



# STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

January 4-5, 2011 Riviera Hotel-Casino, Las Vegas, NV, USA



ENTERTAINMENT  
STORAGE  
ALLIANCE™



**Dave Reinsel, Group Vice President, Storage, Semis, and Pricing IDC**

## **The Rise in Mobility and Data-Hungry Businesses – What's in it for Storage?**

### **ABSTRACT**

IDC's digital universe study reveals a growth in digital content measured in Zetabytes – that's billions of gigabytes! Data is being stored across a cornucopia of CE devices and in a multitude of environments. Simultaneously, there is a significant growth in capturing context-aware-enabling metadata, much of which is personal and private, but essential for the increasing use of business analytics. During his talk, Mr. Reinsel will elucidate the dynamics associated between an increasingly mobile society and data-hungry businesses, and highlight various opportunities upon which the storage industry should capitalize.

### **BIOGRAPHY**

Dave Reinsel is group vice president of IDC's storage, semiconductor, GRC Infrastructure, and pricing research groups. Mr. Reinsel and his team of analysts provide timely and industry-leading insight and analysis for IT professionals, investors, resellers, distributors, and manufacturers worldwide. His research teams are responsible for delivering annual and quarterly forecasts and analyses on the storage hardware, storage software, semiconductor, and GRC infrastructure markets, as well as strategic pricing evaluation services for various IT products. In addition to his management responsibilities, Mr. Reinsel provides custom research and consulting for IDC clients on industry trends, product requirements, and marketing strategies and speaks at numerous conferences worldwide.

Mr. Reinsel has more than 16 years of experience within the IT industry. Over the years, Mr. Reinsel published industry leading research on HDD component technology, advanced storage technologies, the personal storage market, and maintains detailed models and research related to the installed base of WW storage as it relates to the Digital Universe, as well as its impact on the environment.