1. Use instant file initialization for data files (does not have to zero out the file). Helps with reducing time taken to auto-grow. Reduces time to restore from backups by a lot. Zeroing-out of file cannot be skipped for log files.
2. Use multiple files of equal size per file group (between 4 to 8 files per file group. 4 is a decent default) and equal auto-growth.
3. Although write to log are sequential, but if you place multiple logs files (from different databases) on the same volume (shouldn’t it be filegroup?), then the performance might come down. But it should not matter for SSD drives??
4. Data compression maybe is not suitable for OLTP workloads. CPU vs IO trade-off.
5. De-fragmentation can also reduce space used. Worthwhile to enable backup compression.
6. Use sp\_estimate\_data\_compression\_savings to estimate compression savings before turning on data compression.
7. Row compression makes everything variable length where possible (e.g. char to varchar). Page compression, loosely explained, extracts common substrings and stores them once and references them where needed.