

CLOUD STEPS UP AS A DATA STORAGE PLATFORM

2016 IOUG SURVEY ON ENTERPRISE
DATA STORAGE TRENDS

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EXECUTIVE SUMMARY

STORAGE REQUIREMENTS are growing by leaps and bounds, and more organizations are turning to the cloud to manage the load. Thus far, it's mainly used for backup, data warehousing, development/test and archive. But, data managers and IT professionals continue to push the boundaries of cloud as a viable option for a range of data requirements.

The results of a new survey of data storage trends are presented in this report. The survey, among members of the Independent Oracle Users Group (IOUG), was conducted by Unisphere Research, a division of Information Today, Inc. We analyzed the responses of 361 data managers and IT professionals from organizations of all sizes and across various industries. In general, the survey finds that enterprises continue to strain to keep up with data growth and are employing a range of new strategies and approaches to not only manage data growth, but also to improve the speed of data delivery, protection, and integration.

Highlights of the survey include the following findings:

- The volume of data to be stored continues to rise into the petabyte range for many organizations. Business growth—particularly digital business—is creating an ongoing burst of information, along with requirements for analytical applications. Backup remains a top contributor to data growth.
- Data protection is front and center as a key priority for data managers. The focus is on providing seamless availability and security across enterprises, while optimizing performance.
- More funding is going to storage, particularly for storage area networks (SANs), flash storage, and private clouds. Close to two in five managers and IT professionals say they are weighing the use of public cloud services as backup resources for their databases.
- Enterprises are embracing a range of strategies and tactics to meet the requirements of burgeoning data storage capacity requirements. Purchasing additional hardware still dominates as the primary response, but cloud, in particular, is increasingly being adopted to address storage capacity requirements.
- Fast-growing sites in the survey (those reporting plans to add more than 25% of capacity) are more likely to have a larger proliferation of databases—44% have more than five copies in their enterprises, versus 29% of slow-growing sites (those with 25% or less in potential growth). Faster-growing data sites are more likely to see various factors contributing to data growth, including greater business transaction volume, and greater adoption of analytics. Fast-growing sites are also more likely to be adopting flash storage, private cloud storage, and public cloud storage.