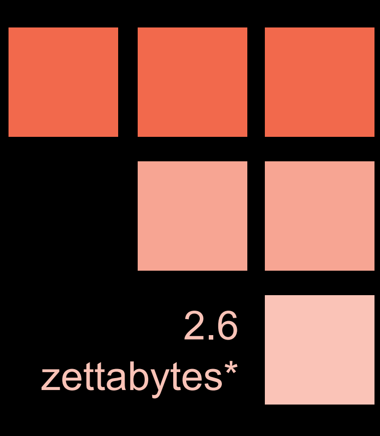
THE CLOUDY ROAD TO TRANSFORMATION

GROWTH IN DATA

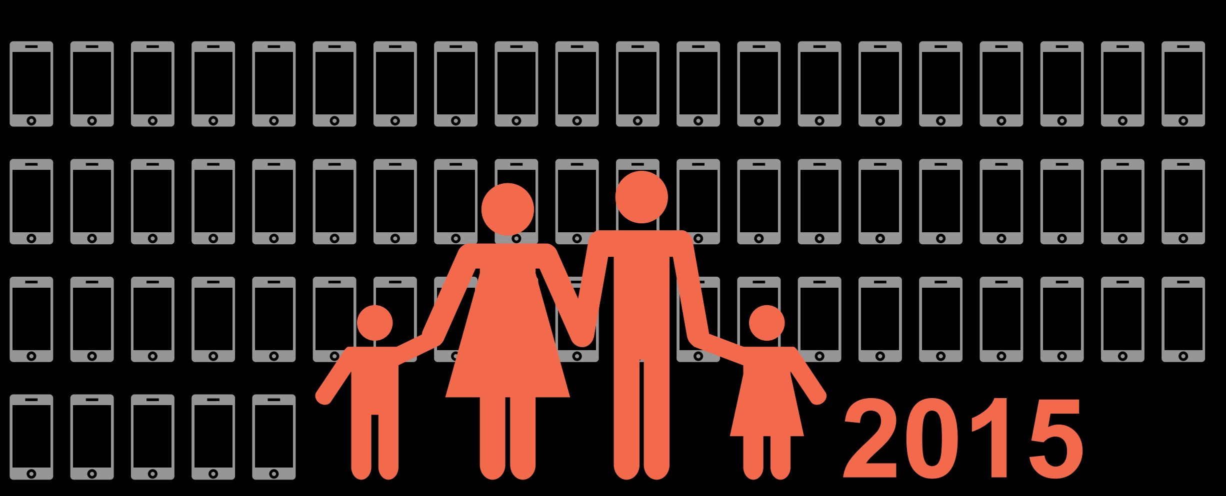
90% of all the data on Earth was created in the last two years

80% of it is unstructured



Global data center traffic will triple from
2012-2017

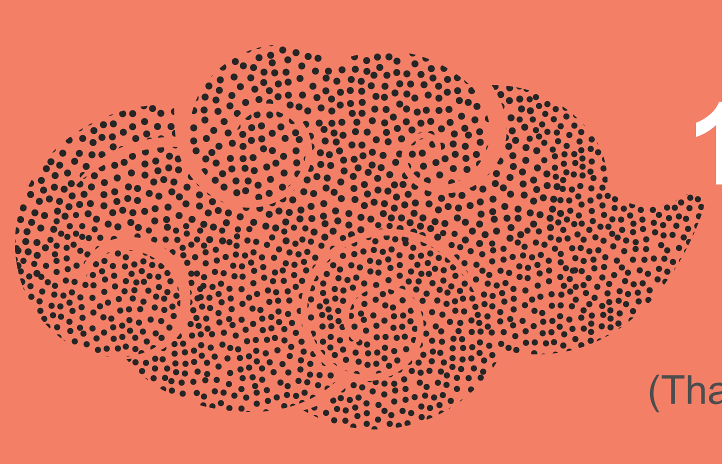
The average household generates enough data each year to fill
65 32GB iPhones



In 2020 it is expected that this will grow to
318 32GB iPhones

THE CLOUD LANDSCAPE

2.4 billion people
now use cloud-based services
in some form



There's an estimated
1 exabyte of data
stored in the cloud
(That's 1 **BILLION** gigabytes!)

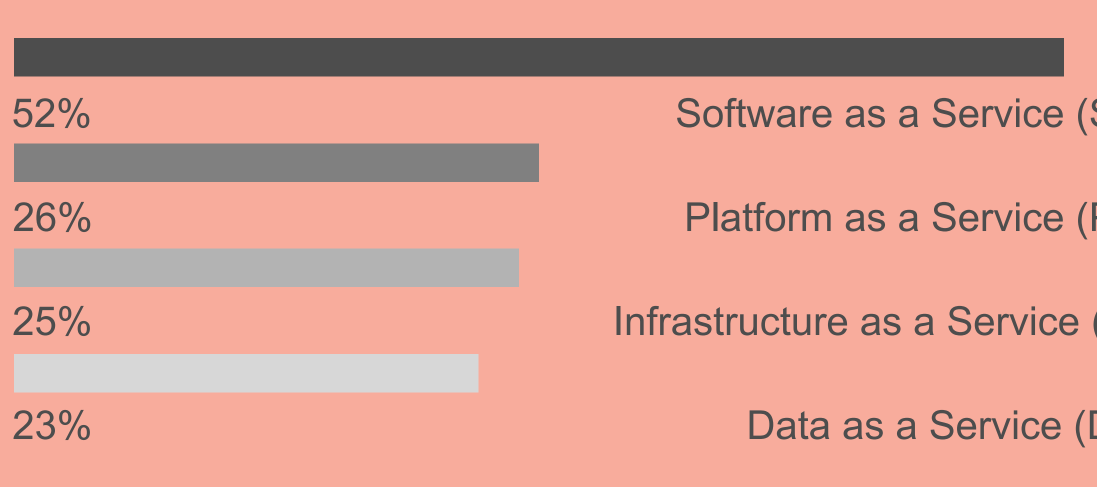
By **2017**
73% of data
will be in the cloud

More than 60%
of businesses utilize cloud for performing
IT-RELATED OPERATIONS

What is driving the shift to Cloud?

- Business Agility
- Scalability
- Cost
- Mobility
- Innovation

Where is the Cloud investment going?



CLOUD VS ON-PREMISES DATA CENTERS

Data Center Current Assessment

Worldwide data centers already cover
35.7 MILLION SQUARE METERS

In the global ICT sector, data centers account for a **17%** CARBON FOOTPRINT

How much is being invested globally?

(in billions US$)

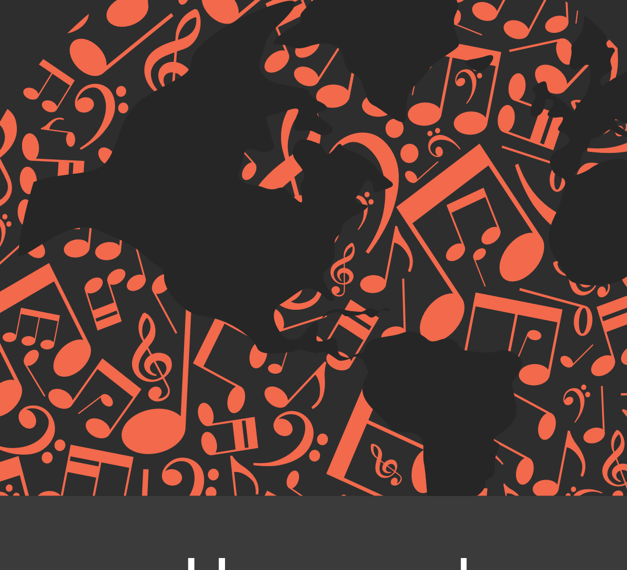
	2012	2015
TOTAL:	140.1	185.2
COLOCATION & OUTSOURCING:	32.3	51.2
IN-HOUSE IT:	47.4	58.2
IN-HOUSE FACILITY EQUIPMENT:	60.4	75.8

How much will the traffic grow?

from 2012 to 2017

GLOBAL CLOUD TRAFFIC	4.5 x
GLOBAL DATA CENTER TRAFFIC	3 x
CLOUD WORKLOADS	3.7 x
DATA CENTER WORKLOADS	2.3 x

By 2017 Data Center traffic will reach
7.7 zettabytes*, which is equal to...



...the amount of data generated if the
entire world
population in 2017
streams music
non-stop for
18 months

How much can a shift save me?

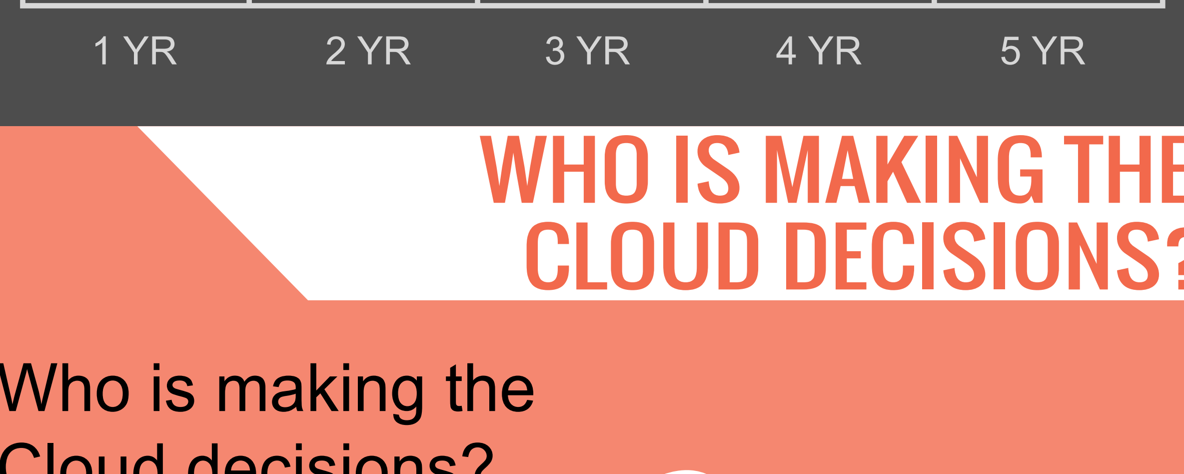
key savings areas

LABOR
On average, cloud reduces IT labor costs by 50%
A company with 100 employees saves up to 191 company hours per day

DECREASED POWER ENERGY AND SPACE
Save energy costs by up to 90%

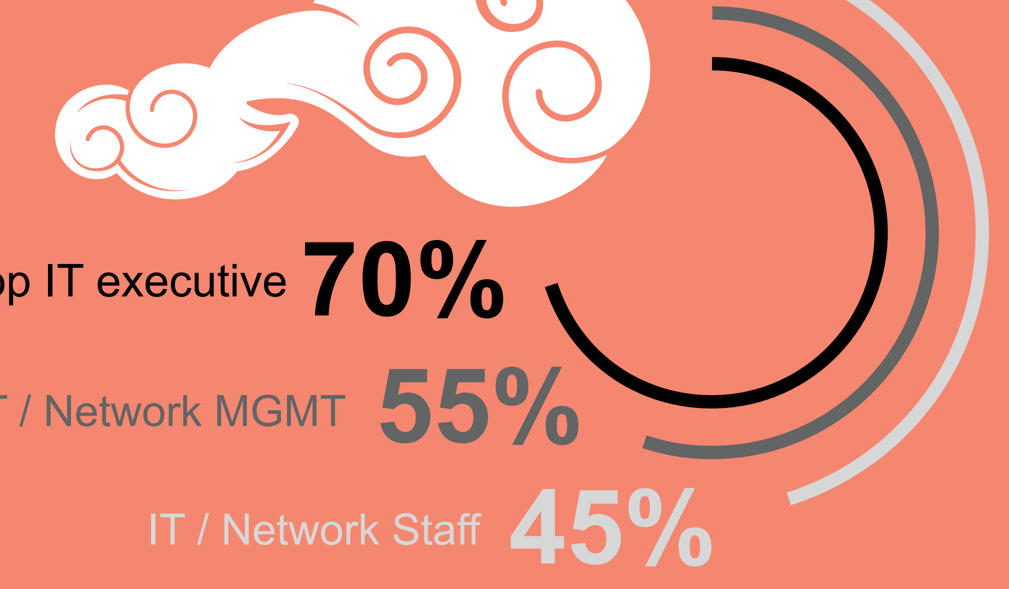
IT INVESTMENT (reduced Capex costs, software savings)
82% of companies saved money as compared to investments in their on-premises data centers by moving to the cloud

Return on investment curve for cloud solutions



WHO IS MAKING THE CLOUD DECISIONS?

Who is making the Cloud decisions?



CIO or top IT executive **70%**

IT / Network MGMT **55%**

IT / Network Staff **45%**

*1 zettabyte = 1 thousand exabytes 1 exabyte = 1 billion gigabytes

SiliconANGLE, "20 cloud computing statistics every CIO should know", NIIT, "Security of Cloud Services", Cisco, "Cloud Traffic to Dominate Data Centers", U.S. Chamber of Commerce Foundation, "Big Data and What it Means", Pulse via Linkedin, "The Big Data Economy: Here's What You Must Know", IDG Enterprise, "IDG Enterprise Cloud Computing Study 2014", DCD Intelligence, Inc. "The Future of Cloud Computing--and Why Your Resistance Is Futile", Cloud Tweaks, "Small Business Cloud Computing", SiliconANGLE, "Small Businesses to Cloud Storage : Pinky Promise We Can Trust You?", All Covered via Linkedin, "The Cloud Revolution", RapidScale via Linkedin, "Cloud Computing Stats", RapidScale via Linkedin,"7 ways the Cloud Saves You Money", John Rhoton via Linkedin, "Cloud Computing; Status, Trends and Challenges", Daily Infographic, "State Of Cloud Computing In The Enterprise", Matrix, "Understanding the Future of Data Centers Around the World"

dimension data
BPI NETWORK
Datacenter Dynamics

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