

# Mapping Cost Reductions to Storage Solutions

## WebTech Q&A Session – June 2, 2010

**1. Will this active spreadsheet be available on the PartnerXchange or Hitachi Data Systems website? How can I get a copy of the tool that was shown?**

Please contact your local Hitachi Data Systems Sales representative. They will connect you with local Storage Economics consultants who will help with this mapping tool. We are developing a web version of the tool that will be available for anyone to use. This is planned for Fall 2010.

**2. Can you clarify what you just said about 20% reduction in unit costs but a rise in overall storage costs?**

Price erosion for the cost of disk (CAPEX) is about 20-25% per year. But the TCO of storage is not eroding at that same pace. Costs of labor, power, cooling, floorspace, migration, management tools are going up. You have to address all these costs directly to impact and reduce the TCO. Price alone will not impact your storage TCO

**3. What's the most popular kind of money?**

The most popular kinds of money are:

- *Depreciation on the capital assets*
- *Labor, management*
- *Power and cooling*
- *Floor space*
- *Cost of wasted capacity*
- *Cost of migration (at the system's end of life)*
- *Hardware and software maintenance*
- *Backup costs (labor, tape, drives, software, remote sites)*

**4. What do you see as the most popular way to reduce costs? Or what's the easiest way you see most companies reduce costs?**

We see companies reducing cost by:

- Virtualization of the array, volume and file system
- Dynamically tiering storage to shift the cost of copies and costs of waste
- Consider a managed services utility within your storage infrastructure (cloud types)
- Thin provisioned volumes
- Add an archive tier that can deliver searchable index of long-term stored data

**5. What is the URL for the Storage Economics Resource Center?**

The URL is [www.economizyourstorage.com](http://www.economizyourstorage.com).