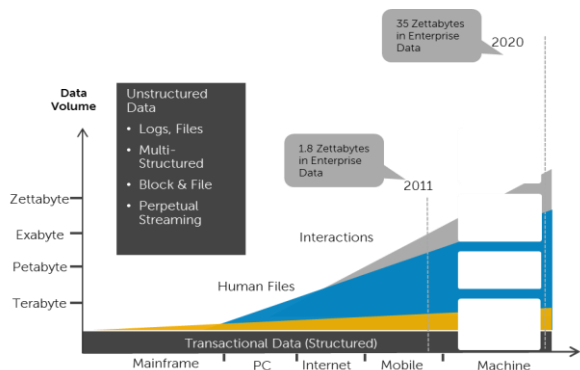


# Dell Storage for big data quick reference guide

## What is big data?

Big data is an industry term that identifies datasets whose size has become too large for organisations to collect, store, manage, manipulate and analyse using traditional software, systems and methods.

## Big data and its dimensions



Zettabyte = 1,000,000,000,000,000,000 bytes  
Graph based on IDC and UC Berkeley Data Growth Estimates, Source: IDC & CosmoBC.com: <http://techblog.cosmobc.com/2011/08/26/data-storage-infographic/>

## Big data use cases

### Predictive analytics (bigger questions)

Customer  
360 view

Content  
optimisation

Recommendation  
engine

Network  
analytics

Fraud detection

Enterprise data  
warehouse (EDW)  
augmentation

Extract,  
transform, load  
(ETL) offload

Batch  
processing

Data reservoir

Log processing

## Big data growth attributes

- Volume: data size exploding at a rate of 650 percent over the next five years.
- Velocity: 92 percent compound annual growth rate (CAGR) in data traffic from 2010 to 2015
- Variety: 85 percent is unstructured!

## Big data can help answer:

- How do I turn my data into operational intelligence?
- Why is my product line so popular with teens?
- Will social media campaigns help my sales?
- What other questions have you considered?

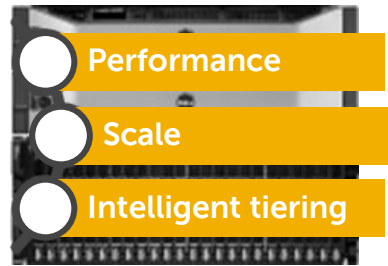


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# How can Dell Storage help?

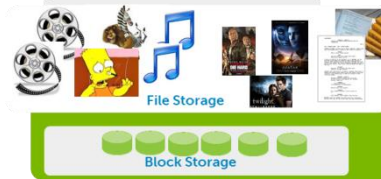
## 1. Address scalability concerns.

- Optimised for large data sets
- Manages exponential data growth with dynamic tiering
- Make data easily accessible for analysis
- Economically leverage flash storage
- Single pool for file and block data



## 2. Deliver data-driven business results.

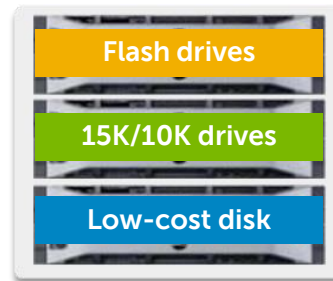
- Stays ahead of storage growth while protecting investments
- Deploys common technologies across a family of storage products



Dell Unified Storage  
(Compellent/EqualLogic)

## 3. Reduce TCO for big data deployments.

- Automate management to reduce manual tasks and errors
- Provides best \$/IOP and \$/GB through intelligent tiering
- Optimise data placement across mix of drive types



## Did you know?

Dell offers 56 percent lower cost versus traditional spinning disks.

- 75 percent lower cost than most all-flash solutions

Dell Tiering significantly improves performance.

- 90 percent latency reduction versus traditional spinning disks

Dell offers the densest solution of any major OEM vendor.

- 2.8 times more dense versus traditional 2U, 3.5" drive enclosures.

Dell can provide **services and support** that cover the lifespan of big data.

## Next steps

- Get an executive briefing.
- Schedule a needs assessment.



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