


# GAME OF THRONES™

Software-Defined Flash Storage  
and Server-Based Infrastructure Rule the Day

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A close-up shot of Cersei Lannister from the TV series Game of Thrones. She has long, wavy, light brown hair and is wearing a red, textured dress with a necklace featuring a circular pendant. The background is a blurred outdoor setting with green foliage and a stone wall. The lighting is warm and natural, suggesting daylight.

“WHEN YOU PLAY THE  
GAME OF THRONES  
YOU WIN OR YOU DIE  
THERE IS NO MIDDLE GROUND.”

-CERSEI LANNISTER



# The Heirs to the Storage Kingdom

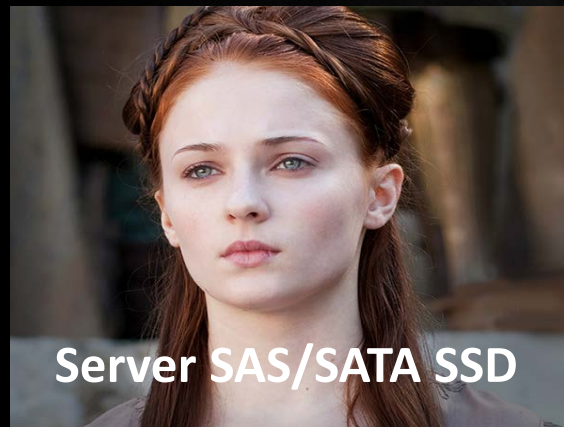


Hardware Defined Storage



Software Defined Storage

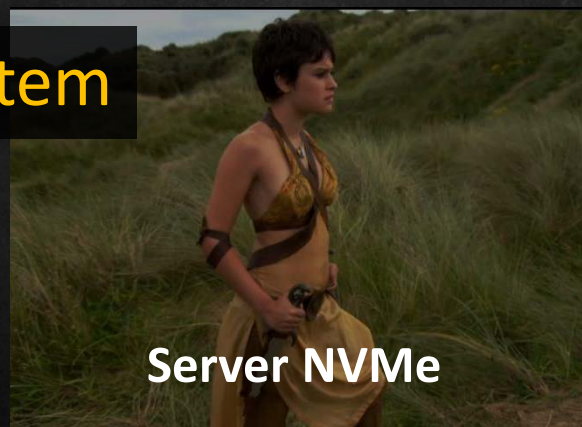
## Architecture



Server SAS/SATA SSD



Server PCIe SSD



Server NVMe



Server DIMM



Flash Array SSD / DSSD

## System



SLC



MLC

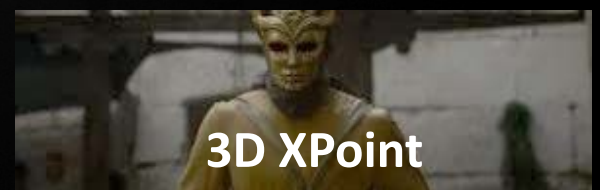


TLC

## NV Memory



3D NAND



3D XPoint



# Who Will Rule the Day

Hardware Defined Storage

Software Defined Storage



All system and memory technologies will serve these families  
*Eventually one will rule*



# Hardware Defined Storage



**Storage Array Controller** (proprietary, firmware-resident, media management + object, file and/or block logical storage management software)



Network Interfaces

Disk Media

Flash Media



# Software Defined Storage

**x86 Server** (Apps for media management + object, file and/or block logical storage management)



Flash Media

Disk Media

Server Cluster  
(storage nodes)

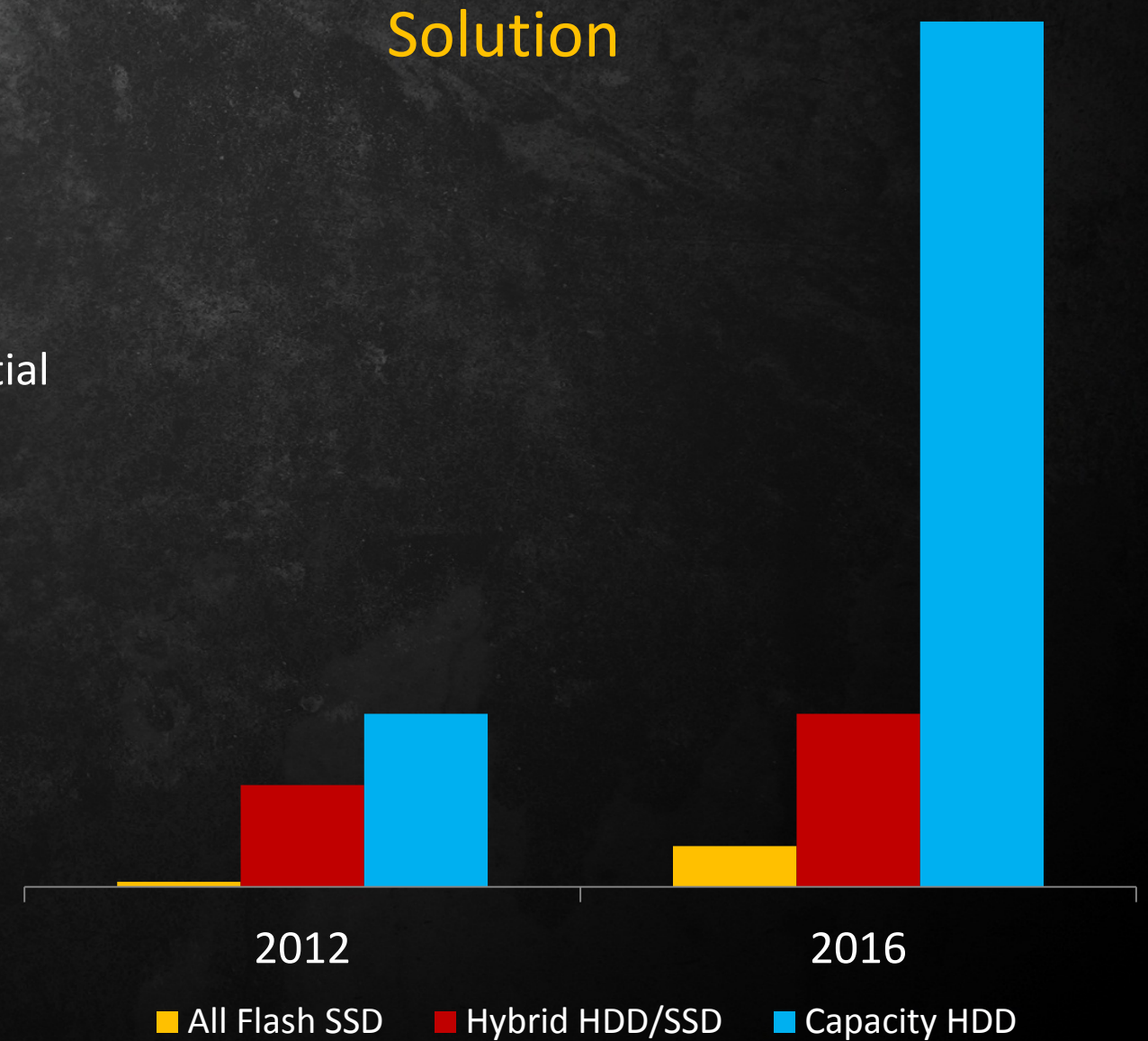
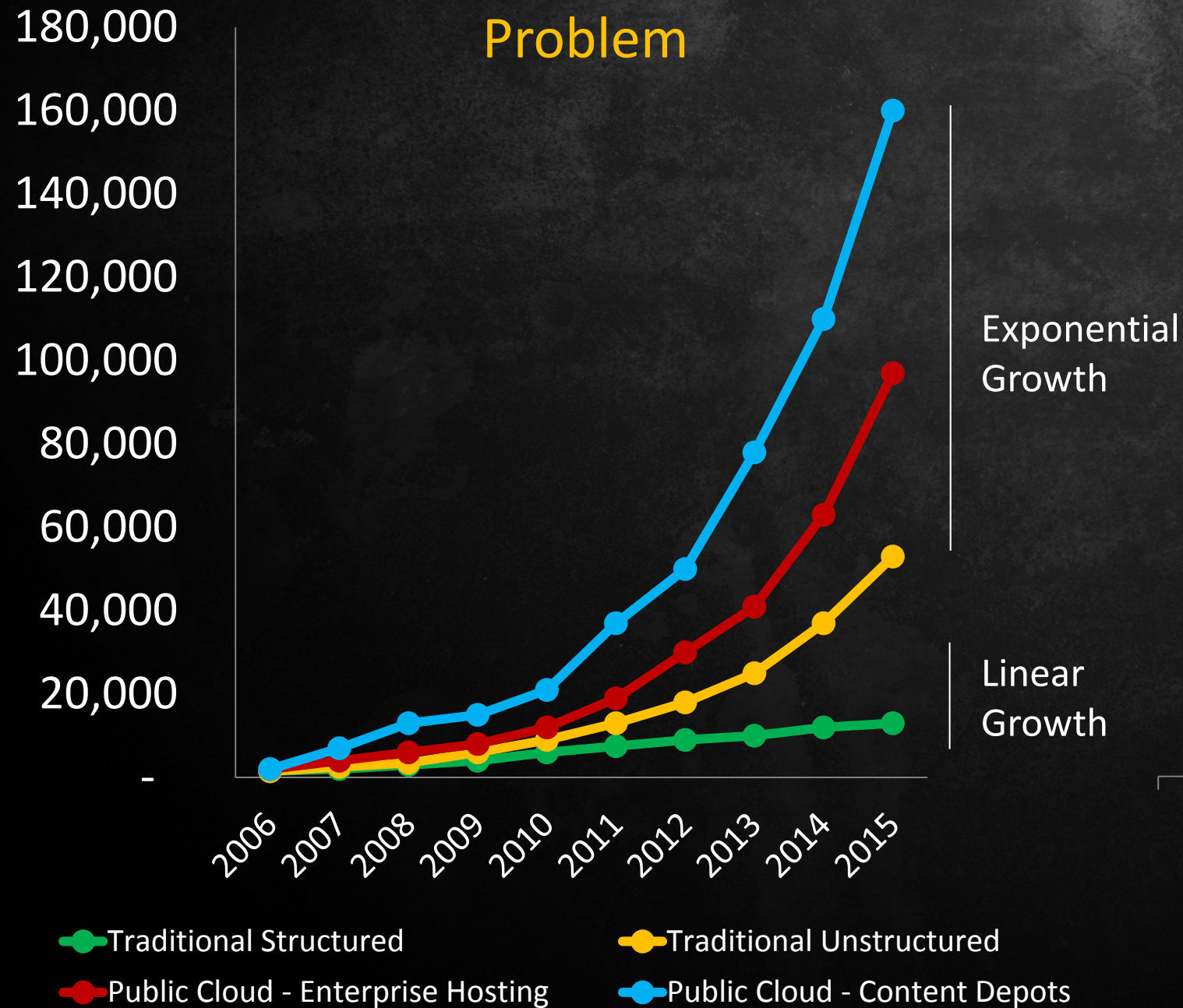
Server Cluster  
(management nodes)

Network Interfaces





# The Catalyst for Change was Bulk Storage



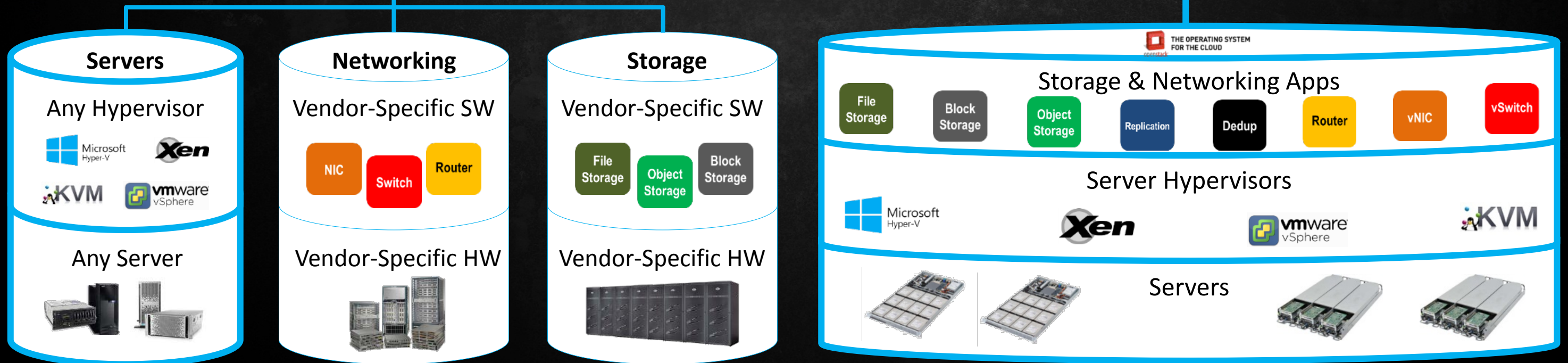
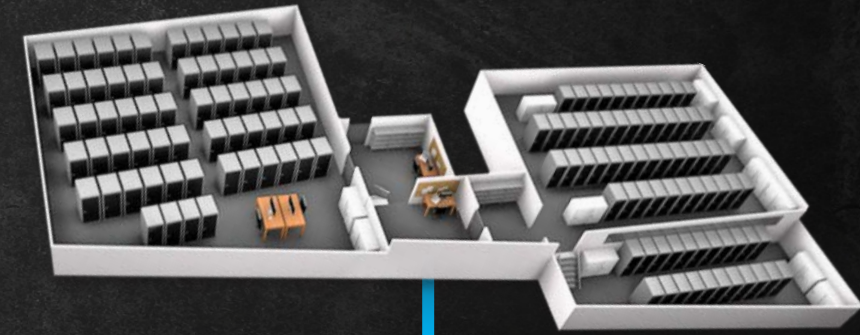
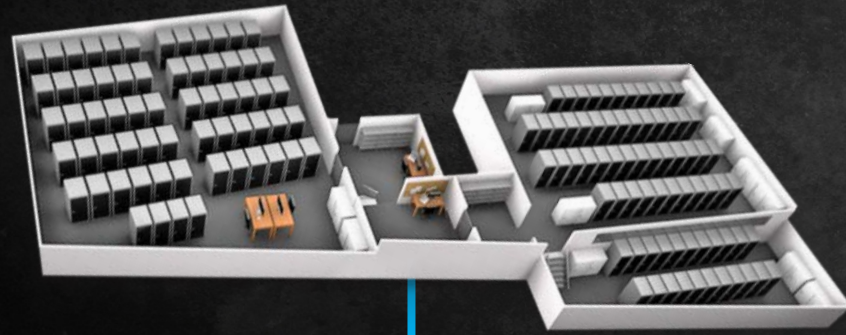


# Enterprise Storage and Network Infrastructure Transforming into Apps



## Hardware Defined Data Centers Today

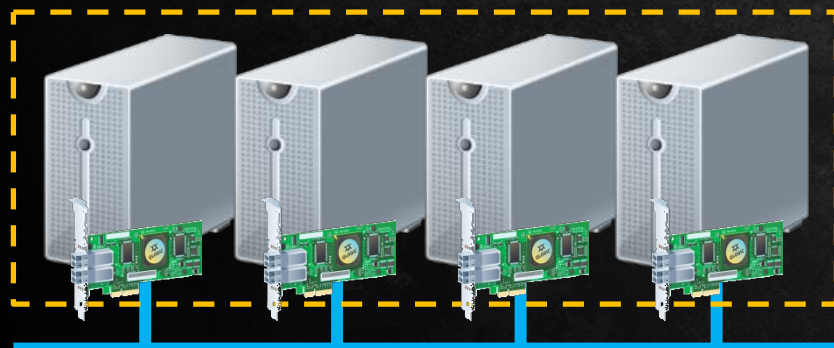
## Software Defined Data Centers in 10 Years



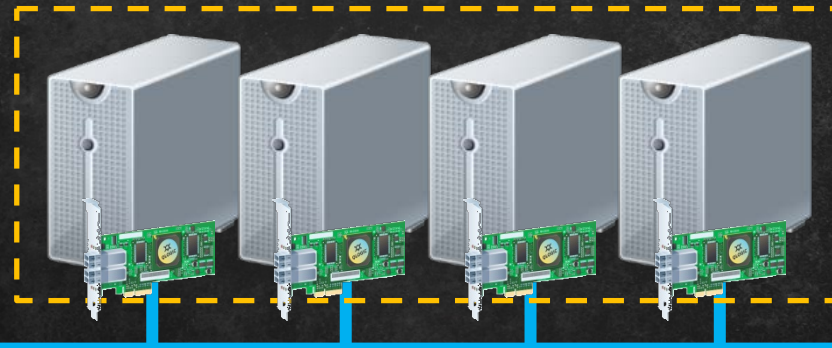


# Servers Host Business and Infrastructure Apps

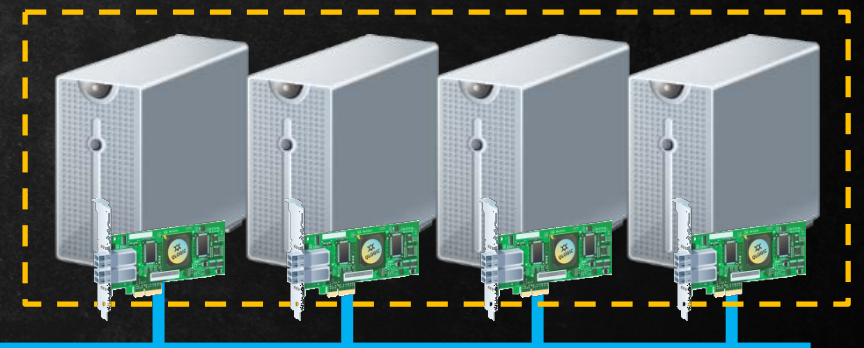
## App Server Clusters



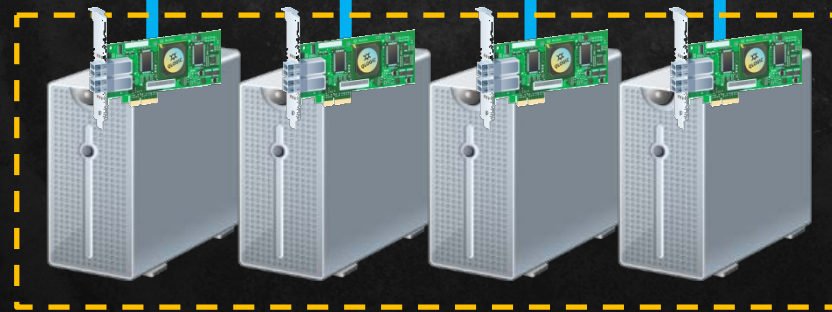
## Software Defined Storage Clusters



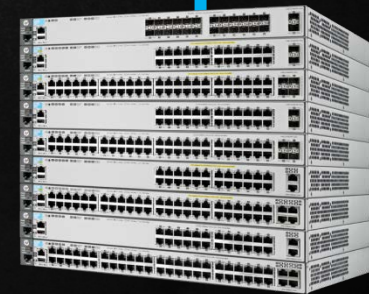
## NFV App Clusters



Traditional Enterprise Storage



Cloud Operating System Clusters



Traditional Enterprise Networking



# Open Source SW and HW Driving Down Costs



OPEN  
Compute Project



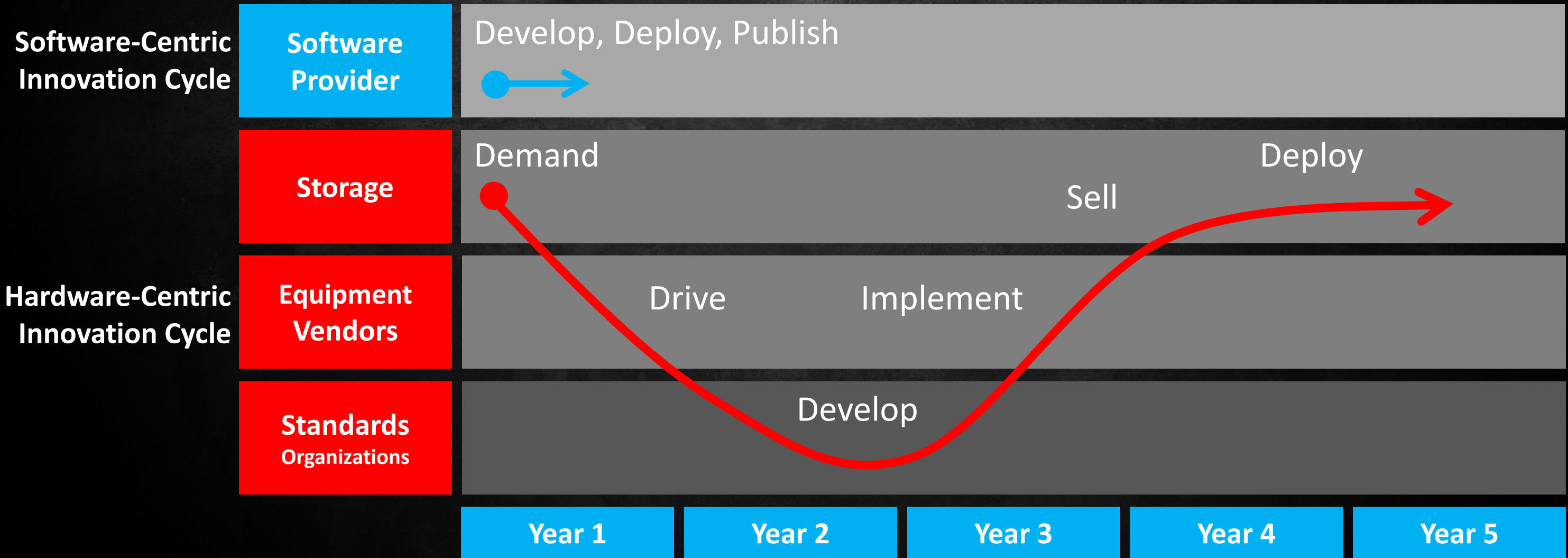
OPNFV



ceph

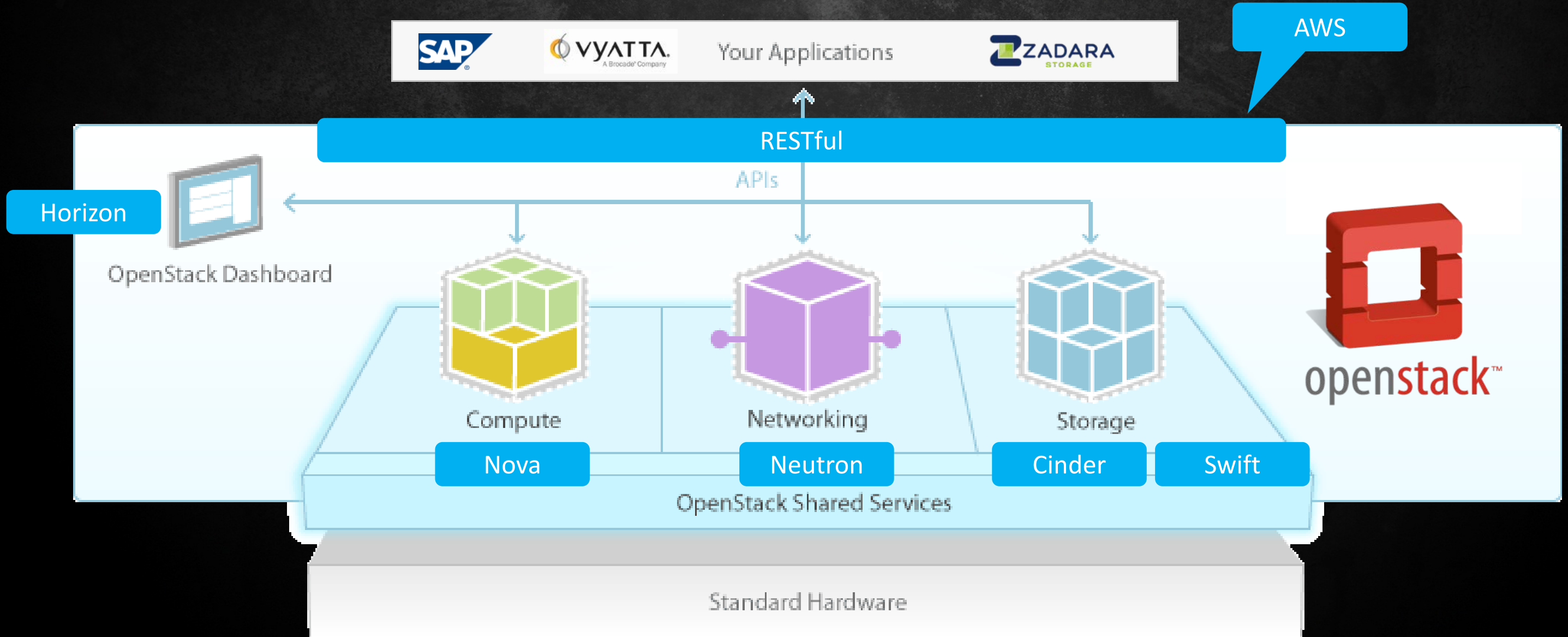


# Innovation Accelerates





# Open Interfaces Unchain the Software Defined Kingdom





# Let's Build a Software Defined Storage System & Compare



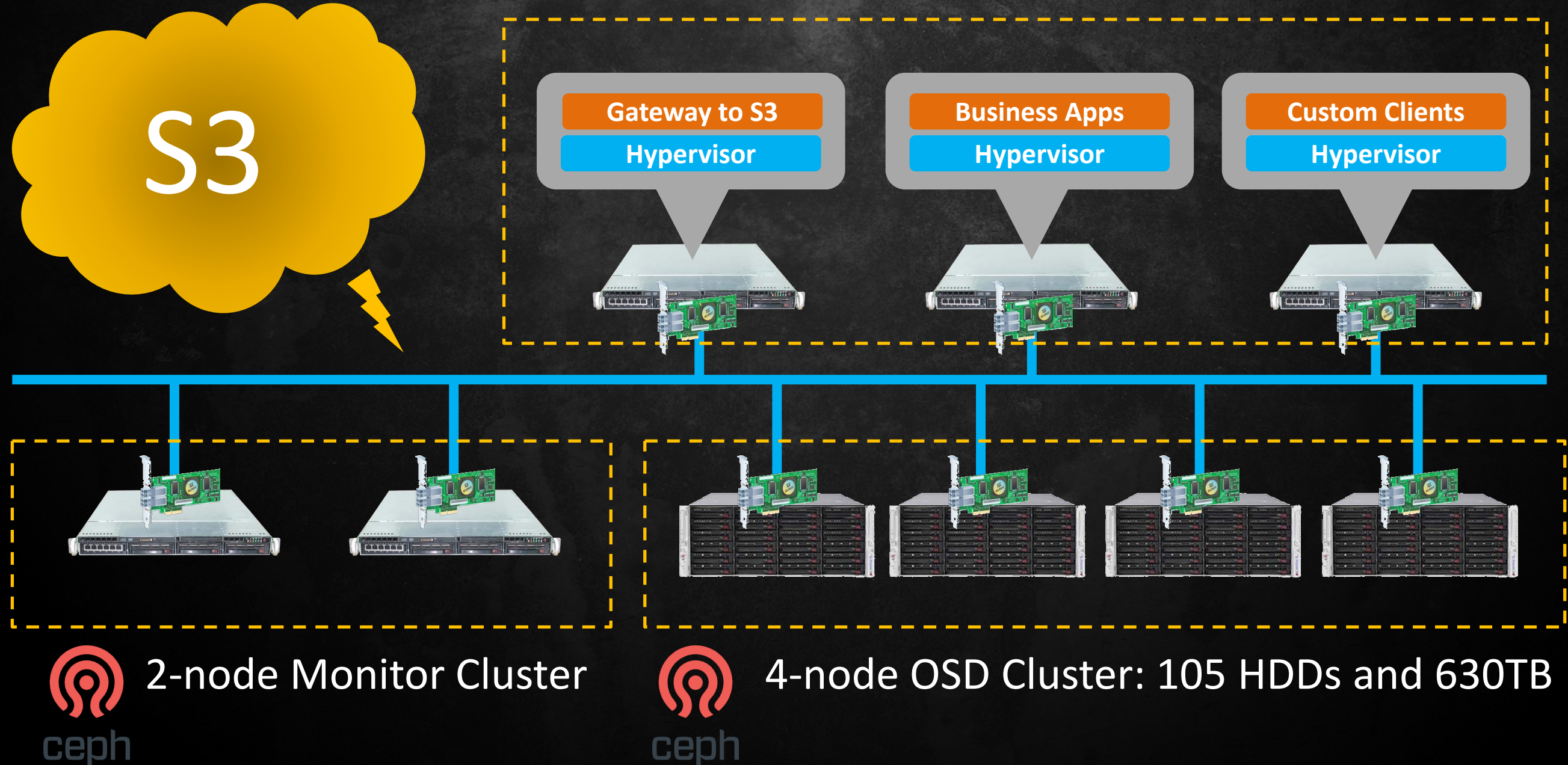
Block, File and Object Storage

x86 Server with High Storage Capacity





# 250TB of Bulk Storage Growing 25% Per Year

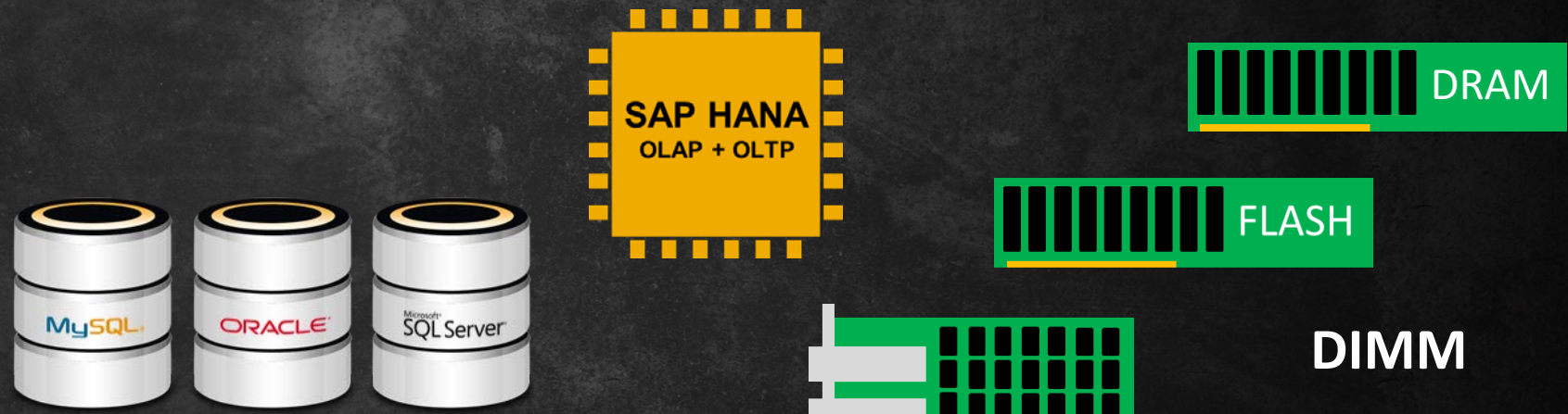




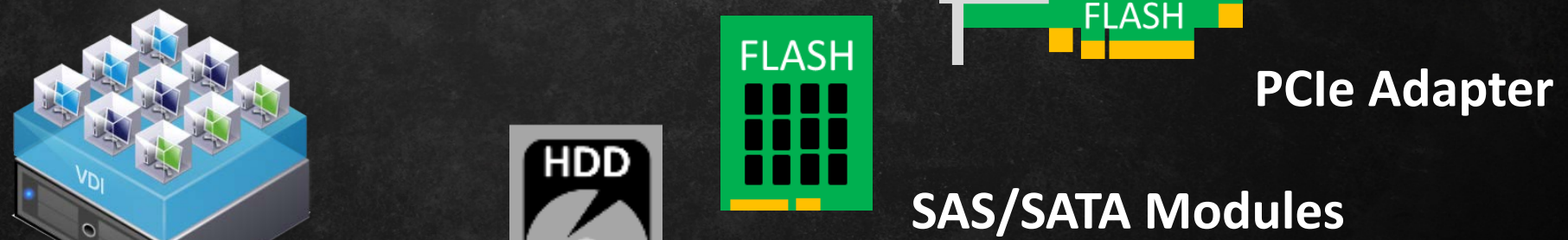
# Flash Inside Servers Allows SDS Apps to Address I/O Intensive Applications



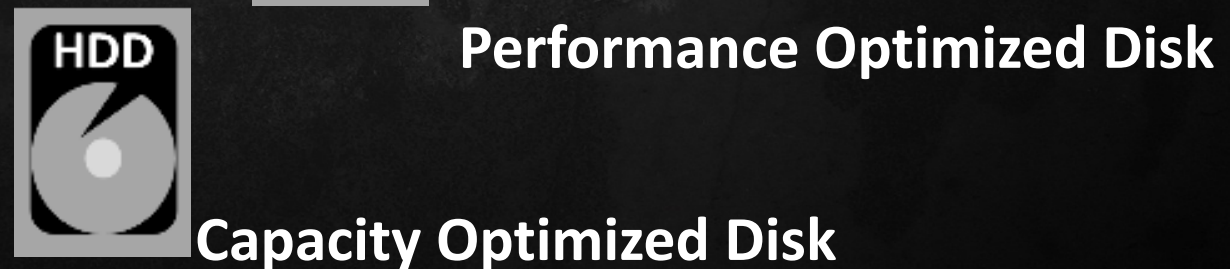
Tier 0  
(Hot Data)



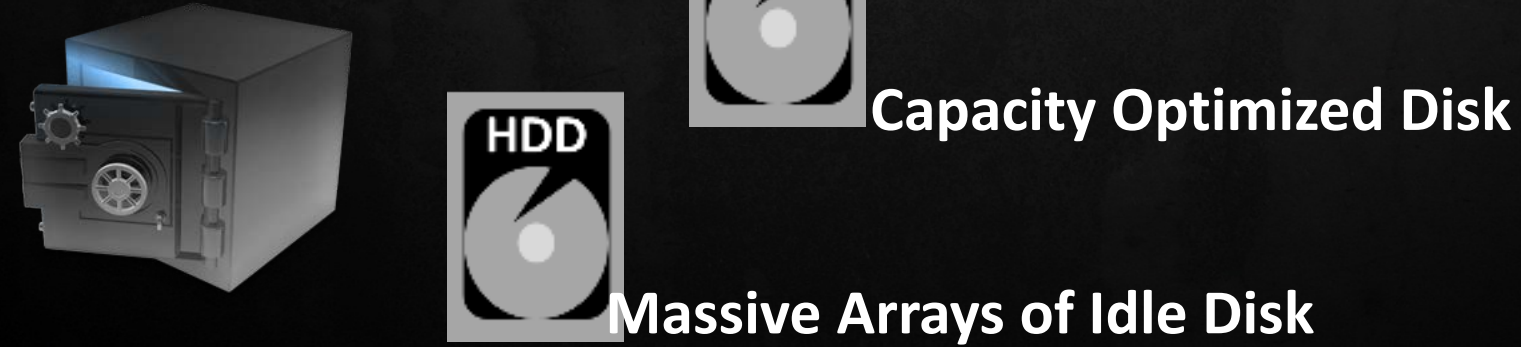
Tier 1  
(Active Data)



Tier 2  
(Less Active Data)



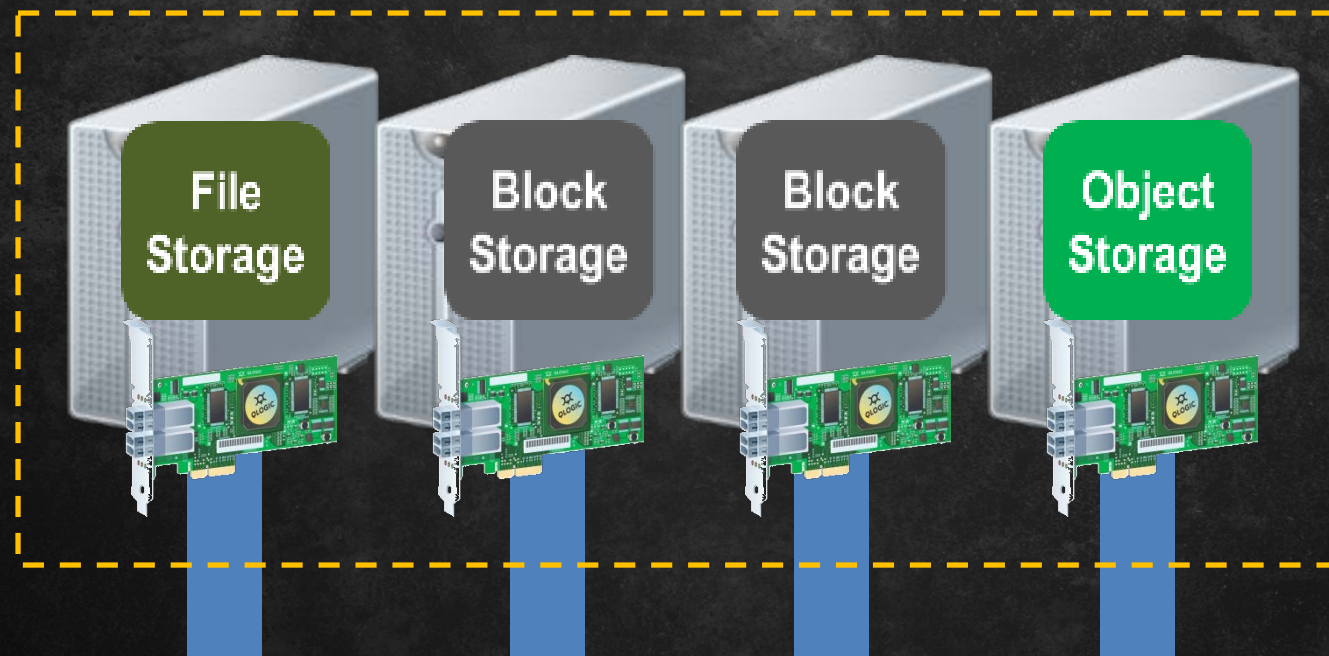
Tier 3  
(Cold Data)





# Key Server Networking Enhancements for SDS

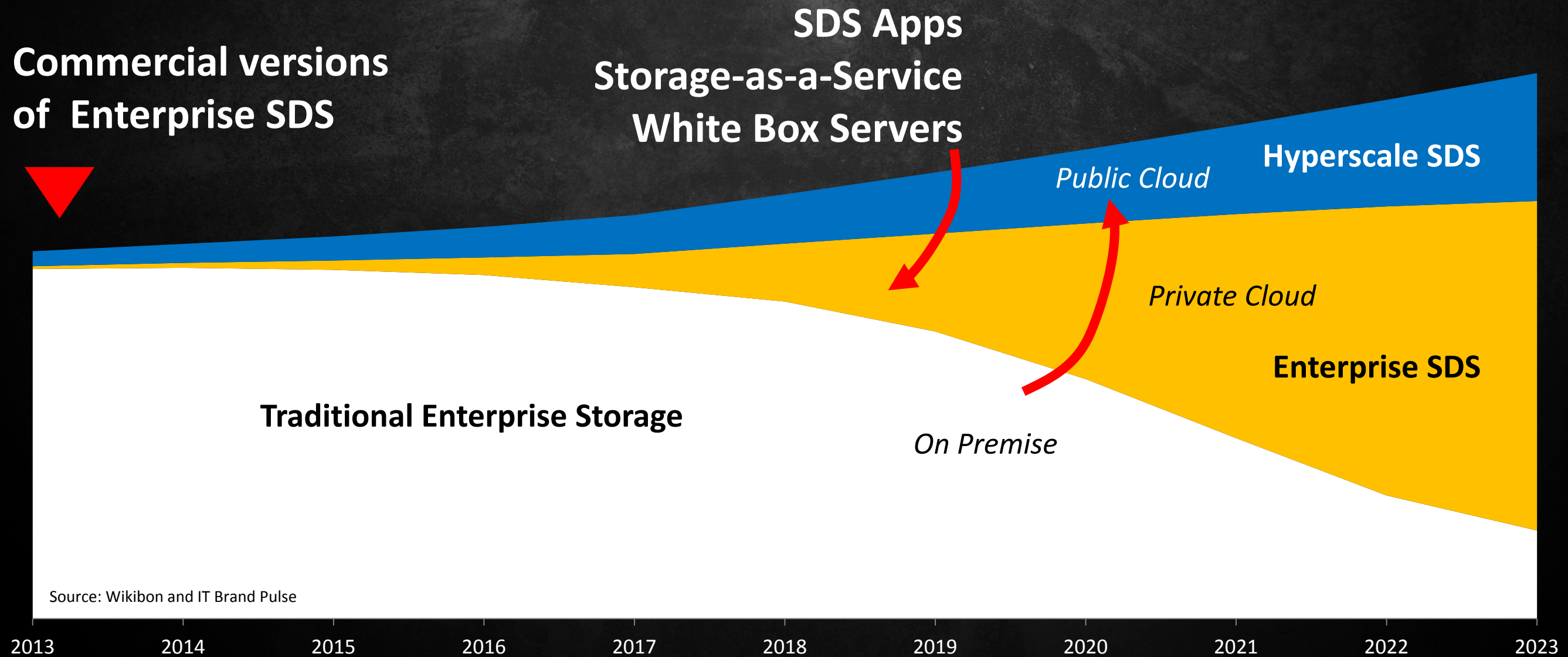
## Software Defined Storage Cluster



**Network partitioning (NPAR) to create virtual networks to VMs**  
**iSCSI over RDMA for low-latency NVMe fabrics**  
**SRIOV to bypass vSwitch and accelerate I/O**  
**HW offload of iSCSI, iSER, Geneve, and VXLAN protocol processing**  
**25G, 50G and 10G Ethernet for high bandwidth**



# Software Define Storage Ascends over 10 Years





25G IS THE NEW 10G





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