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TITLE

They're Out There: Opportunities and Challenges for Consumer and Enterprise Cloud Storage

ABSTRACT

We live in a world of fast changing needs. In order for any business to be successful, they really need to be nimble and quickly adopt to market shifts. It becomes very critical for businesses to respond quickly when it comes to technology and operational changes, business changes or new ways to completely reinvent themselves. With traditional IT models, a decision to prototype a new system involves the procurement and installation of expensive hardware, with the associated checks and delays that conventional purchasing requires. But with Cloud computing, the necessary computing and storage could be provisioned rapidly and at low cost. When it comes to new ways to doing things, the companies can implement them at blindingly fast time which could have taken months or years to implement. The total cost of ownership goes down over time with the "Pay-as-you-go" model. By moving into a Cloud environment, it helps organizations reduce the carbon footprint by not having to invest in their hardware and thereby reducing the energy consumption.

Gartner estimates that, over the course of the next five years, enterprises will spend \$112 billion cumulatively on software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS), combined. According to IDC, over the next 10 years more than 33% of the traditional IT spending will be moving towards public and private Cloud services. Also more than 85% of enterprises would likely use social information to support business critical decisions which will be hosted in either private or public Cloud.

One of the major issues surrounding Cloud computing is the security for B2B applications. Sensitive data processed outside the enterprise brings with it an inherent level of risk than those maintained in-house. It adds an additional layer of regulatory compliance and scrutiny for the service providers. Companies have to manage Cloud services with in-house IT which might pose some integration challenges. Migration between Cloud service poses portability and interoperability issues. There may be a high cost associated with adopting or removing the service at the point of use or to make choices to use new services or change service provider. In a consumer to consumer environment, lack of privacy is a real concern as most of the personal data is stored in the Cloud and the consumer might not know where in the world their data is residing.

BIOGRAPHY

Raghu Ramamurthy is a Senior Technical Marketing Engineer at Intel Corp, Folsom CA in the Non-volatile Memory Solutions Group (NSG). He has been with Intel for the past 10 years. His current role is bringing the new Enterprise Solid-State products to market from product planning to launch, developing marketing collaterals like Design review guides, Datasheets and supporting Go-to-Market activities and representing Intel in the technical conferences, seminars and symposiums. Raghu Ramamurthy had worked with Intel Display Graphics group before joining NSG working on leading-edge Display technologies with several Chipsets. He was the micro-architect and lead designer for several Display designs. He was also the Validation lead for Display in different Chipsets. Raghu spent first five years of his career with Intel NOR Flash Memory Group where he managed some of the Product Development activities including wafer level sort, Silicon characterization and process development. Raghu is also a MBA candidate specializing in Marketing at the University of Davis, California. His specialization areas are Marketing Strategies and Product Management. Raghu got his Master's in Science from Arizona State University in 2001 and his Bachelor's degree from University of Madras, India.