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Industry Trends Perspective Update Newsletter  
Information Technology and Data Infrastructure  
Cloud Virtual Physical Software Defined

## Server and StorageIO Update newsletter - July 2014

Welcome to the July 2014 edition of the StorageIO Update ([newsletter](#)) containing trends perspectives on cloud, virtualization and data infrastructure topics. For some of you it is mid summer (e.g. in the northern hemisphere) while for others it mid-winter (southern hemisphere). Here in the Stillwater MN area it is mid-summer which means enjoying the warm outdoor weather as well as getting ready for the busy late summer and early fall 2014 schedule of events including [VMworld](#) among others. Starting in this edition there are a couple of new and expanded sections including [Social Media Shout Out](#), Server and StorageIO [Recommended Reading list](#), Technology [tips and tools](#) and the return of [Just For Fun](#).



Greg Schulz  
@StorageIO

Lets jump into this mid-summer, or for some of you mid-winter edition of the StorageIO Update newsletter.

### Industry and Technology Updates



Following up from our [June 2014 Newsletter](#) that included coverage of NetApp and Avago selling its newly acquired (via LSI acquisition) flash storage division to Seagate, along with other activity, here are some current industry activities. From a flash memory and solid state device (SSD) perspective, the flash memory summit (FMS) is occurring in Santa Clara the week of August 5, 2014. Having insight under NDA into some of the many announcements as well as other things occurring, keep an eye out for various news from the FMS event.

### EMC MegaLaunch and MegaActivist Investor

In addition to their recent [MegaLaunch](#) series of product announcements and updates, EMC is also in the news as it comes under pressure from activist investor [Hedge fund Elliot Management Corp](#) to spin-off VMware to increase shareholder value. What would a spin-off of VMware mean for customers of the EMC federation of EMC core technologies, VMware and Pivotal labs if the activists get their way? [Here](#) are some additional comments and perspectives via [CruxialCIO](#). [Click here to view the recent \(July 23, 2014\) earnings announcement](#) for a summary of how EMC is doing in the market and financially.

Speaking of [EMC MegaLaunch](#) on July 8, 2014, EMC also announced enhancements and

new models of their [Isilon scale out storage](#), [new VMAX3](#) models with embedded virtualization and other enhancements, [XtremeIO 3.0](#) and new models among other enhancements. EMC also announced the general availability of some previously announced at EMCworld (May 2014) solutions including Elastic Cloud Storage (ECS) and VIPR 2.0 along with SRM 2.0 among other items. For those not familiar with EMC ViPR Software Defined Storage Management you can read more [here](#), [here](#), [here](#) and [here](#).

## What's in the works?

Several projects and things are in the works that will show themselves in the coming weeks or months if not sooner. Some of which are more proof points coming out of the StorageIO labs involving software defined, converged, cloud, virtual, SSD, cache software, data protection and more.

Speaking of Software Defined, join me for a free Webinar on August 7 Hardware agnostic Virtual SAN for [VMware ESXi Free](#) (sponsored by [Starwind Software](#)). Other upcoming webinars include [BackupU Summer Semester series](#) (Sponsored by Dell Software) where we continue Exploring the Data Protection Toolbox. August also means [VMworld](#) in San Francisco so see you there. Check out the [activities calendar below](#) and at our main website to learn about these and other events.

Watch for more StorageIO posts, commentary, perspectives, presentations, webinars, tips and events on information and data infrastructure topics, themes and trends. Data Infrastructure topics include among others cloud, virtual, legacy server, storage I/O networking, data protection, hardware and software.

Enjoy this edition of the StorageIO Update newsletter and look forward to catching up with you live or online while out and about this spring.

Ok, nuff said (for now)

Cheers gs

## StorageIO comments and perspectives in the news



The following is a synopsis of some StorageIOblog posts, articles and comments in different venues on various industry trends, perspectives and related themes about clouds, virtualization, data and storage infrastructure topics among related themes.

[NetworkComputing](#): Comments on Data Backup: Beyond Band-Aids

[StorageNewsletter](#): Comments on Unified Storage Appliance Buying Guide

[Forbes](#): Comments on Big Data and Enterprise Information Management

[Toms Hardware](#): Comments on Server SAN: Demystifying Today's Newest Storage Buzzword

[CruxialCIO](#): Comments on EMC Bridges Cloud, On-Premise Storage With TwinStrata Buy

[ComputerWeekly](#): Comments on Backup vs archive: Can they be merged?

[CruxialCIO](#): Comments on EMC under pressure to spin-off VMware

[EnterpriseStorageForum](#): Comments on Unified Storage and buyers guide tips

## StorageIO video and audio pod casts



StorageIO audio pod casts are also available via [iTunes](#) and at [StorageIO.tv](#)

## StorageIOblog posts and perspectives



- [AWS adds Zocalo](#) Enterprise File Sync Share and Collaboration
- June 2014 Server and StorageIO [Update newsletter](#)










Remember to check out our [objectstoragecenter.com](#) page where you will find a growing collection of information and links on cloud and object storage themes, technologies and trends from various sources.

If you are interested in data protection including Backup/Restore, BC, DR, BR and Archiving along with associated technologies, tools, techniques and trends visit our [dataprotectiondiaries.com](#) page.

## StorageIO events and activities



The StorageIO [calendar](#) continues to evolve including several new events being added for August and well into the fall with more in the works. Here are some recent and upcoming activities including live in-person seminars, conferences, keynote and speaking activities as well as on-line webinars, twitter chats, Google+ hangouts among others.

|                    |   |  |                             |
|--------------------|---|--|-----------------------------|
| October 10, 2014   |    | Seminar: Server, Storage and IO Data Center Virtualization Jumpstart                           | Nijkerk Holland Netherlands |
| October 9, 2014    |    | Seminar: Data Infrastructure Industry Trends and Perspectives - What's The Buzz                | Nijkerk Holland Netherlands |
| October 8, 2014    |    | Private Seminar - Contact Brouwer Storage Consultancy  | Nijkerk Holland Netherlands |
| Sep. 2, 2014       |    | Exploring the Data Protection Toolbox - Data and Application Replication                       | Online Webinar 11AM PT      |
| August 25-28, 2014 | VMworld   | Various Activities   | San Francisco               |
| Aug. 21, 2014      |    | SAN, LAN, MAN, WAN, POTS & PANs - How you CAN network your servers & storage beyond the cable? | Webinar 11AM PT             |
| Aug. 20, 2014      | TBA   | Software Defined Data Centers  | TBA 1:30PM CT               |
| Aug. 19, 2014      |    | Exploring the Data Protection Toolbox - The ABCDs of DFR (Data Footprint Reduction), part II   | Google+ Hangout 9AM PT      |
| Aug. 13, 2014      |   | What is Your Virtualization Optimization Objective?  | Webinar 1PM PT              |
| Aug. 7, 2014       |  | Live webinar: Hardware agnostic Virtual SAN for VMware ESXi Free                               | Webinar 1PM CT              |
| Aug. 5, 2014       |  | Exploring the Data Protection Toolbox - The ABCDs of DFR (Data Footprint Reduction), part II   | Online Webinar 11AM PT      |

[Click here](#) to view other upcoming along with earlier event activities. Watch for more 2014 events to be added soon to the [StorageIO events calendar page](#). Topics include data protection modernization (backup/restore, HA, BC, DR, archive), data footprint reduction (archive, compression, dedupe), storage optimization, SSD, object storage, server and storage virtualization, big data, little data, cloud and object storage, performance and management trends among others.

Vendors, VAR's and event organizers, give us a call or send an email to discuss having us involved in your upcoming pod cast, web cast, virtual seminar, conference or other events.

## Server and StorageIO Technology Tips and Tools



**FedTech:** [Use a VPN for More than Remote Access](#)  
**InfoStor:** [Data Archiving: Life Beyond Compliance](#)

## Just for fun and on a lighter note

Wrapping up this edition of the StorageIO Update newsletter is the return of the Just for fun and on a lighter note section where we share something non IT related. In this edition how about summertime backyard home video taken a few weeks ago? Check out this video of a black bear and her two cubs walking in, well, my backyard. First you will see Big Mama Bear, then Yogi Jr. that appear from the left, followed by baby Boo Boo also from the left.



Video courtesy of KarenofArcola - Click on image to view

## StorageIO Update Newsletter Archives

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