



**OPENSOURCE
SOFTWARE-DEFINED STORAGE
for Financial Service Industry**

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Emerging Solutions BDM – Red Hat

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FINANCIAL SERVICE INDUSTRY TRENDS

**FSI SECTOR
UNDER HUGE
PRESSURE**



Increased Regulatory Compliance

Mifid I, Mifid II, Basel I, Basel II, Basel III, SOX, SEPA, AML, SolvV, WpHG



Consolidation

Number of Banks decreasing, Banks cut Jobs, M&A



Legacy Technology

Project, Application and Organization Silos. Mainframe.



Changing in Customer Behaviour

Generation Y, New Channels, New Devices



1 NEW DEFINITION IS ADDED ON URBAN

1,600+ READS ON Scribd

13,000+ HOURS MUSIC STREAMING ON PANDORA

12,000+ NEW ADS POSTED ON craigslist

370,000+ MINUTES VOICE CALLS ON skype

98,000+ TWEETS

320+ NEW twitter ACCOUNTS

100+ NEW Linked in ACCOUNTS

1 associatedcontent NEW ARTICLE IS PUBLISHED

THE WORLD'S LARGEST COMMUNITY CREATED CONTENT!

6,600+ NEW PICTURES ARE UPLOADED ON flickr

50+ WORDPRESS DOWNLOADS

695,000+ facebook STATUS UPDATES

125+ PLUGIN DOWNLOADS

79,364 WALL POSTS

510,040 COMMENTS

IN 60 SECONDS...

1,700+ Firefox DOWNLOADS

694,445 SEARCH QUERIES

168 MILLION EMAILS ARE SENT

60+ NEW BLOGS

1,500+ BLOG POSTS

70+ DOMAINS REGISTERED

600+ NEW VIDEOS

100+ 40+ Answers.com YAHOO! ANSWERS

QUESTIONS ASKED ON THE INTERNET...

13,000+ iPhone APPLICATIONS DOWNLOADED

20,000+ NEW POSTS ON tumblr.



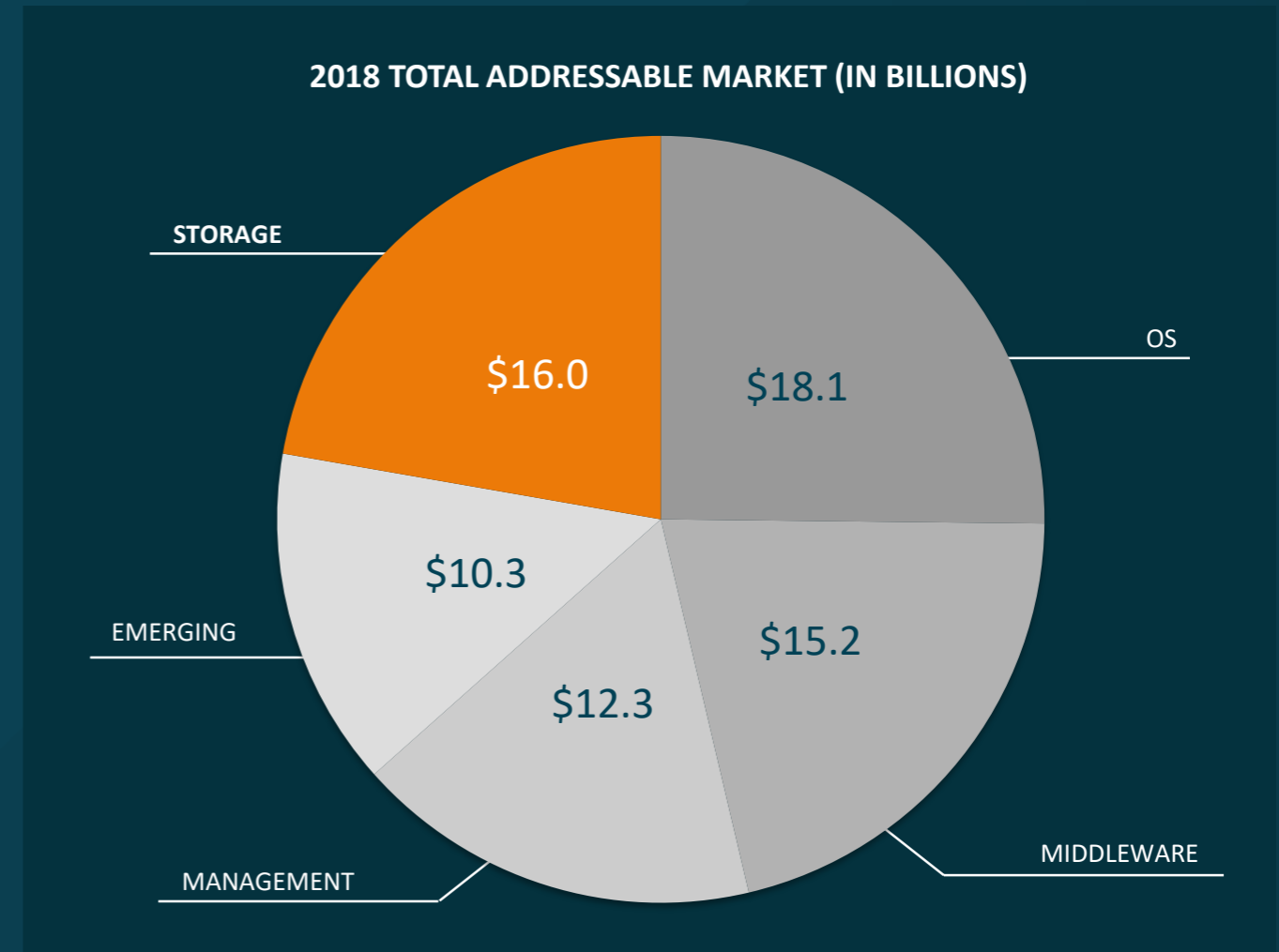
 newcontrol
direct & digital

STORAGE IS A BIG PART OF IT BUDGETS

A very large share of IT budgets is spent on **storage solutions**.

Storage in the enterprise has been **growing at 40%+** per year, and there is no sign this growth trend is slowing.

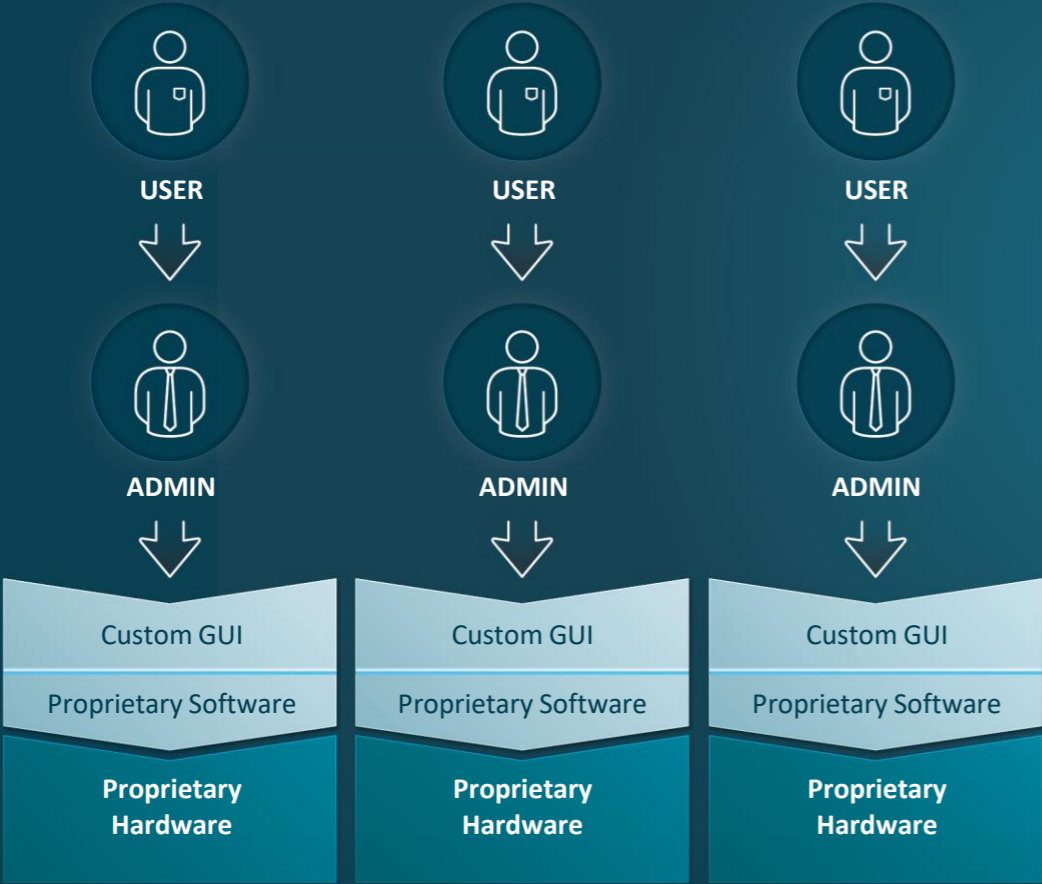
Storage is a **top 3 spending** category in any large infrastructure project, alongside servers and networking.



THE FUTURE OF STORAGE

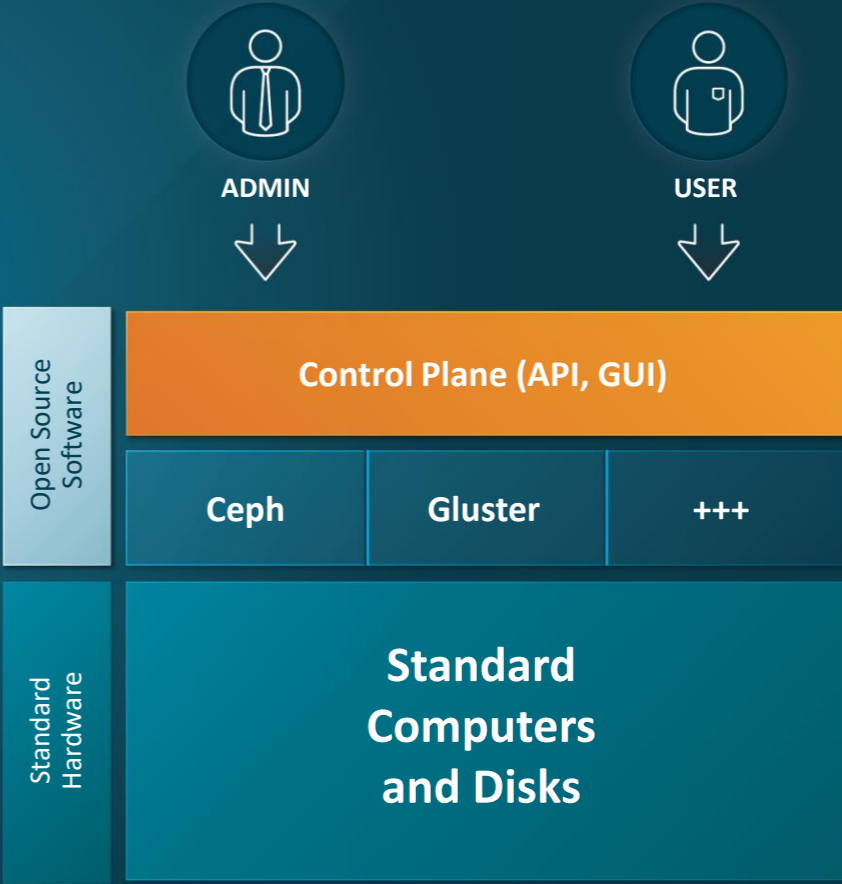
Traditional Storage

Complex proprietary silos



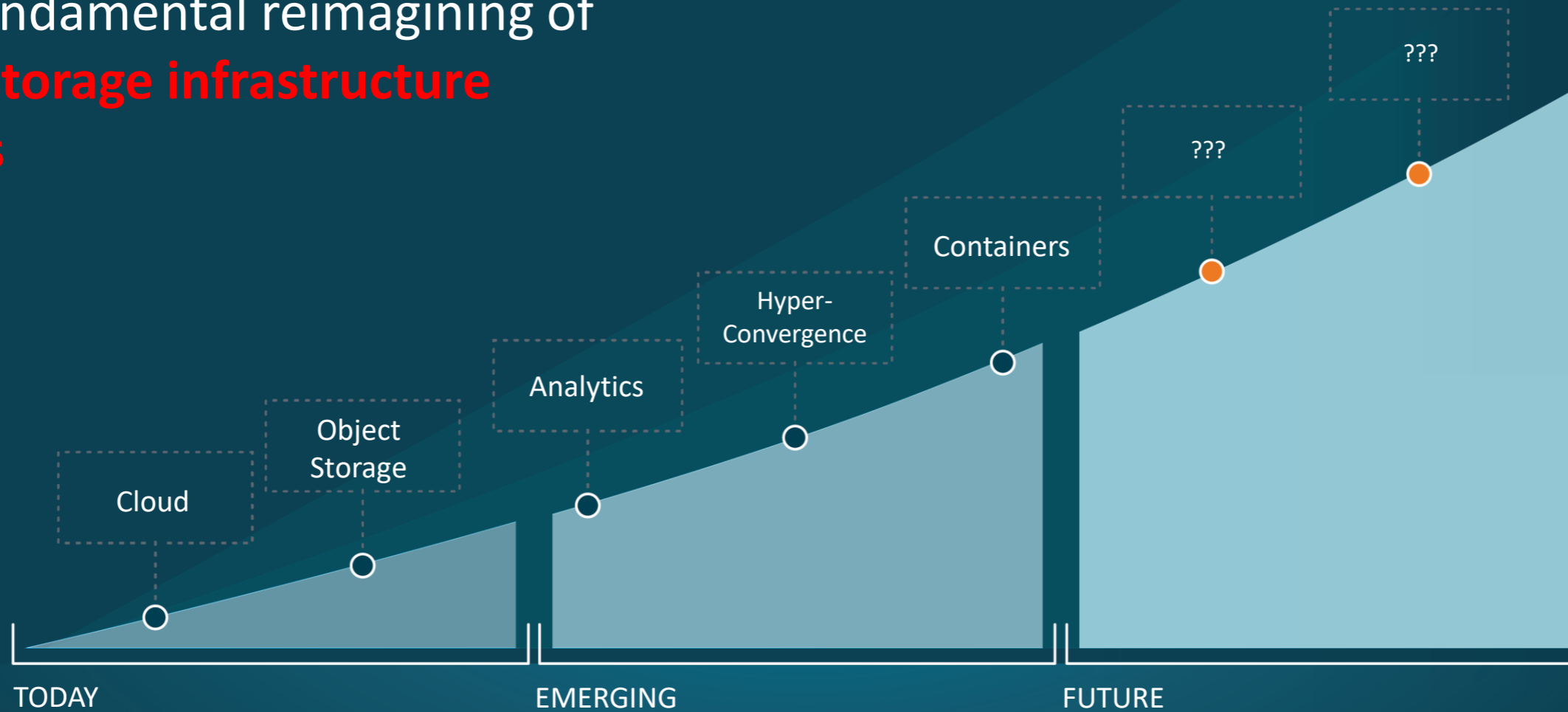
Open, Software-Defined Storage

Standardized, unified, open platforms



MODERN STORAGE WORKLOADS

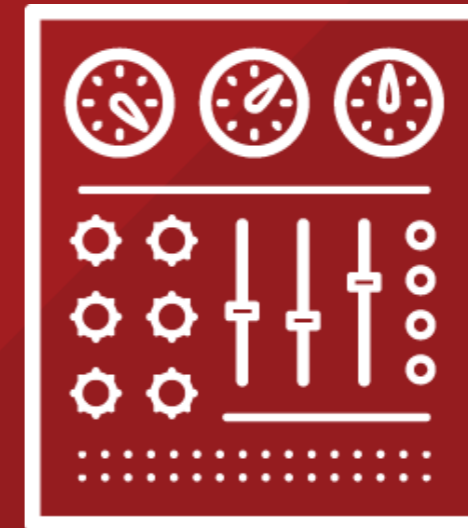
Open Software-Defined Storage
is a fundamental reimagining of
**how storage infrastructure
works**



WHAT IS SOFTWARE-DEFINED STORAGE?



**STORAGE
VIRTUALIZATION**



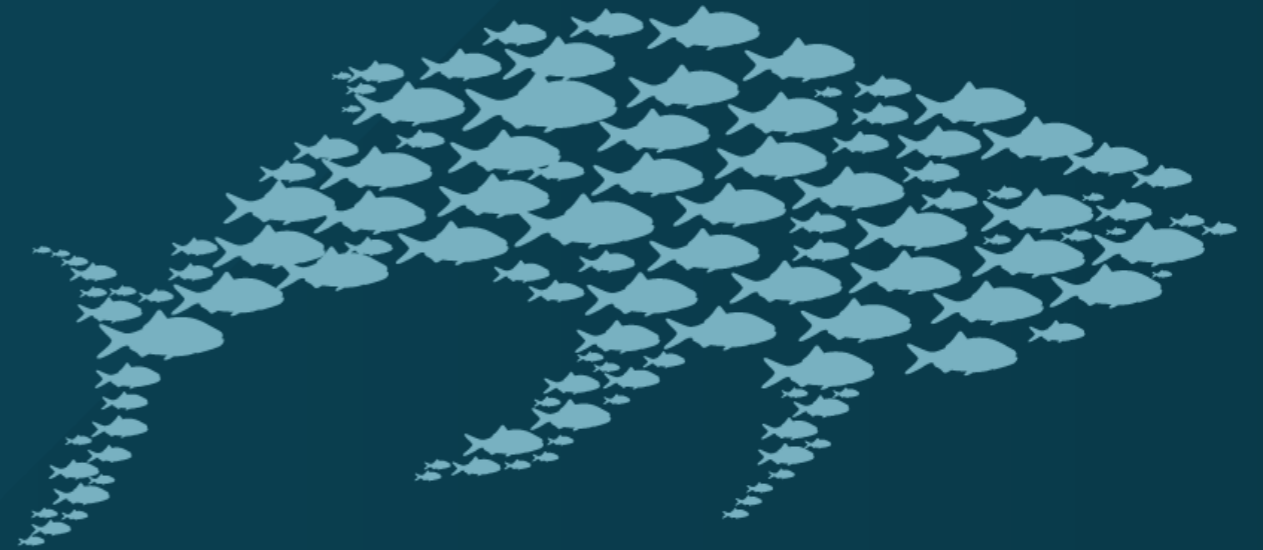
**STORAGE
ORCHESTRATION**

STORAGE VIRTUALIZATION

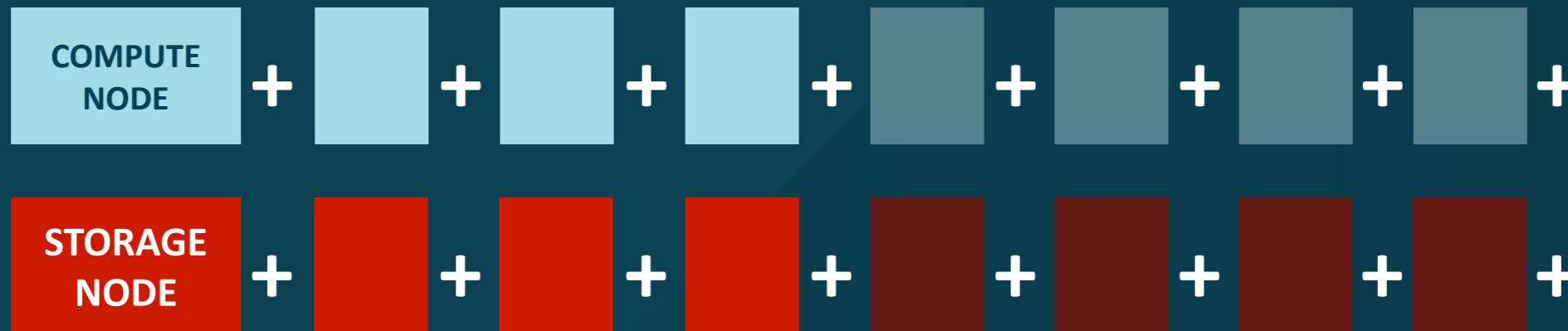
Storage virtualization is the use of software and standard hardware to provide services traditionally provided by single-purpose storage appliances (similar to server virtualization, which uses software to emulate servers), providing **increased agility and efficiency.**



FLEXIBILITY IS CRUCIAL



VIRTUALIZED STORAGE SCALES BETTER



STANDARD SAN/NAS IS ON THE DECLINE

Changing workloads drive the need for flexible, economical server-based storage.

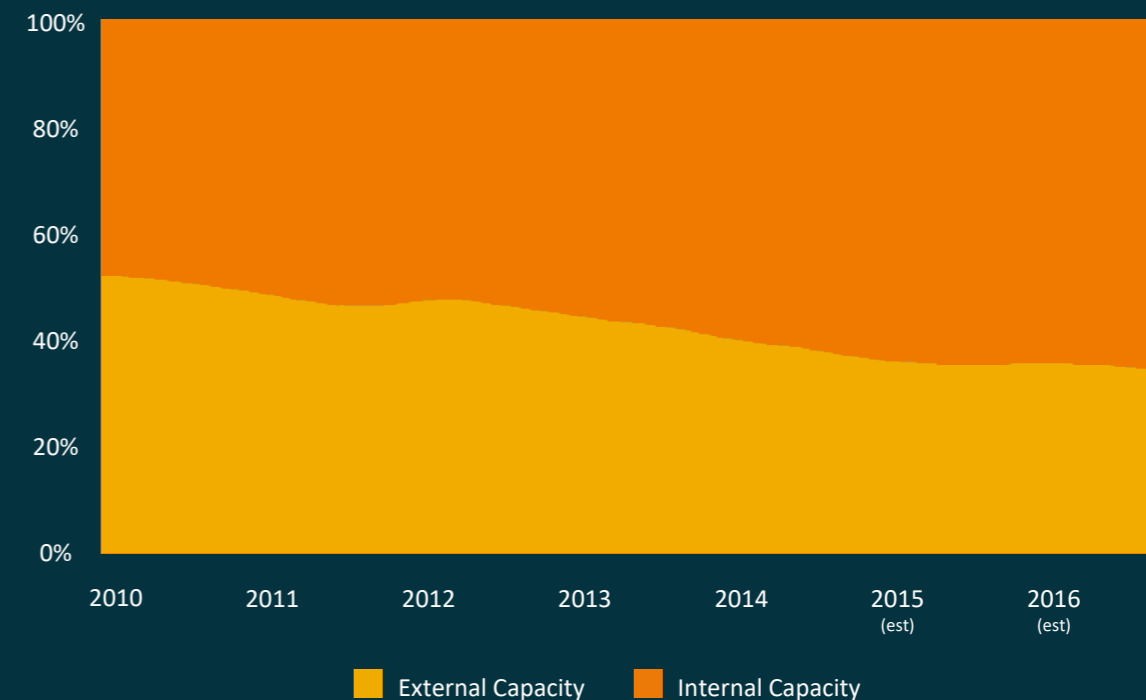
“By 2016, server-based storage solutions will lower storage hardware **costs by 50% or more.**”

Gartner: “IT Leaders Can Benefit From Disruptive Innovation in the Storage Industry”

Server-based storage is “will account for **over 60%** of shipments long term.”

Credit Suisse Storage Update, September 3, 2015

WW DEPLOYED CAPACITY (TB)

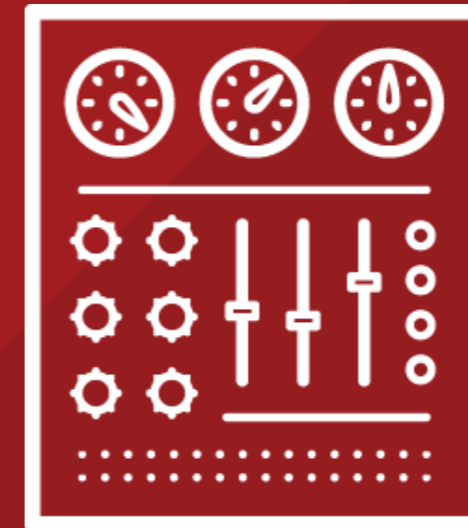


Source: IDC

WHAT IS SOFTWARE-DEFINED STORAGE?



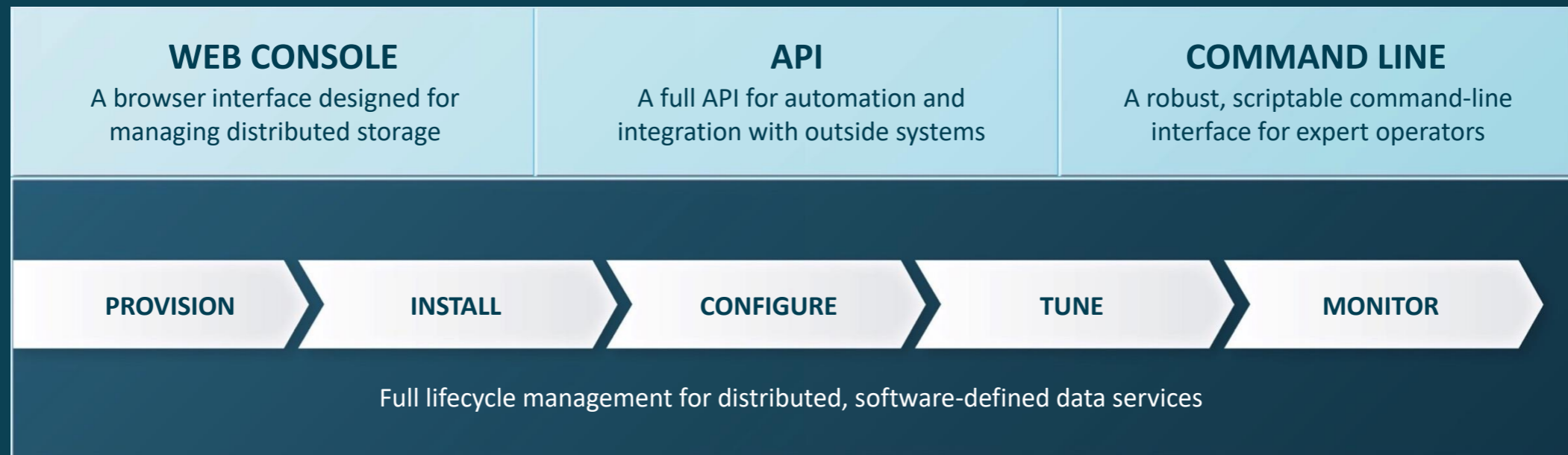
**STORAGE
VIRTUALIZATION**



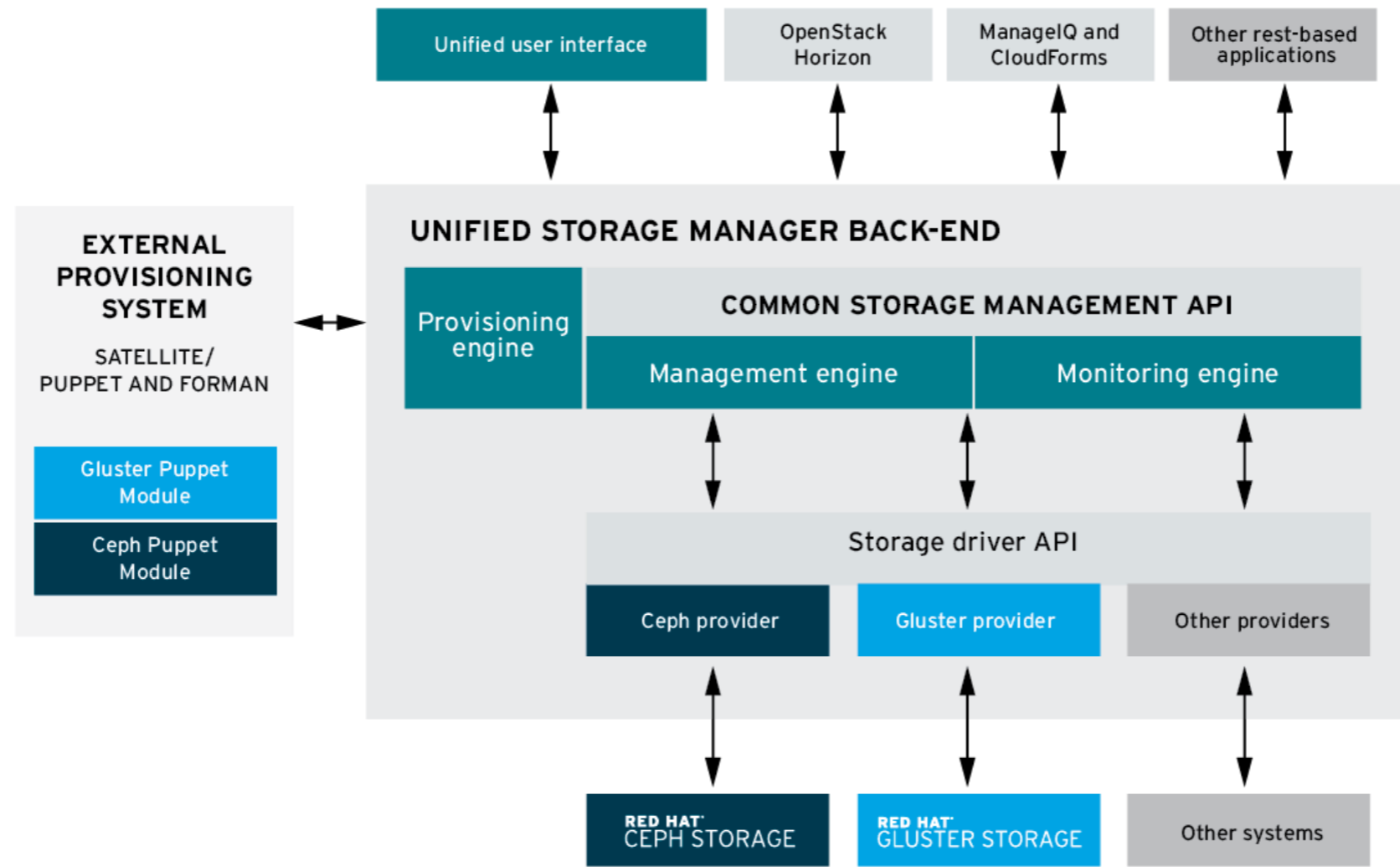
**STORAGE
ORCHESTRATION**

STORAGE ORCHESTRATION

Storage orchestration is the ability to provision, grow, shrink, and decommission storage resources **on-demand** and **programmatically**, providing increased **control** and **integration** of storage into a software-defined data center.



RED HAT STORAGE CONSOLE V2



















ST0016

THE BALANCE

Traditional Storage Appliances are suitable for small-scale, workloads, but they do not scale economically.

Software-defined storage has a learning curve, but bring performance and economy at petabyte scale.

-  Durable
-  Convenient
-  Inflexible
-  Expensive at large scale

- Durable  
- Powerful  
- Flexible  
-  
- Flexible  
- Economical at large scale  



WHY BOTHER?

**PROPRIETARY
HARDWARE**

Common, off-the-shelf hardware

Lower cost, standardized supply chain

**SCALE-UP
ARCHITECTURE**

Scale-out architecture

Increased operational flexibility

**HARDWARE-BASED
INTELLIGENCE**

Software-based intelligence

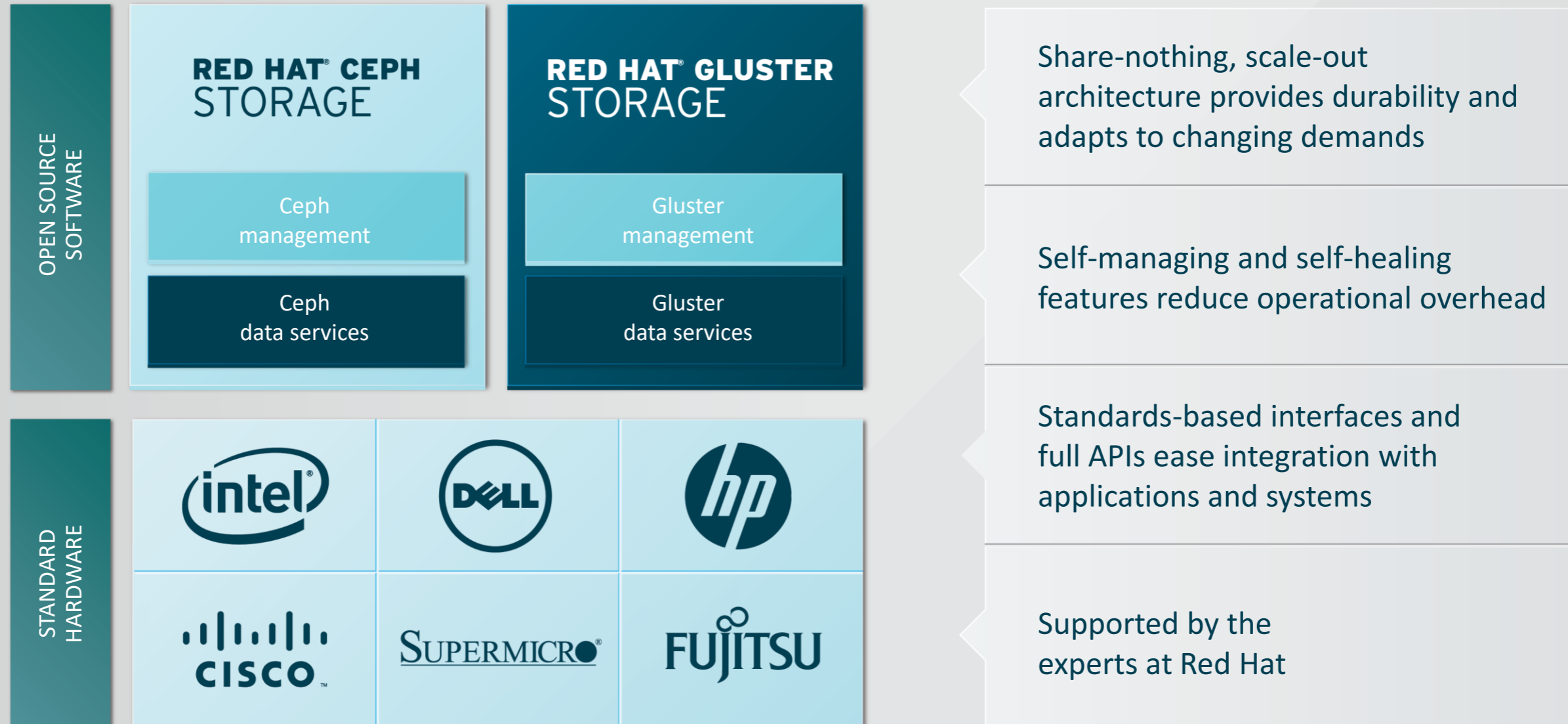
More programmability, agility, and control

**CLOSED DEVELOPMENT
PROCESS**

Open development process

More flexible, well-integrated technology

THE RED HAT STORAGE PORTFOLIO



RHS TARGET WORKLOADS

CONTAINERS

Container-ready storage
Container-converged storage

CLOUD

OpenStack VM storage
OpenStack database storage

OBJECT STORAGE

Rich media / active archives
Storage-as-a-service

HYPER-CONVERGENCE

RHGS/RHV solution for ROBO

RED HAT GLUSTER STORAGE

An effortlessly scalable file store for tomorrow's storage needs

Purpose-built as a scale-out file store with a straightforward architecture suitable for public, private, and hybrid cloud

Simple to install and configure, with a minimal hardware footprint

Offers mature NFS, SMB and S3 interfaces for enterprise use



Customer Highlight: Intuit

Intuit uses Red Hat Gluster Storage to provide flexible, cost-effective storage for their industry-leading financial offerings.

RED HAT® GLUSTER STORAGE

TARGET USE CASES

Analytics

- Machine analytics with Splunk
- Big data analytics with Hadoop

Enterprise File Sharing

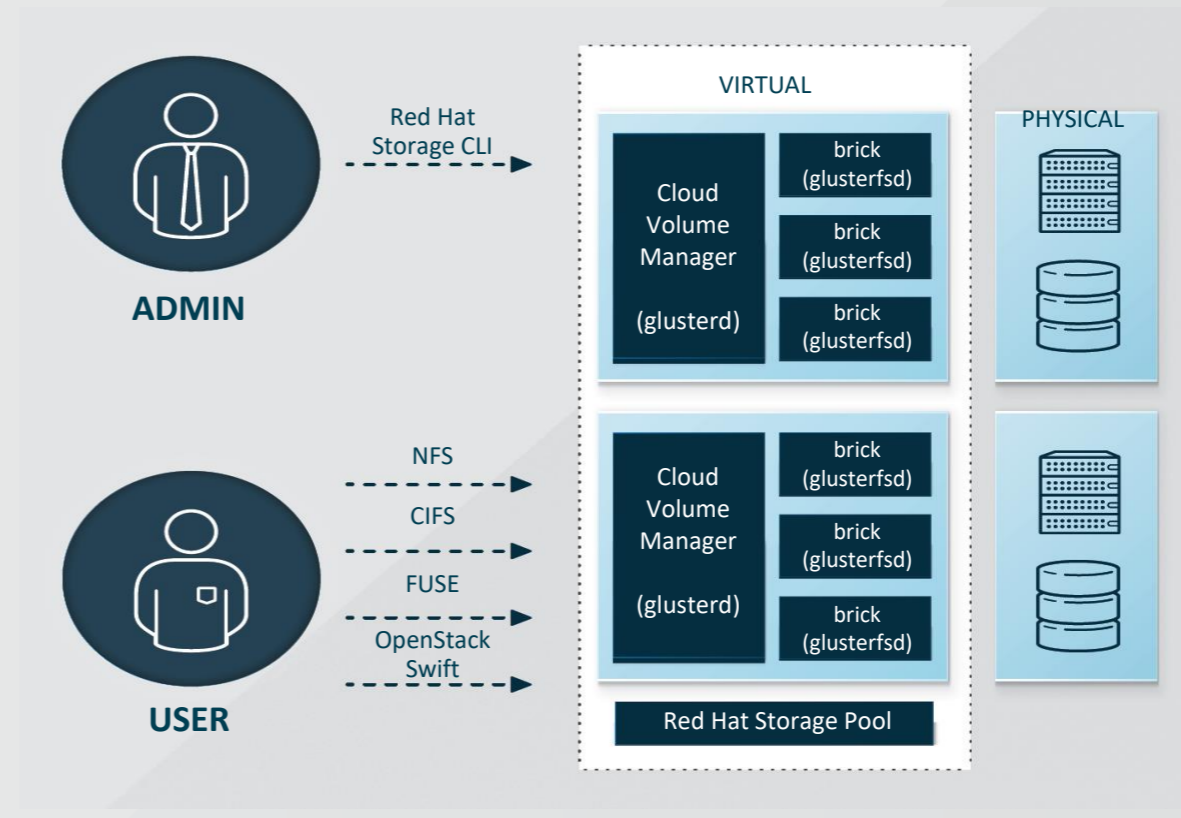
- Media Streaming
- Active Archives

Enterprise Virtualization

- VM storage with Red Hat Virtualization

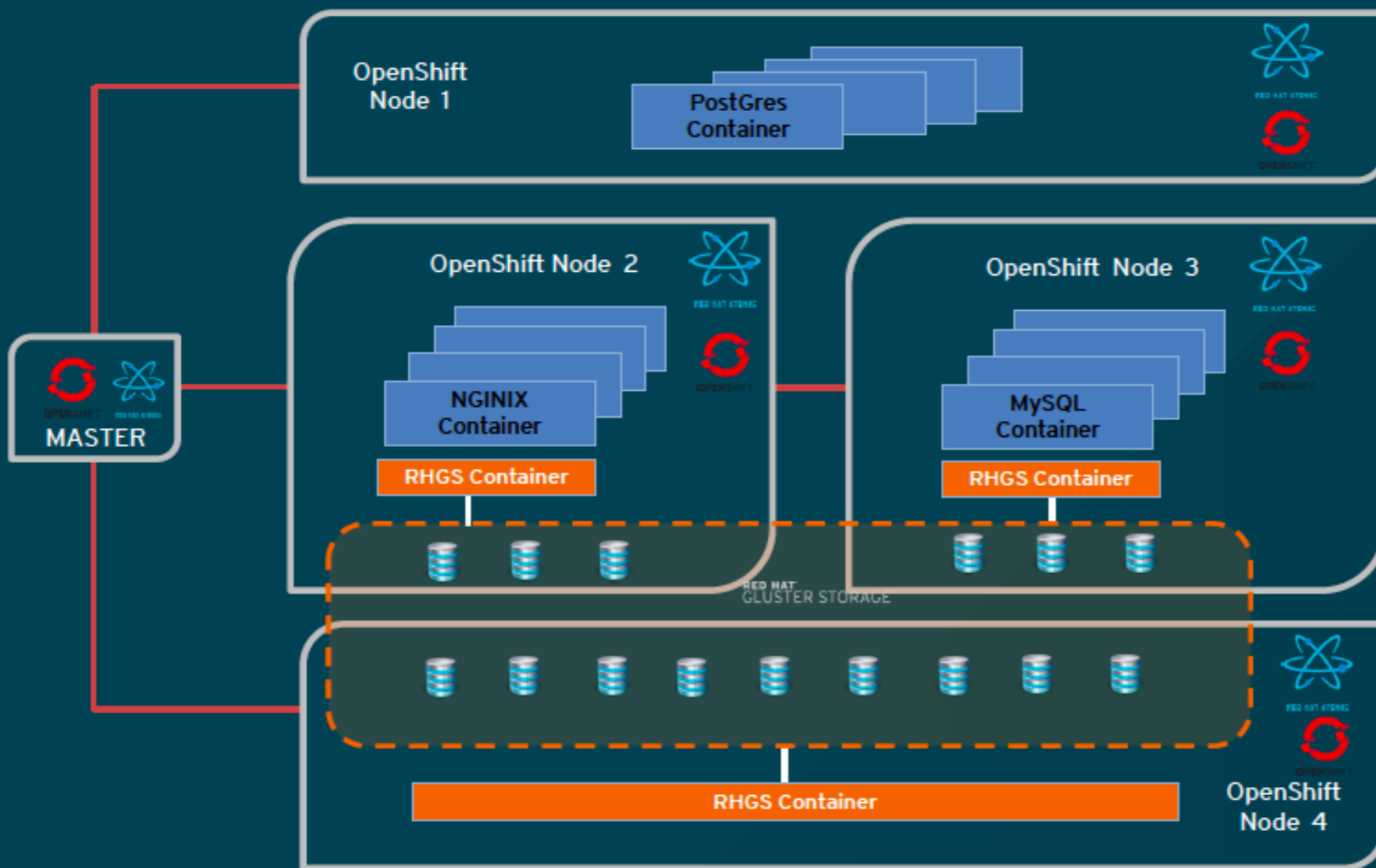
ENTERPRISE FILE SHARING

Massively scalable and cost-effective file store for active archives, content repositories, media streaming, VM images, and generic file shares



| FEATURES | BENEFITS |
|--|--|
| <ul style="list-style-type: none"> • Support snapshots, quota, replication • Multiple protocol support including NFS, FUSE, SMB, OpenStack Swift and HDFS compatibility • Flexible deployment options • UI based monitoring and management with SNMP support | <ul style="list-style-type: none"> • Delivers high performance and cost-effective scale-out storage for files • Allows on-demand capacity expansion/reduction • Provides maximum interoperability through industry standard access protocols • Flexibly deployed on bare-metal, virtual machines, or in the cloud • Managed with a single “pane of glass” |

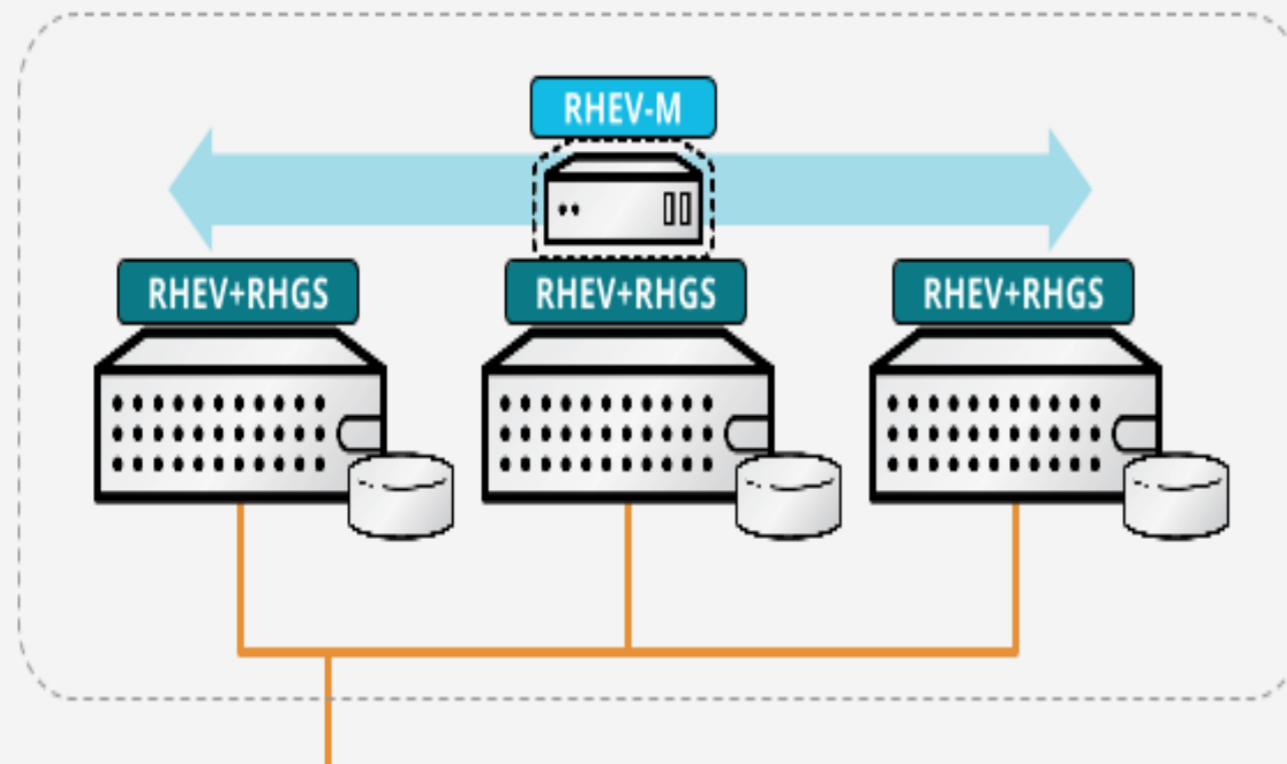
DEDICATED STORAGE CLUSTERS FOR CONTAINERS



- Lower TCO
- Unified Orchestration
- Ease of Use
- Greater control

HYPER-CONVERGED SOLUTION

HCI Architecture



- Planned storage/compute offering, currently under development, integrating RHEL, RHGS, & RHEV-M
- Simplified acquisition, deployment, and management experience
- H1 2017 release target

RED HAT CEPH STORAGE

Powerful distributed storage for the cloud and beyond

Built from the ground up as a next-generation storage system, based on years of research and suitable for powering infrastructure platforms

Highly tunable, extensible, and configurable

Offers mature interfaces for block and object storage for the enterprise



Customer Highlight: Cisco

Cisco uses Red Hat Ceph Storage to deliver storage for next-generation cloud services

RED HAT® CEPH STORAGE

TARGET USE CASES

OpenStack

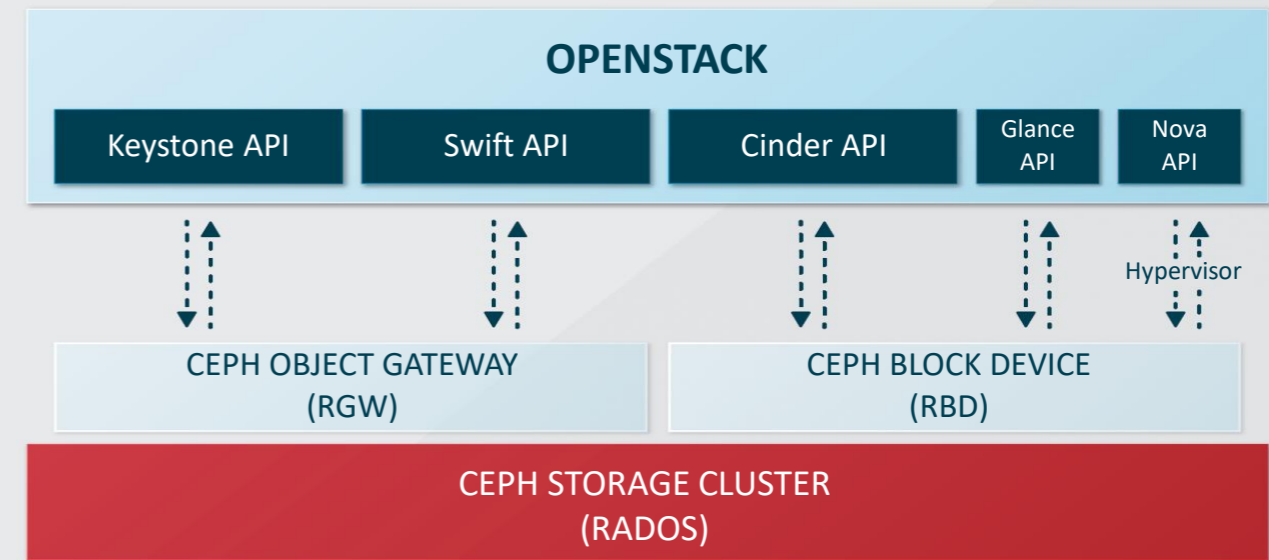
- Cinder, Glance & Nova
- Object storage for tenant apps

Object Storage for Applications

- S3-compatible API

STORAGE FOR OPENSTACK

The most widely deployed¹ technology for OpenStack storage



FEATURES

- Full integration with Nova, Cinder and Glance
- Single storage for images and ephemeral and persistent volumes
- Copy-on-write provisioning
- Swift-compatible object storage gateway
- Full integration with Red Hat OpenStack Platform

BENEFITS

- Provides both volume storage and object storage for tenant applications
- Reduces provisioning time for new virtual machines
- No data transfer of images between storage and compute nodes required
- Unified installation experience with Red Hat OpenStack Platform

¹ <http://superuser.openstack.org/articles/openstack-user-survey-insights-november-2014>

GROWING INNOVATION COMMUNITIES

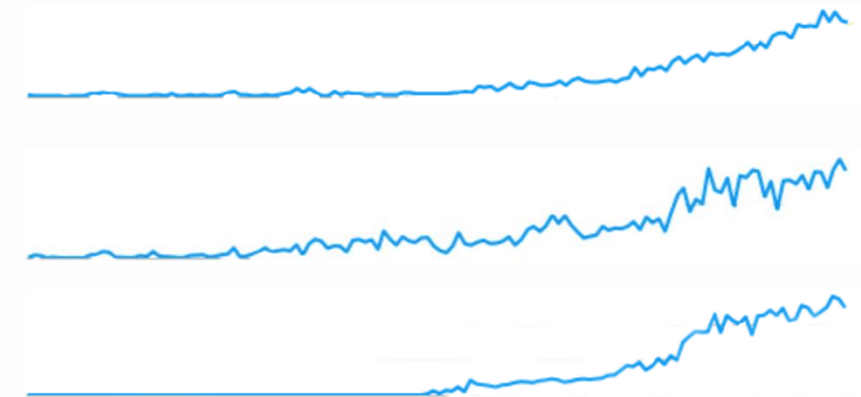


Contributions from **Intel, SanDisk, CERN, and Yahoo**.
Presenting Ceph Days in cities around the world and
quarterly virtual Ceph Developer Summit events.

78 AUTHORS/mo

1500 COMMITS/mo

258 POSTERS/mo

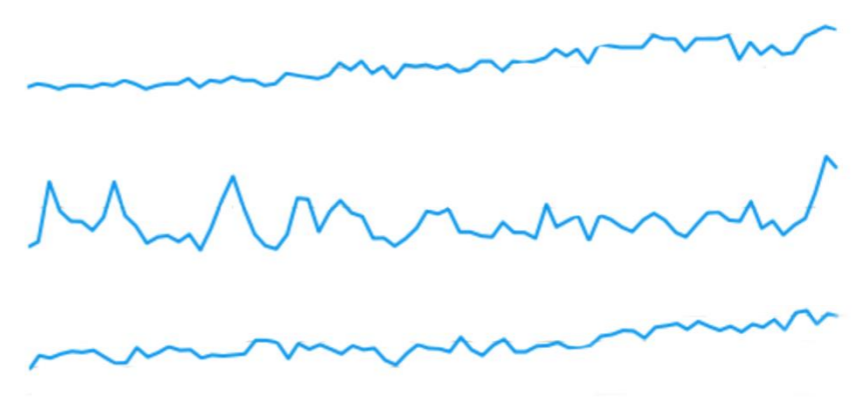


Over **11M downloads** in the last 12 months
Increased development velocity, authorship, and discussion
has resulted in rapid feature expansion.

41 AUTHORS/mo

259 COMMITS/mo

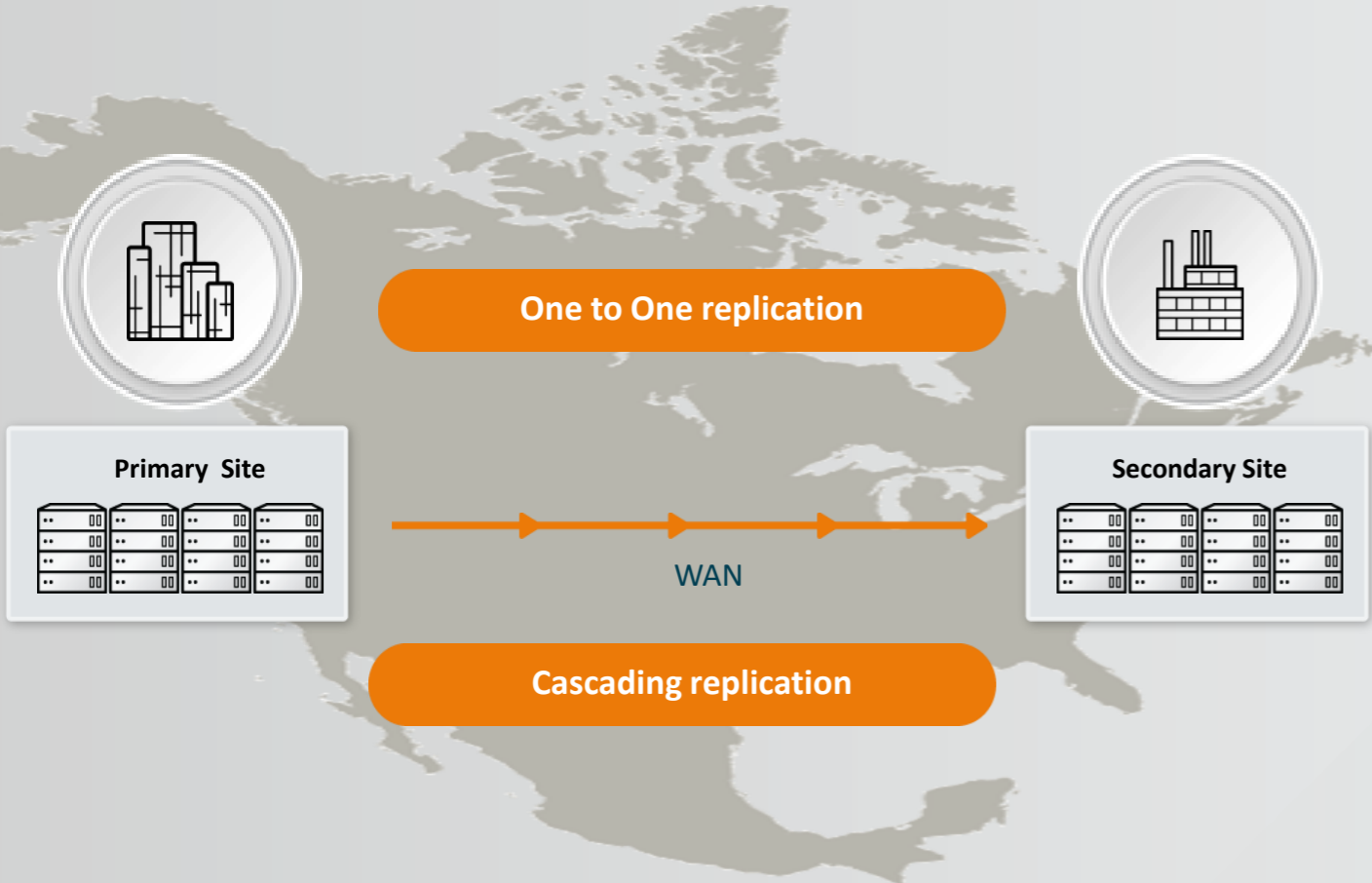
166 POSTERS/mo



FSI CUSTOMER CASES

High performance and cost effective file storage for financial services

Customer : A Bank in North America



BUSINESS CHALLENGE

- Needed an alternative to aging, expensive to support traditional storage system for Historical Tick Database (tick data – log on the sale or purchase of a stock, either up or down)

SOLUTION

- Red Hat Gluster Storage
- Primary site would comprise with a distributed replicated volume,
- Secondary site would comprise with an erasure coded volume.

BENEFITS

- Lower CAPEX and OPEX
- Ease-of-use
- Geo-replication feature to copy and protect data asynchronously at the secondary site

FSI CUSTOMER CASES

Customer : A Multi-national Mutual Fund and Financial Service Corporation

Building a cost-effective storage platform for a major financial services platform

BUSINESS CHALLENGE

- Create infrastructure platform “Click 2 compute (C2C)” which would serve in house applications less expensively than that provided by traditional tier 1 storage vendors
- C2C would be based on open software and commodity hardware to prevent vendor lock in
- Provide users both block & object store repository
- Utilize standard HW components in line with OCP guidelines

SOLUTION

- Red Hat Ceph Storage
- Plans to scale up to 3-4PB in deployment on OCP hardware

BENEFITS

- Ability to migrate to multiple vendors seamlessly and avoid vendor lock-in
- Reduced costs using Penguin as an OEM and Ceph as storage
- Reduced administrative overhead over previous storage solutions
- Lowered charge backs due to lower equipment and licensing costs
- Different SLAs than their current tier 1 solutions



RGW

A web services gateway for object storage, compatible with S3 and Swift



RBD

A reliable, fully distributed block device with cloud platform integration

LIBRADOS

A library allowing apps to directly access RADOS (C, C++, Java, Python, Ruby)

RADOS

A software-based reliable, autonomous, distributed object store comprised of self-healing, self-managing, intelligent storage nodes and lightweight monitors



redhat.