

How Flash Fits into Your Cloud

Business Is Embracing Cloud...

According to IDC's Cloudview 2016 benchmarking survey:

58%

of organizations are using public/private cloud for small applications/workloads



24%

plan to adopt cloud within 12 months or are using public or private cloud for 1-2 small applications/workloads

10%

a minority – say they are not interested

And Cloud Infrastructure Use Is Rising

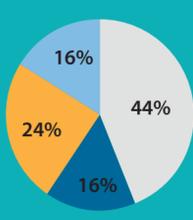


CLOUD IAAS AND PAAS

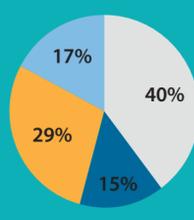
are growing, spurring digital business innovation through next-generation applications.

Significant Adoption of PaaS and IaaS Among US Firms

Use of Public Cloud PaaS



Use of Public Cloud IaaS



Source: IDC CloudView 2016 Study, N=701, US firms. Survey was conducted among adopters and evaluators of cloud.

Cloud IaaS and PaaS Continue to Expand as Workloads Grow

Worldwide Public Cloud IaaS and PaaS Spending USD



Source: IDC WW Public Cloud Services Tracker December 2015

32%

of workloads run in Public Cloud on average today*



67%

of firms are increasing # of applications/workloads running in Public Cloud

*Mean % of Workloads run in Public Cloud. Source: IDC CloudView 2016 Study, N=701, US firms

Workloads Are Increasing but Challenges to Cloud Remain...

Top 3 Challenges in Public Cloud

Performance, Cost, Availability

IaaS Compute Services Challenges



IaaS Storage Services Challenges

N=368. Source: Amazon AWS Infrastructure as a Service (IaaS) Survey, IDC, November 2014. Q. What are the two leading issues or challenges your company had with AWS Compute and Storage services?

Flash is Optimal for Today's Cloud Workloads

Adding flash memory to cloud infrastructure provides an innovation foundation and platform

Cloud architects designing infrastructure can capitalize on:

- ✓ Real-time data capture, processing, and analytics
- ✓ Reduction of network and storage infrastructure latency
- ✓ Consistent and predictable application and infrastructure performance
- ✓ Large-scale data processing of complex datasets
- ✓ Performance and capacity tiers which can scale independently

Why Cloud and Flash Fit Together

Flash Enhances Cloud Performance, Competitiveness, and Innovation...



BENEFITS OF FLASH...

- ✓ Predictable application performance, quality of service, and sustained data throughput
- ✓ Highly-reliable storage I/O for critical workloads
- ✓ Better \$/IOPS and \$/Throughput/GB than traditional storage

...And flash also enables digital transformation

To learn more about the role of flash memory solutions in the datacenter, download the IDC white paper, "Cloud Architects Choose Data Center Flash to Power Industry's Largest Clouds," sponsored by SanDisk.