



THE GROWING TREND OF HIGH PERFORMANCE DATA STORAGE

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DDN is a Major Enterprise Data Storage Provider Member Company of the Distributed Computing Industry Association (DCIA)

The experience of powering more than two-thirds of the top 100 most powerful supercomputers in the world has provided learning to fuel the provision of industry-leading innovative solutions in the emerging arena of high performance data storage.

Today the requirements of the world's largest and most demanding high-performance computing (HPC), financial, life sciences, manufacturing, web/cloud/telco, media/entertainment, and academic environments drive a host of various high performance storage challenges that must be met with flexible and robust service offerings.

Separate and distinct block, file, and object storage products and solutions are each necessary to address the unprecedented requirements of Big Data and Web 2.0 applications today.

Using the most current outsource technology, however, organizations can accommodate the entire Big Data lifecycle to achieve the fastest runtimes; architect for petascale and even exascale implementations with 90 percent less hardware, space, and power than with legacy in-house approaches; and they can even collaborate and distribute data globally with cloud storage infrastructure, tightly integrated with file storage for distributed workflows.

The future of exascale computing will be challenged by input/output (I/O) and architectural hurdles. Organizations adopting HPC technologies need to prepare for this exponential increase in data by adapting technology solutions today that will enable high performance and real-time collaboration for the future, while driving down the cost of computing.

More than 1,000 companies are already benefiting from a twenty-first century approach to HPC storage solutions; achieving easier management, increased system reliability and speed, as well as greater computing efficiency and power usage – ensuring their organizations are set-up for success long into the future.

Molly Rector is Chief Marketing Officer (CMO) at DataDirect Networks (DDN). In addition to her thought leadership experience, she brings a wealth of 'challenger brand' marketing knowledge to her role as the leader of DDN's worldwide marketing and product management programs. Prior to joining DDN, she was responsible for product management and worldwide marketing as CMO at Spectra Logic. During her tenure at Spectra Logic, the company grew revenues consistently by double digits year-over-year, while also maintaining profitability.