



STORAGE VISIONS® 2011

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TITLE

Consumer NAS or Converged Storage (FCOE) adoption and CNA

ABSTRACT

#1 Consumer and SOHO NAS products shipped over 2.4 million units in 2009, growing 27% year over year, with estimated user spending of \$891 million.

#2

While the name CNA is not a name that is part of any standard, all manufacturers have opted to offer their product under this naming convention or its variation. The closest standard defining the CNA and its features are in T11.FC-BB-5 under N-Node for FCOE. The goal of offering a 10 gigabit Ethernet adapter simultaneously running TCP/IP, iSCSI and Fibre Channel over Ethernet traffic on a single port is most desirable, since the user at that point can select one CNA to meet all his current and future needs. The primary benefits of CNAs are simplifying management and saving on hardware by consolidating multiple adapters into one, meanwhile many different implementation and business models have been brought forth by different vendors. While some of the vendors offer support of all protocols right of the shoot others have opted to initially offer NIC features with the option for user in future enable iSCSI and FCOE. Also further more while the FC HBA vendors see the FC stack as a premium feature which the user would pay for the vendors approaching this market from the NIC side see the FC enablement to be the same as the historical iSCSI open standard adoption with out any premium for this feature. There are 3 main areas here which may cause deviation from initial goal of a CNA being the one and only HBA ever needed

- 1) CNAs used as Ethernet NICs,
- 2) CNAs used as iSCSI HBAs
- 3) CNAs used as Fibre Channel Over Ethernet (FCOE) HBAs

BIOGRAPHY

Sergis Mushell Principal Research Analyst San Jose, CA USA

Years of Experience

2 years at Gartner 17 years IT industry

Areas of Coverage

Semiconductors

Roles and Responsibilities Sergis Mushell is a principal research analyst with Gartner's Technology and Service Provider Research group. His primary focus is on the impact of the cloud, data centers and virtualization on semiconductor and semiconductor medical applications, with a focus on remote patient monitoring and diagnostic electronic equipment, SAN infrastructure related to HBA and FC switches and director system environments, NAS SoC, and all storage semiconductors, including SATA, SAS, FC and RAID silicon solutions.

Previous Experience Previous to joining Gartner, Mr. Mushell managed EMEA and North America as area sales manager for Phaselink. Mr. Mushell held product line management and marketing roles with several semiconductor companies, such as Altera and IDT, where he led efforts in product definition and business plans for new product lines. Mr. Mushell played a key role in several M&A due diligence activities and worked within standards bodies, such as JEDEC and IEEE, on new standards and initiatives.

Professional Background

Phaselink, Area Sales Manager, 1 year Exar, Sr. Marketing Manager, 4 years

IDT, Marketing Manager, 1 year

Education

M.B.A., Technology Management, University of Phoenix

B.S., IT Computer Electronics, San Jose State University

C.F.A., CFA Institute, San Francisco (in progress)

Languages

Arabic Assyrian

English

Persian