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## The Server and StorageIO Update newsletter - May 2013

Welcome to the May 2013 edition of the StorageIO Update ([newsletter](#)) containing trends perspectives on cloud, virtualization and data infrastructure topics. This edition has announcement analysis of EMC ViPR, Software Defined Storage (including a [video here](#)), server, storage and I/O [metrics that matter](#) for example [how many IOPS can a HDD do](#) (it depends). SSD including nand flash remains a popular topic, both in terms of [industry adoption and customer deployment](#). Also included are my perspectives on the SSD vendor [FusionIO CEO leaving in a flash](#). Speaking of nand flash, have you thought about how some RAID implementations and configurations can [extend the life along with durability of SSD's?](#) [More on this soon, however here is a video to watch for now.](#)



### Industry trends perspectives and commentary What is being seen, heard and talked about while out and about

For those who are interested and have not heard, [Amazon Web Services \(AWS\)](#) recently enhanced their EBS (Elastic Block Storage) Provisioned IOPS service from a limit of 2,000 to 4,000 IOPS per volume ([here is a primer on AWS, EBS, EC2, S3, Glacier and Storage Gateway](#)). With EBS Provisioned IOPS, larger sized IO's count as more IOPS. For example a 16KB sized IO would be an IOP where a 32KB would be two IOPS, a 64KB would be 4 IOPS. Thus if doing 4 x 16KB IOPS, that would be four IOPS, however if doing 4 x 64KB IOPS, that would be 16 IOPS, thus do your homework and applicable planning. Also on the AWS Glacier front, pay attention to the details of how many deletes that you can do within the first 90 days without a penalty fee applying.

Something to consider: If big data is only for the data scientist or data artists (which by the way I don't believe it is), than big fast data along with little data is for the rest of us. If you have not seen it, check out the [Human Face of Big Data](#) book, view [my book report here](#).

Have you tested or verified to see if your tape, disk or cloud based backups, archives, snapshots or replication lately to see if they are working as intended? What about going the extra step to see if you can actually restore or recover to a different device or medium along with applicable security, encryption or certificates? If not, now is as good of a time as any and yes, I recently did more than test to see if mine were working.

Here are some additional comments, thoughts and perspectives that appear in various industry venues on topics from cloud, virtualization, software defined, storage, object storage, ssd, data protection, servers, data centers and more.

- [EnterpriseAppsToday](#): Comments on Pivotal Aims to Disrupt Cloud, Big Data Analytics
- [EnterpriseStorageForum](#): Comments on Top Ten Takeaways from EMC World
- [SearchDataBackup](#): Comments on backup, recovery and growing capacity demands
- [FedTech](#): Comments on The March Toward Greater Efficiency in the Data Center
- [ComputerWeekly](#): Comments on data footprint reduction, dedupe and single instance storage
- [EnterpriseStorageForum](#): Comments on ten things to know before going to the cloud
- [Searchdatabackup](#): Comments on vendors and purpose built backup appliances (PBBAs)
- [Searchsolidstatestorage](#): Comments on how to add solid state devices (SSD) to your storage system
- [Networkworld](#): Comments on Dell, Canonical and Ubuntu

The following is a synopsis of some posts and pod casts covering various industry trends, perspectives and related themes about clouds, virtualization, data and storage infrastructure topics:

- [How many IOPS can a HDD, HHDD or SSD do?](#) - [This is the first](#) of a two part post looking at what impacts the performance (IOPS, latency, bandwidth) of storage mediums, along with benchmark tips and tools. Here is the second [Part II: How many IOPS can a HDD, HHDD or SSD do with VMware?](#) providing some example results

(more in the works).

- [FusionIO \(FIO\) SSD vendor CEO out in a flash, what's up with that?](#) - The CEO and founder of FusionIO left in a flash resulting in Wall Street investors not happy, the result, over 20 percent stock value drop in a single day, [click here](#) to read my perspectives.
- [EMC ViPR virtual physical object and software defined storage \(SDS\)](#) was announced at EMCworld 2013, this is a three part series looking at what it is, where it fits, how it plays into the SDS theme along with announcement analysis. Here is [EMC ViPR software defined object storage part II](#) and [EMC ViPR software defined object storage part III](#)

## Videos and pod casts



### [And Now, Software-Defined Storage!](#)

Software-defined Storage (SDS) is the latest (but probably not the last) acronym added to the vocabulary (and hype) of the IT industry's new love affair with the concept of software-defined everything. But what does the term "software-defined" actually mean? In the modern data center, software still *needs* hardware. But software also *enables* hardware to be more effective, agile, and productive. [Check out my video blog here](#), then weigh in with your comments.

### [Using common tools, different policies for backup and archiving.](#)

This TechTarget produced video recorded live while at EMCworld 2013 looks at how common tools and technology can be used to address backup and archiving needs. Granted, and an important idea is to have separate policies, retention, RTOs and RPOs along with focus on removing costs vs. simply cutting costs. Also check out how not everything is the same in the data center or information factory along with modernizing data protection [here](#). [Click here](#) to watch the video.

### [How RAID can extend the life or durability of nand flash SSD](#)

There is a myth or some FUD that RAID can shorten the life or durability of nand flash SSD. The reality is that depending on how configured, RAID level, implementation and other factors, nand flash SSD can actually be extended. Watch this TechTarget produced video recorded live while at EMCworld 2013 to learn more. [Click here](#) to watch the video.

### [EMC ViPR, software defined object storage and service providers](#)

This TechTarget produced video recorded live while at EMCworld 2013 talks about what ViPR is, who it is for, how it works and more. Read more about [ViPR here](#) in a three part blog post series, and visit [www.objectstoragecenter.com](http://www.objectstoragecenter.com) for additional related information, themes and topics. [Click here](#) to watch the video.

### [Speaking in Tech #56 – Topless](#)

Recently I was invited to be one of the guest on a special anniversary episode of the Speaking in Tech pod cast. While normally an audio pod cast, this special episode is also a video (via Google hangout). Check out the fun and insight on a different industry trends from Dell going private to EMC, VMware and Pivotal to others. [Click here](#) to watch the video or listen to the pod cast.

Ok, nuff said, for now, see you in June

Cheers gs



## **StorageIO activities (out and about)**

**Seminars, symposium, conferences, webinars**

**Live in person and recorded recent and upcoming events**

The 2013 StorageIO [activities calendar](#) continues to evolve, here are some recent and upcoming events.

Venue	When	What	Where
August 26-29, 2013	VMworld	VMworld	San Francisco
SNIA	June 10-11	SNIA SPDEcon	Santa Clara, CA
May 30, 2013	21st CIT	<a href="#">Live web chat: Storage and IO trends, from SSD to Software Defined</a>	Online Noon ET
May 6-8, 2013	EMCworld	EMCworld	Las Vegas, NV
April 24, 2013	<a href="#">Dell</a>	<a href="#">Guest expert: Optimizing your data center performance and business efficiencies with solid state storage.</a>	<a href="#">Twitter</a> 12-1PM CT
April 9, 2013	NAB	NAB Event	Las Vegas NV
April 4, 2013		<a href="#">Analyst Perspective: Increase Your Return on Innovation (The New ROI) With Data Management and Dedupe</a>	Orlando FL 10:30AM ET
April 3, 2013		<a href="#">Analyst Perspective: Metrics that Matter - Meritage of Data Management and Data Protection</a>	Orlando FL 5:00PM ET
April 3, 2013		<a href="#">Analyst Perspective: Time to Rethink Data Protection Including BC and DR</a>	Orlando FL 10:30AM ET
March 11, 2013		<a href="#">Guest: 5 Smart ways to improve VM backups</a>	Live video from New York, NY Video replay
March 8, 2013	21st CIT	<a href="#">Live web chat: Don't be scared of clouds, be prepared</a>	Online 2PM ET
January 5, 2013		<a href="#">Presenting - Surviving downtime in the data center</a>	Webinar Noon ET

Watch for more 2013 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.

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