# Bigger Demands Better

## Ensuring that More Storage Space Does Not Mean More Risk

Roy Sherrill, Datalight CEO

# Data is Growing

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Size

# Data is Growing

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# Data is Growing in 3 Dimensions

# Reliability – When it's got to work!

- More data, value complexity = more risk
- Users expect 100% reliability
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***Now is the time for mobile & embedded data***

# Performance

- Performance = Usability & Productivity
  - Response time
  - Fast downloads
  - Instant-on capability

# Differentiation Requires…

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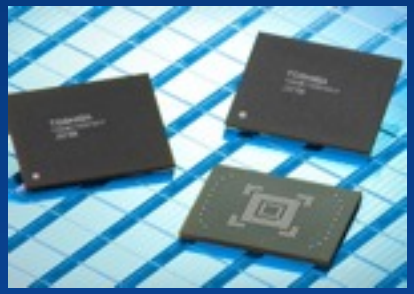

# Software/Hardware Partnership

Complexity
Value
Size

# Winning Products Leverage Software / Hardware Partnership