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Data and Storage Ecosystem:
Trends and Key Opportunities enabled by Standards and Open Communities

Richelle Ahlvers

Storage Management Architect, Intel
Board Advisor, SNIA

soda foundation

About the Speaker

Richelle Ahlvers

Storage Management Architect, Intel

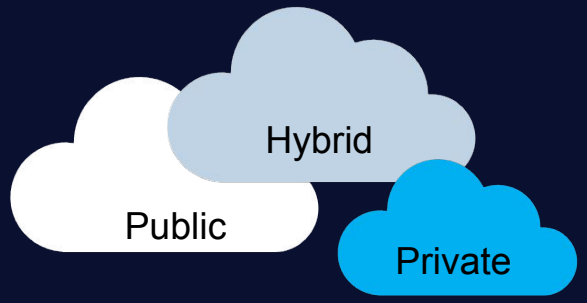
SNIA Board Advisor

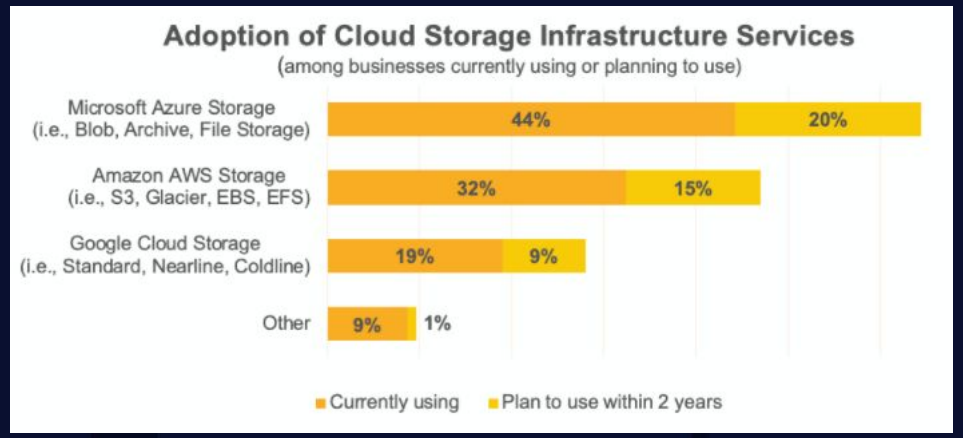
Richelle has spent over 25 years in Enterprise Storage R&D teams in a variety of technical roles, leading the architecture, design and development of storage array software, storage management software user experience projects including mobility, developing new storage industry categories including SAN management, storage grid and cloud, and storage technology portfolio solutions.

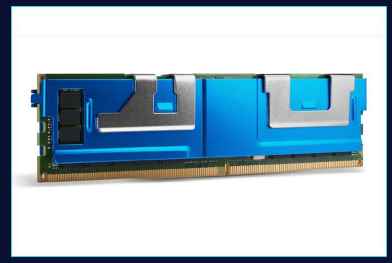
Richelle has been engaged with industry standards initiatives with SNIA and DMTF for many years. She served as the SNIA Technical Council Chair and has been engaged across a breadth of technologies ranging from storage management, to solid state storage, cloud, and green storage. She is Chair of the Storage Management Initiative and leads the SSM Technical Work Group developing the Swordfish Scalable Storage Management API.

Shifting Trends in Storage: SMB to Enterprise Customers

Transition to public cloud storage (particularly for file-share)

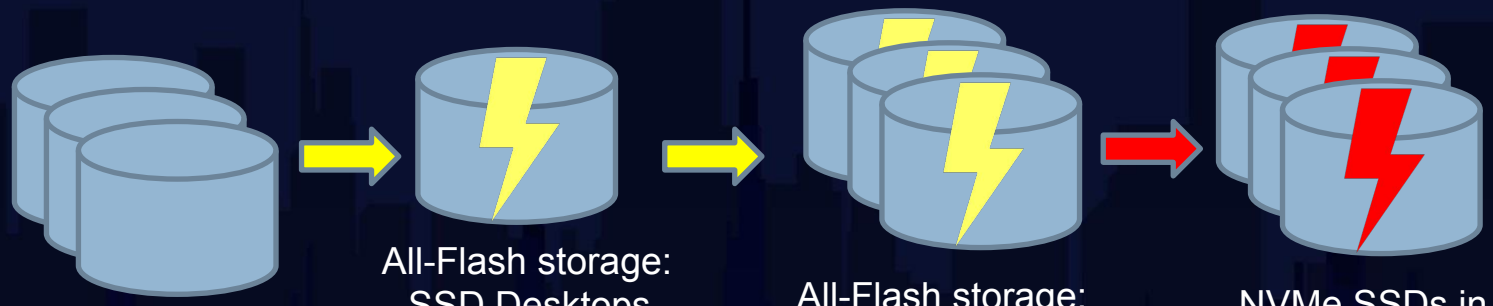






Increase in persistent memory adoption

Transition to SSDs



All-Flash storage: SSD Desktops

All-Flash storage: Storage arrays

NVMe SSDs in Storage arrays

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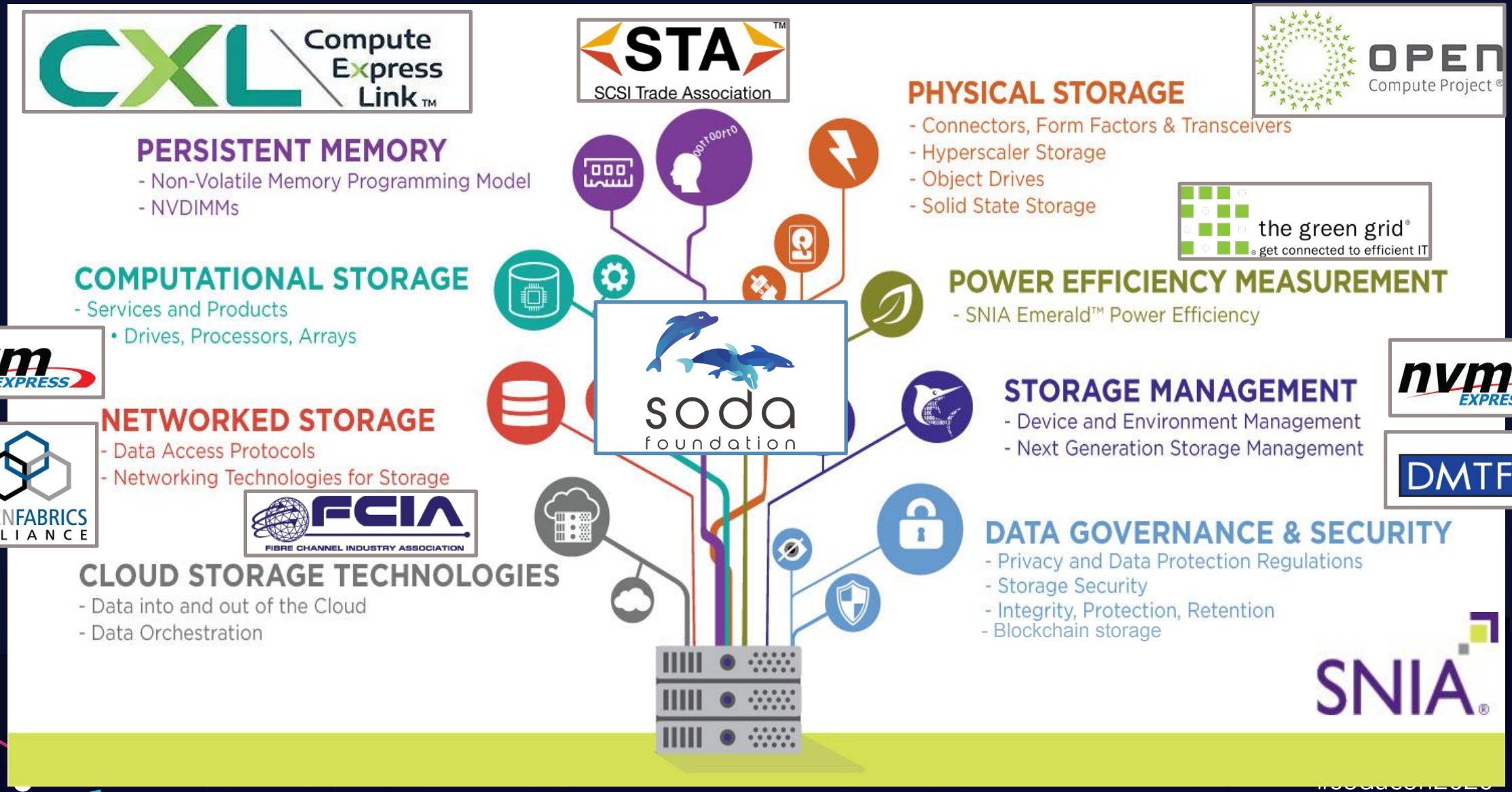
Data from https://www.spiceworks.com/marketing/reports/storage-trends-in-2020-and-beyond/

Standards Development, Consortiums, and Open Communities Work Together



Thank you
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