

04

I BELIEVE

04 | Hu Yoshida, CTO, Hitachi Data Systems, talks about the new industry trends for 2013



44 | **TECH FOR GOVERNANCE: 5 WAYS TO TACKLE E-DISCOVERY QUANDRY** Insights into the tech issues of preserving and producing digital info



36 | **NEXT HORIZONS: THE END OF LAPTOP-CENTRIC WORLD?** The concept of mobile apps is beginning to take hold

REGULARS

- 01 | EDITORIAL
- 06 | LETTERS
- 08 | ENTERPRISE ROUND-UP

ADVERTISERS' INDEX	
Canon	IFC
HP-IPG	5
Schneider	7
Datacard	11
HP-PSG	13
ESDS	15
Cisco	17
Patel India	19
Airtel	23
SAS Institute	25
Falcon (EXPO 2020 Dubai)	IBC
Microsoft	BC

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www.thectoforum.com

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OFFICE ADDRESS

Published, Printed and Owned by Nine Dot Nine Interactive Pvt Ltd. Published and printed on their behalf by Kanak Ghosh. Published at Office No. B201-B202, Arjun Centre B Wing, Station Road, Govandi (East), Mumbai-400088. Printed at Tara Art Printers Pvt Ltd., A-46-47, Sector-5, NOIDA (U.P.) 201301
 Editor: Anuradha Das Mathur

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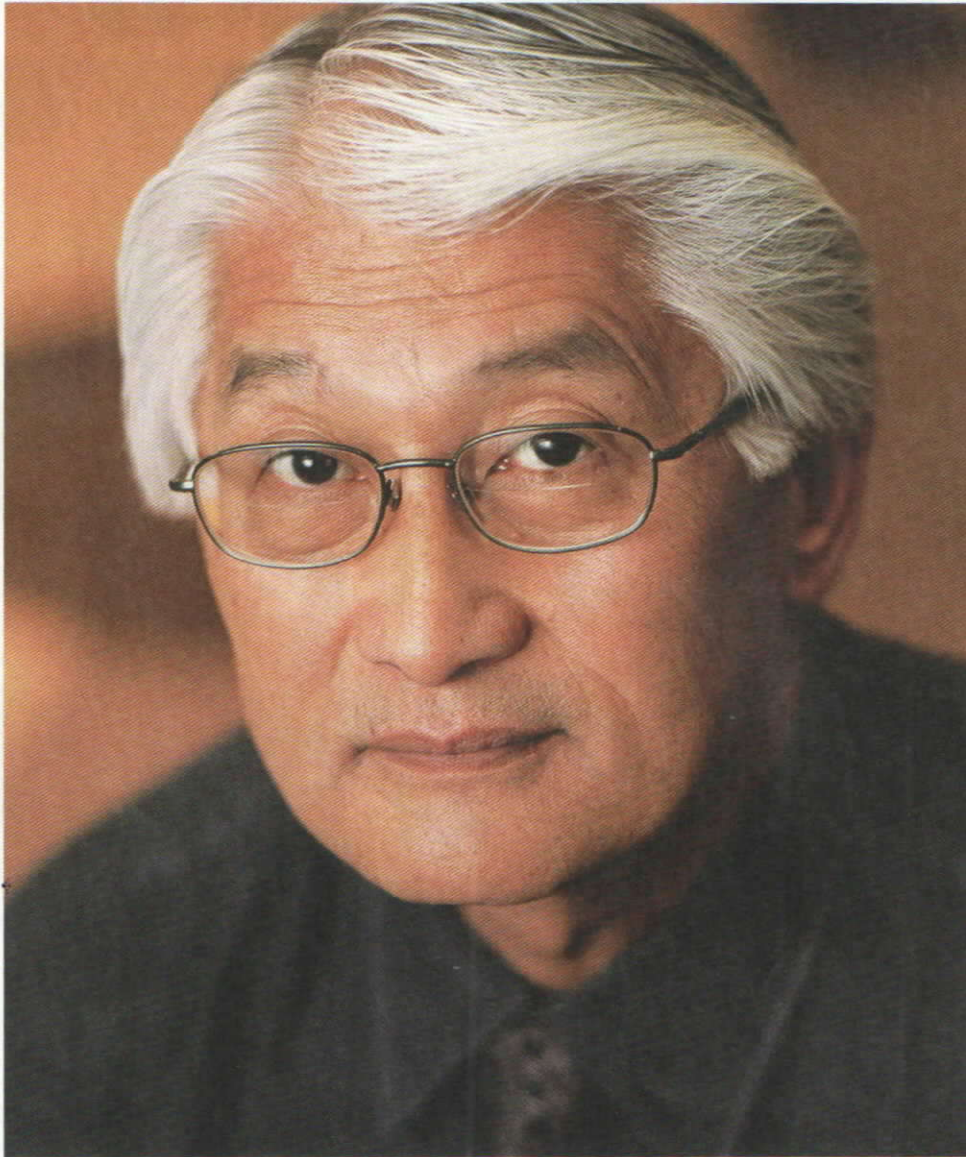


99INTERACTIVE

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BY HU YOSHIDA, CTO, Hitachi Data Systems

THE AUTHOR IS responsible for defining the technical direction of HDS. Currently, he leads the company's effort to help customers address data life cycle requirements.



Top Five IT Industry Trends for 2013

New trends will emerge to provide challenges and opportunities to business in 2013

MOVING to 2013, big data will continue to be the primary concern for the IT industry. For example, exabytes will enter into planning discussions and petabytes will be the new norm for large data stores. A lot of attention will be focused on secondary data that is generated for cop-

ies and backups. The total cost of ownership (TCO) for storage will go through a major change as operational costs come down and capital costs begin to creep up.

1. Dramatic changes in OPEX and CAPEX: Over the past 10 years the total cost of storage has been increasing by about seven percent a year. The increase has been mainly due to OPEX, while the cost of hardware has been relatively flat.

2. New consumption models: Instead of buying all their storage today and spreading CAPEX over the next four to five years, organisations will buy what they need when they need it. To do this, organisations need to leverage technologies and capabilities like dynamic storage provisioning, virtualisation and nondisruptive data migration.

3. Managing the explosion of data replication: Replication multiplies data growth and backups are the biggest driver of data replication. Object stores will help solve the issue by reducing the need to back up and replicate unchanged data.

4. The emergence of enterprise flash controllers: The use of high-performance flash solid state drives (SSDs) in the enterprise has been slow due to their high price and limited durability compared to hard disk drives. 2013 will see the introduction of flash controllers with advanced processors that are built specifically for enterprise storage systems and increase the durability, performance and capacity of flash memory.

5. New requirements for entry enterprise storage systems: The increasing use of hypervisors like VMware and applications such as VDI have changed the requirements for mid-range storage systems. The gap between enterprise and midrange storage architectures is narrowing as the industry begins to demand entry enterprise storage systems. **cto**

CURRENT CHALLENGE

MANAGING BIG DATA WILL CONTINUE TO BE THE PRIMARY CONCERN