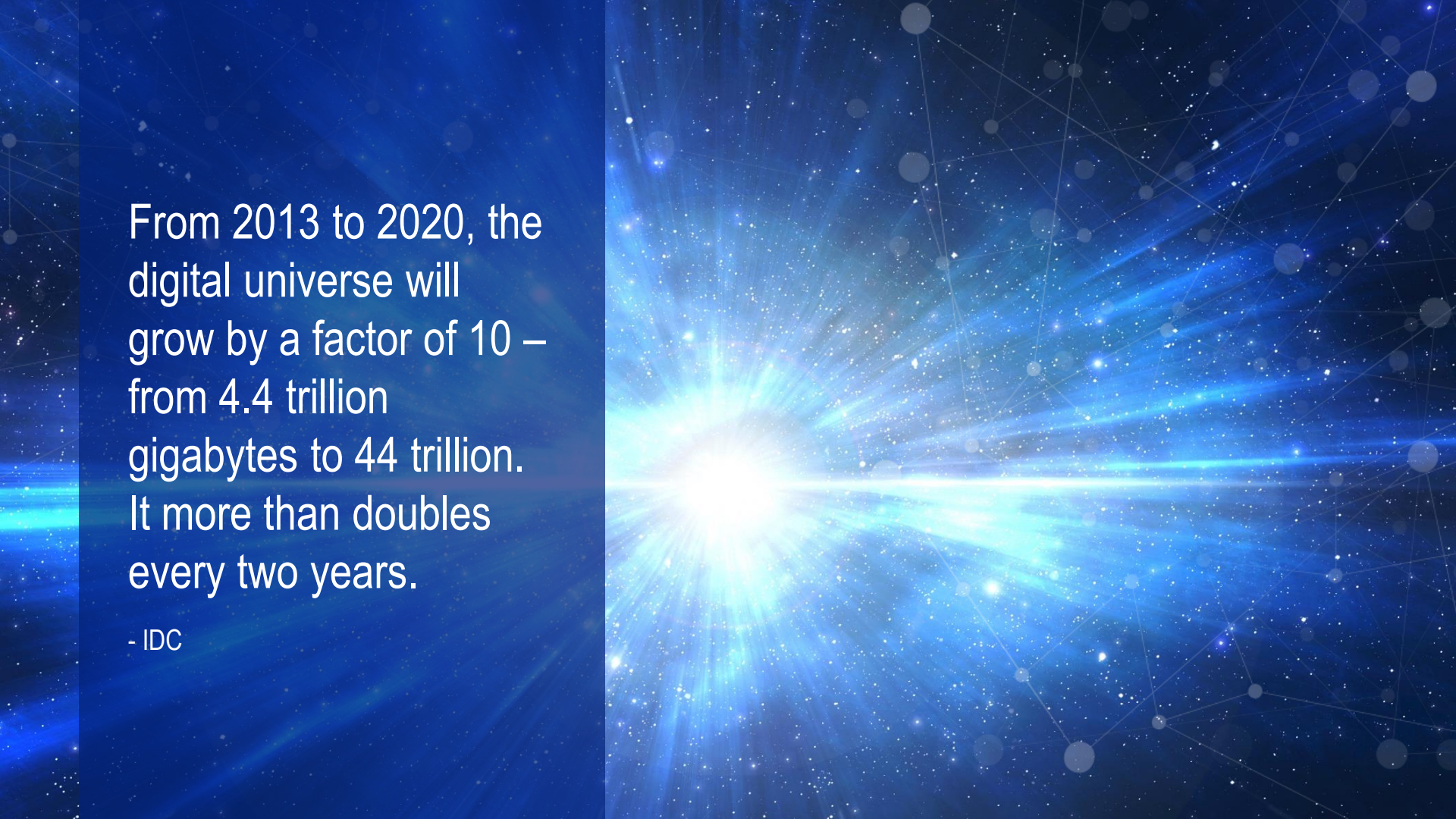**Pd**
Primary Data

Big (Meta)Data: How Data Virtualization Makes Scaling Simple

June 3, 2015 | Lance Smith, CEO

From 2013 to 2020, the digital universe will grow by a factor of 10 – from 4.4 trillion gigabytes to 44 trillion. It more than doubles every two years.
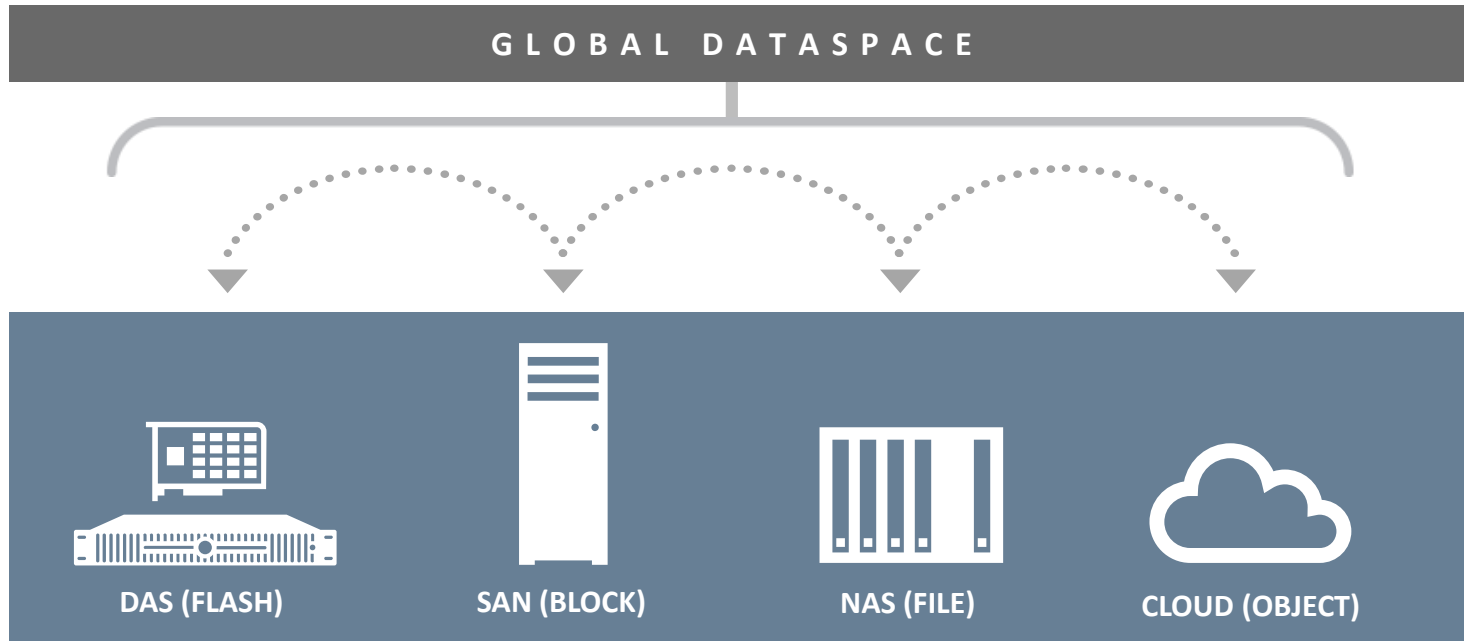
- IDC

10% of data
is hot (high-value)

80% of data
is cold (low-value)
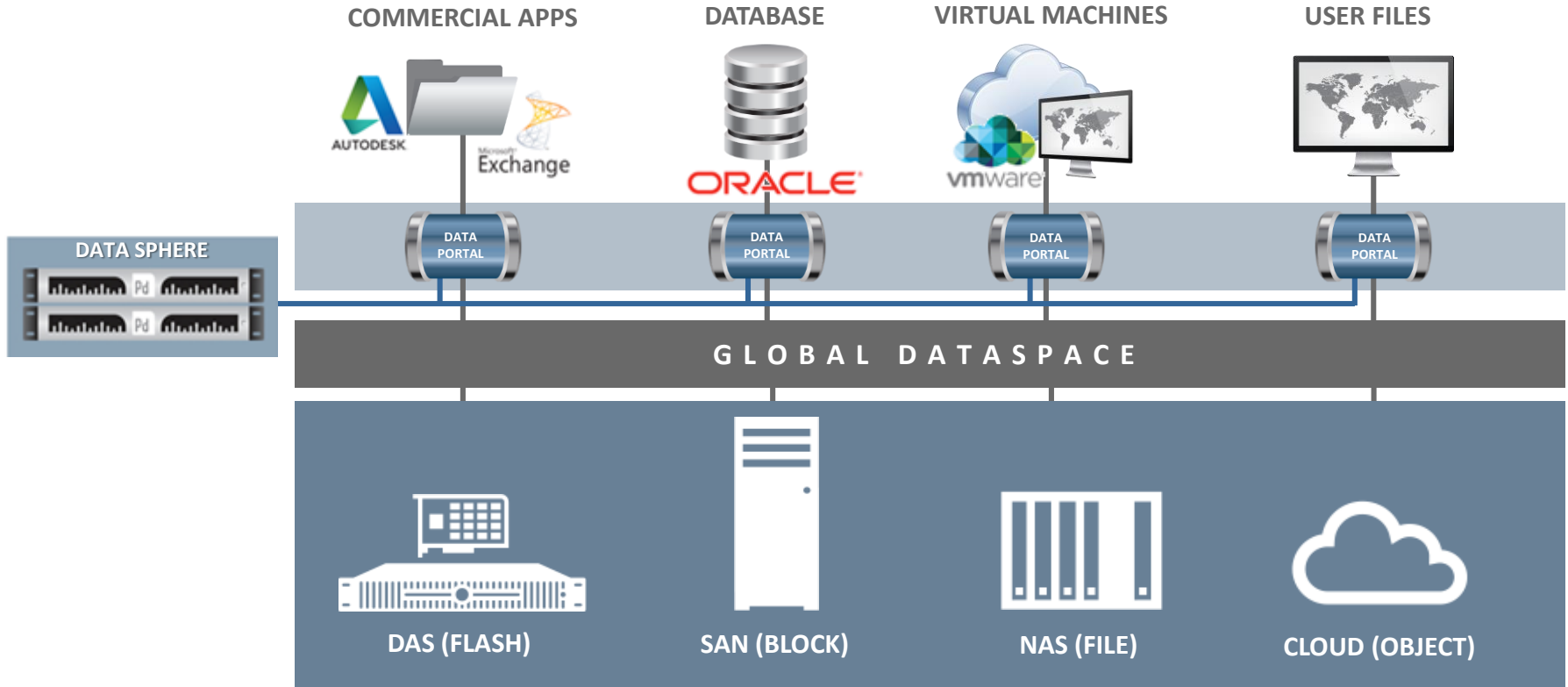
IT and users are no
longer deleting data!

Data silos
limit efficiency

Data Virtualization: Abstracting Logical Data From Physical Storage

GLOBAL DATASPACE

DAS (FLASH)   SAN (BLOCK)   NAS (FILE)   CLOUD (OBJECT)

Pd Primary Data

Virtualizing Resources Across a Single Global Dataspace

COMMERCIAL APPS

DATABASE

VIRTUAL MACHINES

USER FILES

DATA SPHERE

DATA PORTAL

DATA PORTAL

DATA PORTAL

DATA PORTAL

G L O B A L   D A T A S P A C E

DAS (FLASH)

SAN (BLOCK)

NAS (FILE)

CLOUD (OBJECT)

Data
virtualization
drives
scalability
through
data mobility

THANK YOU