



STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Liz Conner, Research Manager, IDC

TITLE

The impact of cloud on consumer & business storage

ABSTRACT

This talk would focus on how cloud (cloud based storage, cloud based services, and other CE devices that take advantage of cloud) is impacting the demand for consumer and small/medium business storage devices. It would also look at features and areas vendors are looking to add/address in the future to incorporate cloud. The essence of my presentation would be the following: 1. Current end-user sentiments regarding cloud storage and services 2. How the vendors are trying to adapt to the encroachment of cloud 3. Top line compare and contrast of on-prem storage vs. Cloud 4. What end users can expect in the future with cloud integration and features

BIOGRAPHY

Liz Conner is a Research Manager with IDC's Storage Systems team. In this role she provides detailed insights & analysis on industry trends, vendor performance, and technology changes. Ms. Conner conducts in-depth market research and reports with a specific focus on storage for/in the cloud. In addition, Ms. Conner is the lead analyst for IDC's Personal and Entry Level Storage (PELS) research, focusing on tracking quarterly shipments via the PELS Tracker, forecasting the PELS market, and providing comprehensive market research.

Prior to joining IDC, Ms. Conner was a cost analyst for Tecolote Research, where she focused on product life-cycle cost estimates for the Department of Defense.

Ms. Conner earned an M.A. in Applied Economics from Binghamton University and a B.A. in Economics from The College of Wooster in Ohio.