

Fujiwara-Rothchild Ltd., Market Analysis Report

“Possibilities of Optical Disc Archive”

The volume of digital data information is increasing like wildfire on a global scale. Similarly, the total volumes of Storage and archive are expected to rapidly increase along with that. This report will analyze how the Optical Disc Storage is positioned, based on the questionnaire survey to real IT firms, and determine the current issues of the Optical Disc Storage with the aim to examine and provide the steps for the Optical Disc Storage to grow in the future in the context of the global information explosion.

At this moment, despite of the increase of digital data information, the Optical Disc Archive system has not obtained the raison d'etre (importance of existence) in this field. If the marketing style of the Optical archive system should not be changed, it will continue to decrease its portion of capacity.

This report shows the possibilities of success of the Optical Disc archive and the best marketing approach. The analysis is based on the survey from many companies who are using IT system.

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Price List:

Hard-copy only ¥500,000 (Early-bird Price:¥380,000, until March 15)

Hard-copy and Electric File ¥550,000 (Early-bird Price:¥430,000, until March 15)

Enterprise Storage Capacity Trend (accumulation base)

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Global Enterprise Storage Capacity (TeraBytes)	300	350	400	450	500	550	600	650	700	750
Optical Disc Capacity (TeraBytes)	10	15	20	25	30	35	40	45	50	55

The position of OD on HSM system

Why OD should not be used in generally?

Primary Server → SAN/DAS → High-performance Disc Array (Primary) → Low-price Disc Array (Secondary/Near-line) → Optical disc system (Off-line) → Magnetic Tape system (Off-site)

Comparison of TCO 1 and TCO 2.

Optical disc system problems and solutions

Primary Problems: Quality problems, Error rate, High quality, Capacity, Recording, Multiple discs, The introduction for storage (EO), Selectivity, ISO standardization.

Secondary problems: Quality Assurance, Error rate, Logevity, Archive Facility by OD specialists.

New structure (II) of the data storage market by Redundancy Shift

Storing of archive data in purpose with clarity that is different method from Backup, is made for the purpose of the Storage Archive.

Cloud Storage (Enterprise, Middle class, General(SME), Consumer) → Enterprise → Primary Data Center → Local Data Archive Center → Global Cloud Archive Center → External Archive (Video Archive Center, Archive for space reclamation, Archive for Compliance).