Title: Deafening hype causes many to overlook cloud storage problems
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**Jon Toigo:** And then storage cloud Hype comes in to basically solve our problem for us with a silver bullet technology. You’ve read all the same research that I’ve read. There’s been a 326 percent increase in the adoption of clouds since 2010.

And I did a little bit of analysis of reports that are made in such great clients which become headlines of your favorite computing publication. And the 326 percent increase that you’re seeing here is that the total revenues of cloud storage going from $656 million in 2011, they’ll increase to $1.1 billion. That’s 130th the amount of revenue that accrues to the storage market.

So I’m here to kind of put the pin in the bubble to flat those a little bit. In that same report, which isn’t quoted in the article, are these results, 51 percent of the people interviewed in the survey around this report said that they somewhat or strongly agree that no cloud storage actually needs their business requirement.

Seventy percent of somewhat or strongly agree that they’re concerned about the availability of cloud storage services that one day they’re there and the next day, they may not be around.

Eighty four percent in the same report that tally to 326 percent increase in storage cloud adoption, 84 percent say they somewhat strongly or agree that they’re concerned about the cost of clouds and 83 percent say that they don’t see the proper level of security delivery in the cloud environment.

These aren’t exactly high into the right drivers of the cloud story. You know, when I look at clouds, what should happen to this picture? There are no standard (inaudible), no standard APIs, no standard matching protocols except for pricing models vary. There are a lot of hidden fees and there are overage fees when you exceed the capacity (by).

The legalities of data storage and back-end replication becomes a very hairy kind of situation in the terms of disaster recovery and business continuity. We don’t know if the cloud service providers are really delivering any data, better data protection than we do
ourselves. And, of course, service levels are unpredictable and restoral time frames following an emergency are definitely questionable.

Now, usually when you look at cloud (versions) is they look like toilet paper ads. Eighty eight percent of cloud uses and storage behind cloud-based servers so it isn't people using clouds as storage, it’s the cloud service providers having to deploy their own storage behind their own infrastructure as a service offerings.

Now, it practically changes the beauty it might have of the adoption rate of storage clouds. It’s mostly they are eating their own young, OK?

Services are tied specific server virtualization proprietary software stats, VMware from Oracle, (PiperV) from Citrix. It’s setting the stage for another front of the storage infrastructure.

I call it (valid) clouds where you can have F16 fighters and tanks rolling in. It’s going to look like Syria all over again.

And here are the clouds all defined by little flags that say, which vendors proprietary stack they adopt. We’re getting back to the situation that existed in the early 1980s where we couldn’t exchange data between Microsoft and Sun. And the Microsoft solution is get rid of the Sun crap and we will work just fine.

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