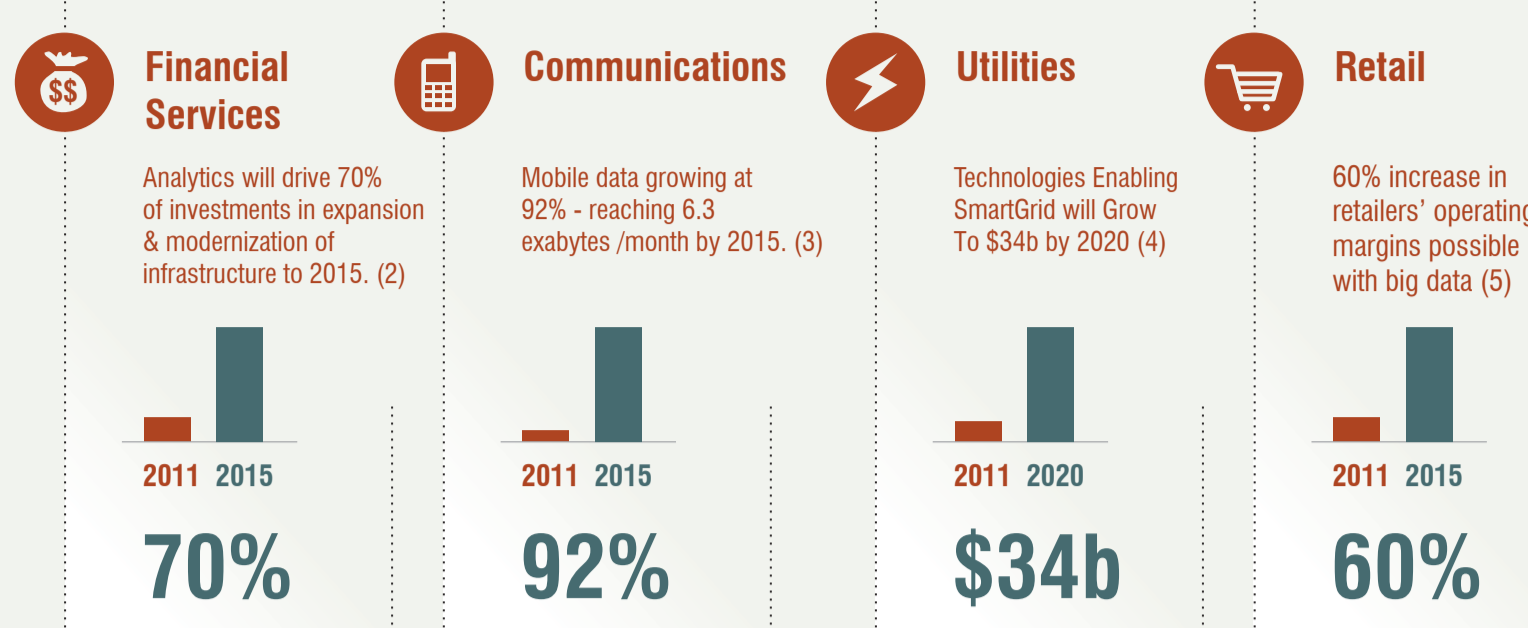


Compression Tames the True Cost of Running Big Data Analytics on Hadoop

Enterprise Multi-structured Data Growth Sky-Rockets

In 2011, 1.4m Zettabytes of Data Generated by The Enterprise (1)

1.4m Zettabytes

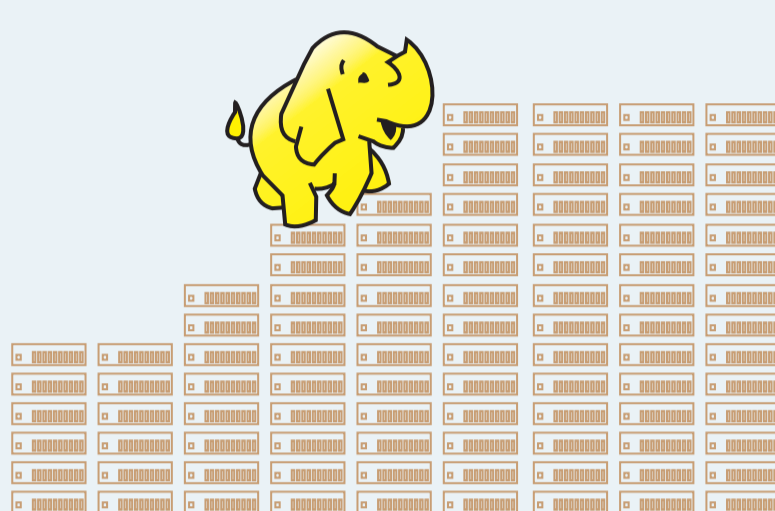


Big Data on Hadoop Requires Lots of Storage and Nodes

In Next Decade, Data Center Information Growth Is 50x (6)

50x Growth

50% 50% Running Hadoop in next 5 years (7)



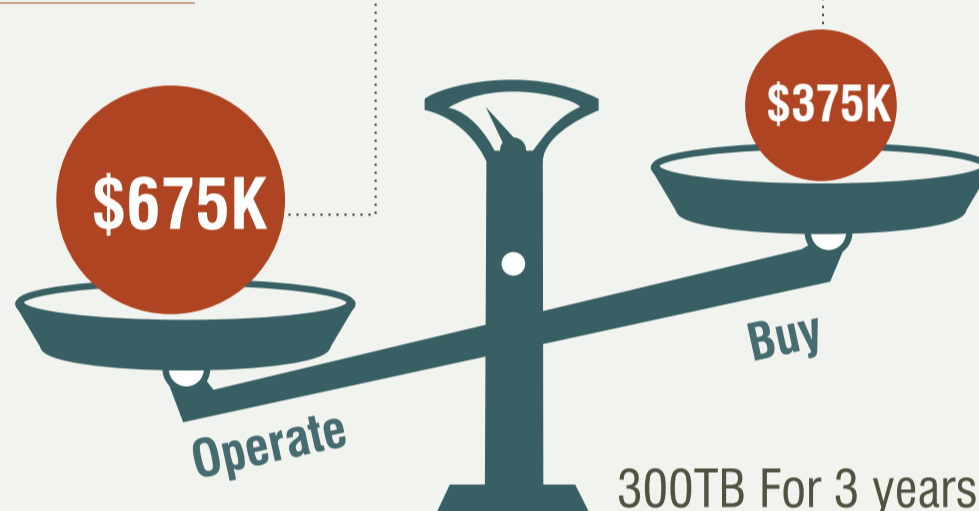
1ZB 1 Zettabyte = 268 million nodes!
@12TB/Node, 3x Replication = 4TB user data/node

Total Cost of Hadoop Includes Buying & Operating Nodes

Real-World: 300TB user data = 75 Nodes

- \$375K – Purchase (8)
- \$675K – Operate over 3 yrs

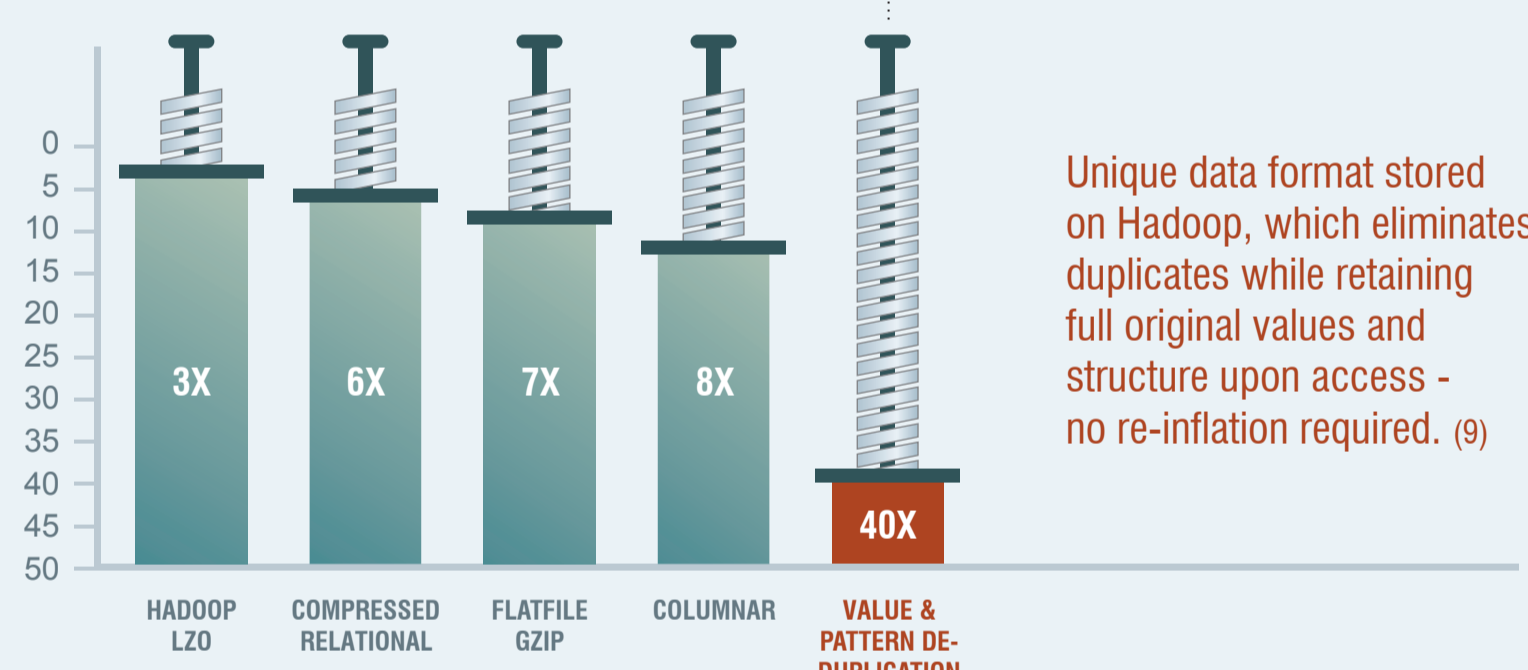
Total Cost = \$1.05m



Extreme Data Compression Drives Down Nodes

Value and Pattern De-duplication Gives Optimal Compression

40x Compression



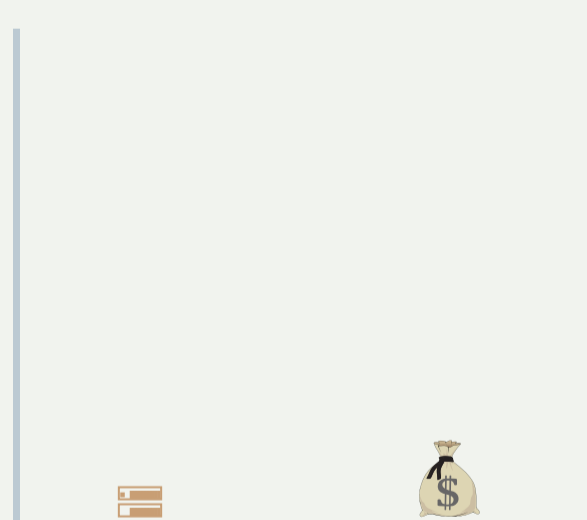
40x Compression = 97.5% Node Reduction Savings of over \$1m

(Node purchase & operating cost for 3 years)

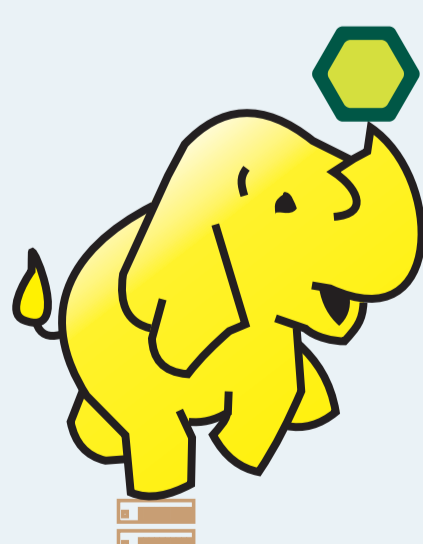
97.5% Nodes Reduction

Hadoop

At 40x Compression



Hadoop Big Data Compressed (and Sitting Pretty)



Find Out How Your Data Compresses: info@rainstor.com

FOOTNOTES

- 1) IDC & CosmoBC.com: <http://techblog.cosmobc.com/2011/08/26/data-storage-infographic/>
- 2) Gartner Predicts 2012: Information Infrastructure and Big Data (Nov 2011)
- 3) Cisco Visual Networking Index: Forecast and Methodology, 2010-2015
- 4) Lux Research, Jan 2011: The Surprise Winners in the \$34 Billion Smart Grid Market
- 5) McKinsey Global Institute May 2011: Big data: The next frontier for innovation, competition, and productivity
- 6) IDC: Extracting Value from Chaos, June 2011
- 7) Research by Internet Research Group & Infineta (Dec 2011) - <http://www.datacenterknowledge.com/archives/2011/12/13/will-big-data-clog-networks-with-big-traffic/>
- 8) Based on industry pricing and market feedback.
- 9) Internal benchmarks conducted by RainStor using customer & partner data (2011)

OTHER FACTOIDS

- 1) 37% of those surveyed named system performance and scalability as the second biggest challenge for them in the coming year - (source: http://www.computerworld.com/s/article/9194283/Data_growth_remains_IT_s_biggest_challenge_Gartner_says)