

# 2009 Creative STORAGE<sup>SM</sup> CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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## **TITLE: 6 Considerations for Building a Storage Cloud...**

### **ABSTRACT**

Kumar will highlight six considerations for building a storage cloud. They are:

- 1) Ensure your performance will scale Your customers won't be happy if system performance degrades as the amount of storage grows -- and data storage requirements are always growing. Make sure that your storage cloud design fully distributes every functional element so that system performance doesn't degrade as the amount of storage increases 10x, 1,000x or even one-million times.
- 2) Build in large scale reliability up front If a single server fails once in a while, then any one of a thousand servers will fail inevitable and unfortunately fail very often. This means that is it many, many times easier to design a highly reliable small storage system than to design a highly reliable large storage system. You need to make sure up front that your cloud storage system is as reliable storing terabytes as it will be storing petabytes or exabytes -- or you system will eventually hit a failure wall.
- 3) Design for permanent operation As Moore's law keeps marching forward, every piece of hardware you buy will be obsolete every 3 to 4 years. So you need to design a system which maintains full operation even as each and every piece of hardware is maintained, repaired or replaced.
- 4) Don't try to spend your way out a problem If your system design doesn't get more cost-efficient as it grows, then you'll inevitably find yourself in a career-limiting conversation with your company's financial management. Make sure your system design ensures that your career opportunities are instead enhanced as the system grows.
- 5) Abstraction, abstraction, abstraction Time-consuming system management tasks of today will become impossible workloads as your cloud storage system grows. Design out time consuming system management tasks with layers of abstraction, so that system growth doesn't bury your system management team.
- 6) Protect critical information from unauthorized access Securing and protecting critical information is a key challenge for cloud architectures. The frequency and impact of disclosure announcements for losing or comprising sensitive customer information is increasing. Ensure that you use proven authentication methods for information access and design the system to protect the data stored in the cloud from inadvertent and/or malicious compromise.

### **BIOGRAPHY**

Kumar is responsible for business development, sales and go-to-market channel partnerships for Cleversafe. He is focusing on creating key strategic alliances and is managing and developing key strategic customer accounts for Cleversafe internationally.

Prior to joining Cleversafe, Kumar was responsible for business development at Motorola's Early Stage Accelerator and Ventures Group where he focused on commercializing Motorola's innovation and driving the strategy for the Corporate Technology Office in the Mobile Internet, Social Networking and Web2.0 space. As an investment expert Kumar funded and managed over \$5M in internal start-up businesses to create new revenue opportunities of over \$50M. Kumar has also worked at an emerging telecommunication company in Chicago, BridgePort Networks, a start-up focused on the convergence of cellular networks to voice over IP.

Kumar earned a BS in Electrical and Computer Engineering with a minor in entrepreneurship and business management from Illinois Institute of Technology, Chicago.