Digital Transformation Driving New “Big Memory” Requirements

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What Is Digital Transformation (DX)?

The digitization of business models, processes, products and services

Sets enterprises up to optimally take advantage of big data analytics
Digital Transformation is Widespread

91.1% of enterprises undergoing DX in the next three years

More data-centric business models will drive AI/ML-infused analytics

Performance and availability implications for enterprise storage

Market evolution will drive demand for persistent memory technologies
Real-Time Workloads Are On The Rise

Worldwide, data is growing at a 26.0% CAGR, and in 2024 there will be 143 zettabytes of data created.

By 2021, 60-70% of the Global 2000 will have at least one mission-critical real-time workload.
PM Revenue Forecast, 2019 - 2023

248% CAGR 2019-2023

$65M

$2,609M

Revenue ($M)
Business Drivers

MARKET EVOLUTION TO REAL-TIME

- Upping the ante: massive data sets, real-time orientation
- For accelerated computing, storage is still the bottleneck
- Value propositions include competitive differentiation, increased revenue

CONFLUENCE OF AVAILABLE TECHNOLOGIES

- Artificial intelligence and machine learning
- More concentrated compute power than ever before
- Emerging persistent memory technologies
- Memory virtualization with intelligent data placement

TARGET WORKLOADS

- Latency-sensitive transactional workloads (trading floor apps, etc.)
- Real-time big data analytics in financial services, healthcare, retail, etc.
- AI/ML analytics and inferencing (fraud analytics, social media, etc.)
Defining “Big Memory Computing”

- Enables the ability to run applications in memory for improved performance and efficiency
  - Leverages byte addressable memory media
- Includes enterprise-class data services to handle tier 1 availability and management requirements
- Runs on a software-based memory virtualization layer on industry standard hardware without application modification
- The technology enabler for mission-critical real-time computing

![Diagram comparing OLD MODEL vs BIG MEMORY COMPUTING]
Thank You!

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