

Fund Flash for Big Data Analytics by Investing in Tape

Enterprises can reap the benefits that Big Data Analytics offers by leveraging the high-performance of flash. But the **#1 inhibitor*** of gathering and using data is the **cost of storage**.



is growing and it's coming from everywhere. Social, mobile, cloud.

moves quickly from transactional to cold.

80% is never touched after 90 days

must be available fast to derive value for decision making

50 x increase

in transactional performance with **IBM FlashSystem® 900** combined with **IBM Spectrum Archive/tape nearline solution**

Free up over

\$40,000/month

for high performance flash by **replacing traditional disk storage with tape**

1PB disk storage¹
6¢ per GB per Month



1PB Spectrum Archive /Tape storage¹
.2¢ per GB per Month



**IBM FlashSystem, Spectrum Archive and Tape
Extreme Performance, Macro Efficiency**

Learn more: ibm.com/tape

*Source: "Evans Data" Big Data and Advanced Analytics Survey July 15, 2015
¹Based on current market costs of unstructured storage architectures

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