



# HARNESSING THE VALUE OF YOUR DATA ON A SMARTER PLANET.

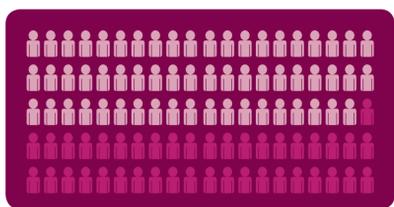
Today's Smarter Planet® is generating an explosion of data. Organizations of all shapes and sizes are facing the huge challenge of managing rapid data growth. How can IBM® help?



# 90%

90% of the data in the world today has been created in the last two years alone.

— IBM Research

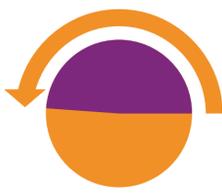


# 41%

When combined, operational cost and rapid unstructured data growth were selected by 41% of respondents as top challenges to scalable storage.

ESG Lab Report, "IBM Real-time Compression" (1)

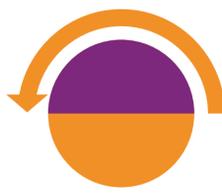
Today's business leaders need not only to manage the growing amount of data with limited budgets, but also create the efficient, scalable, secure infrastructure required to gain valuable insights. Here's how the IBM® Storwize® family can help:



# 47%

47% less time consuming, managing IBM Storwize family system with its management interface.

— Edison Group (2)



# 50%

Guaranteed storage savings of at least 50%. If you can't store 50% more data, IBM will make up the difference.



# 78%

Reduce response time by 78%.

— The Tod Point Group (3)



**IBM Storwize systems deliver unique implementations of high-value features that stand out from competing solutions. The inline Real-time Compression feature is unique in its capabilities."**

— Randy Kerns, Evaluator Group, "IBM Storwize Family: Scaling Capabilities and Value"

You can transform your current storage infrastructure into an "efficient, virtualized and flash-optimized" solution with the IBM Storwize family.



More data stored in the same space with Real-time Compression.



Increased performance with as little as 10% flash storage.

— IBM, "From Smarter Storage to Stronger Business" (4)

By using the IBM Storwize family, business leaders are delivering higher customer value, as well as gaining and sustaining a competitive advantage.



**The ability to scale with a common underlying architecture has proven to deliver multiple benefits to IBM customers."**

— Randy Kerns, Evaluator Group, "IBM Storwize Family: Scaling Capabilities and Value"

Here's how you can get started managing the data explosion with the IBM Storwize family and be ready now for what's next.



Read: [Evaluator Group Paper](#)



Learn more: [Go to ibm.com/storwize](http://ibm.com/storwize)



Request a quote or call IBM: **1-866-883-8901**  
Priority Code 101J413W



(1) ESG Lab Validation Report, "IBM Real-time Compression"  
(2) Edison Group, Competitive Management Cost Study, "IBM Storwize V7000 vs. EMC VNX5500 Storage Systems"  
(3) The Tod Point Group, "Storage for VMware vSphere"  
(4) IBM, "From Smarter Storage to Stronger Business"