

## STORAGE REDUCTION FACTS AND FIGURES

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**“Enterprise storage needs will increase by a factor of seven over the next three years.”**  
– *Strategic Research Corporation, 2002*

The exponential growth of enterprise data shows no signs of slowing. Organizations can only continue to increase the size of their storage facilities or find intelligent ways to reduce the overall size and number of stored files.

FACT: The amount of new storage capacity installed each year is increasing almost 80% annually. At the same time, the total number of IT workers is increasing approximately 5% per year.”  
(*“Storage Networking: Business Drivers for SANs”, John T. McArthur, IDC, 2003*)

To keep pace with growing storage capacity, IDC projects that storage managers must become 60% more efficient each year (as measured in gigabytes per storage manager) or increase the percentage of IT staff devoted to storage management tasks. Of course, organizations could reduce the need for additional IT staff by eliminating redundant files to control the amount of duplicate stored data, and reduce overall storage demands.

FACT: An enterprise spends an average of three dollars managing storage for every one dollar spent on storage hardware.”  
(*Gartner quoted in “Emerging Technology: Keeping Storage Costs Under Control”, Network Magazine, Oct. 5, 2002*)

Storage-related staffing now makes up about 6.6 percent of total IT budgets. The exponential growth of stored data demands capital dollars for hardware, increased bandwidth for data transmission and significant expenditures for staff to keep it all running. Controlling the size and number of stored files has broad-reaching benefits to every large organization.

FACT: 36% of companies will increase storage capacity by 100% in the next one to two years.  
( *Research Concepts, LLC/Network World, 2001*)

Lacking awareness of alternatives, many companies have resigned themselves to simply adding servers *ad infinitum* to meet the demands of data storage.

FACT: Email volume is growing at 29% per year.  
(*IDC quoted in Storage Magazine, Oct. 2002*)

Email is largely responsible for the explosion in data storage needs. Taking into account email attachments, the overall size of messages traveling via SMTP will increase at a compound annual growth rate of more than 40 percent per year through 2005, according to Gartner Analyst: Carolyn DiCenzo (“What Continues to Drive Storage Growth?”, June 20, 2001).

FACT: Organizations typically use only 30 to 60 percent of their storage capacity.  
(*Giga Information Group, “Strategies to Improve Storage Capacity Management”, September 13, 2002*)

Significant unused storage space is available in most organizations, in spite of the perceived shortage. Many IT managers are unaware of software solutions that would allow them to determine where data resides and help manage data traffic.

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**FACT:** In enterprise environments, notebook computers now make up 35% of all PCs.  
*(“Mobile PC Market”, Gartner, 2002)*

For remote notebook computer users, manual back up to a central server simply takes too long, especially using low-bandwidth connections. So, ironically, those users whose data is most at risk of loss are the ones least likely to back up. The solution lies in rapid, automatic data protection optimized for low-bandwidth connections, so that when a laptop is lost, damaged or corrupted, its data can be retrieved regardless of whether or not its owner remembered to back it up. A backup solution designed to enable remote backup – by eliminating file redundancy, backing up only changes of previously stored files, and allowing central management of user data – has the added benefit of significantly reducing the need for multiple file and email servers.

**FACT:** Bandwidth requirements for Internet-like applications (including email, intranets, groupware and knowledge management) will grow on average by 30% per year over the next three years.  
*(“Planning for the Bandwidth that Applications Will Need”, March 15, 2002, Gartner Analysts Jean-Claude Delcroix and Jonathan Green-Armytage)*

Even if they are prepared to add servers endlessly to keep up with demand, CIOs and IT managers must cope with the associated increases in network traffic. Again, the choice is between spending more and more money on hardware and resources or finding a way to control, minimize and centrally manage the flow of all data.

### Conclusion

There is no end in sight to the exponential growth of enterprise data. The costs extend far beyond the expense of more and bigger servers, to greater demands for network bandwidth and more and more IT resources to manage the sprawl.

The only way to control the cost is to manage the data while ensuring that information is protected. Corporations that have been backing up multiple copies of identical documents can now dramatically cut their data storage burdens and reduce their costs with a user-friendly and cost-efficient solution for the automatic backup and centralized management of user data. This solution enables organizations to reduce their populations of file and email servers by creating shared pools of common files and backing up only the changes to existing documents.

Email – perhaps the greatest cause of the data storage crisis – reaps tremendous benefits from this solution. By separating email attachments from their message bodies and backing up multiple copies only once in a shared pool, IT managers can dramatically reduce the demands on email servers and network bandwidth.

### Bottom Line

Connected™ DataProtector™ with EmailOptimizer™ gives IT managers™ the ability to control the data avalanche. It applies two powerful, patented technologies to enterprise storage: SendOnce® creates shared pools of common documents, preventing central data storage from saving multiple copies of identical files; Delta Block® ensures that only the changes to existing files are saved. Together, these technologies reduce the aggregate size of stored files by 50% to up to 90% of their original size.

The future of enterprise data storage rests upon the intelligent application of storage software technologies. As the volume of enterprise data grows exponentially, these solutions can minimize the direct and associated costs of data storage and management.

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