

March, 2008

EMC Storage: Increased Capacity with the Benefits of Green

Even as the overall cost of storage components has declined, storage capacity has increased by about 54% year over year. This rise in capacity is fueled in part by the increasing use of digital data such as graphics, photos, streaming video and audio content, and also by ubiquitous client applications such as email. Even the burgeoning trend toward server virtualization (24% increase year over year) requires an underlying storage infrastructure to support it.

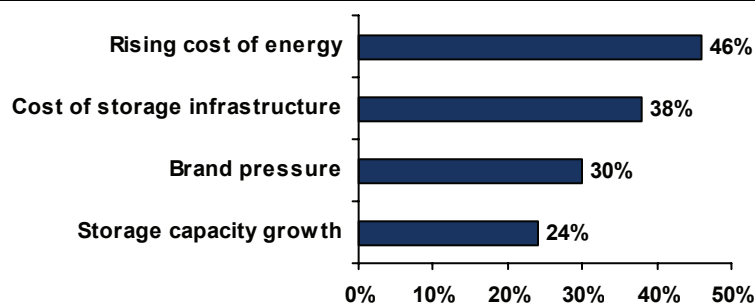
At the same time, companies continue to look for ways to lower data center power consumption and cooling requirements, activities that are consistent with a strategy of going green. Storage vendors have responded to this need by increasing the energy efficiency and the capacity of their storage systems. The balance between energy consumption and increasing storage capacity is a difficult one for companies to achieve, but it can be done.

Business Context

The 2008 Aberdeen Report, based on a survey of more than 4,500 companies worldwide, found that 47% of all organizations had a green strategy. The reasons for going green varied among companies, but social responsibility was the most frequently stated reason. However, a green corporate initiative is even better when it is accompanied by efficiencies or productivity gains.

In the January, 2008 Aberdeen benchmark report *Green Initiatives: Lowering Costs and Increasing Efficiency in the Data Center*, companies with an active green initiative experienced lower power consumption rates, reduced requirements for storage cooling, and data center space efficiencies even as they increased their storage capacity. As Figure 1 shows, the need to increase capacity is one of the top pressures businesses face.

Figure 1: Top Pressures for Companies with Green Initiatives



Source: Aberdeen Group, March 2008

Research Brief

Aberdeen's Research Briefs provide a synopsis of the principal findings derived from primary research, including key performance indicators, Best-in-Class insight, and vendor insight

Reasons for Going Green

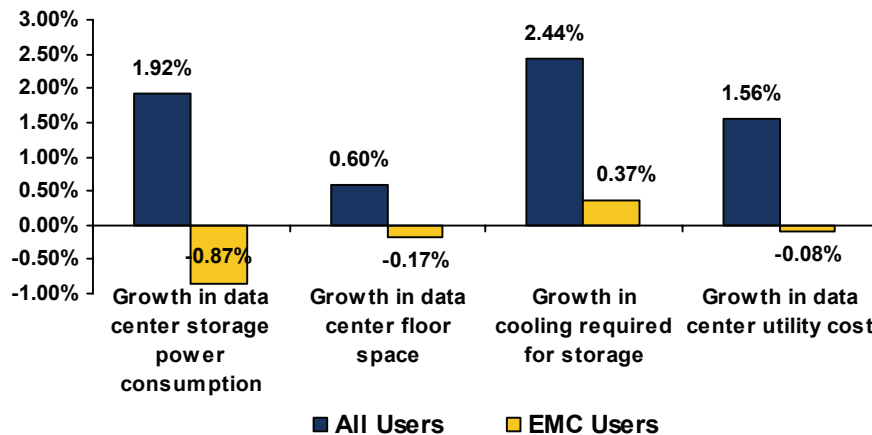
Companies responding to *The 2008 Aberdeen Report* listed the following reasons for going green:

- ✓ 74% corporate social responsibility
- ✓ 62% competitive advantage
- ✓ 31% cost of doing business
- ✓ 24% regulatory compliance
- ✓ 10% power usage restrictions

EMC - Creating a Green Standard

As an important vendor in the storage market, it is imperative that EMC provide leadership in raising the bar for green storage. In a recent Aberdeen Report, Green Initiatives: Lowering Costs and Increasing Efficiency in the Data Center, end-users of EMC technology reported storage performance metrics that support the most aggressive green strategy (Figure 2).

Figure 2: Percent Change for Every 10% in Storage Capacity



Source: Aberdeen Group, March 2008

Key Takeaways

Going green does not mean going broke. Users of EMC report increasing storage capacity without increasing operational cost - a true Win-Win for the customer. EMC's efforts to deliver increased storage density while achieving energy savings and maintaining required performance have resulted in measurable benefits for their customers:

- There is no better time than now to start going green with your storage infrastructure; even incremental steps improve power consumption and reduce cooling requirements
- A green storage strategy needs to be part of a larger IT green campaign, not an isolated action - while storage is an excellent place start, other parts of the infrastructure, such as server consolidation, can yield impressive gains

Companies around the globe are recognizing that a green initiative is not only good for the environment; it's good for the bottom line. Call it green or sound business practice, for IT the mission remains the same: lower infrastructure consumption and increase efficiency.

For more information on this or other research topics, please visit www.aberdeen.com.

"We implemented a green storage solution three years ago and we are happy with the overall performance. But there is always margin for improvement, so we're always looking for new ways to consolidate storage and improve the cost picture."

~ IT Manager for a Large Supplier of Brass Fittings For the Water Works Industry

Checklist

Items to consider when implementing a green storage strategy:

- ✓ Set aggressive but not unobtainable goals for your green initiative
- ✓ Expect synergies, but implement policy that optimizes existing and supplemental storage capability.
- ✓ Implementing green does not need to be painful nor expensive

Partial List of Storage Infrastructure Providers:

- ✓ APC
- ✓ Dell - EqualLogic
- ✓ HP
- ✓ IBM
- ✓ LeftHand Networks
- ✓ Nexsan Technologies
- ✓ Sun Microsystems
- ✓ VMware
- ✓ Wasabi Systems

Related Research

Green Initiatives: Lowering Costs and Increasing Efficiency in the Data Center; January 2008

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