

**ULTRIUM 5**  
Data protection tape format

# LTO NewsBytes



## How to Manage the Big Stuff

There are big plays on the basketball court this time of year. The buzz on the storage hard court this year is all about **Big Data**. And for good reason. Big data can be large files but can also be large volume. When you have huge amounts of data that need long term storage it can make **protecting it and storing it at affordable costs a challenge**.

## Data Monster

The amount of data generated is dramatically increasing each year with industry analysts predicting that it will continue to rise at a compound **monster** growth rate of almost 50 percent. As datasets become larger and more challenging to handle, particularly in industries like media and entertainment, video surveillance, healthcare, oil and gas seismic exploration and organizations with high volume business data, storage managers will be looking **for lower cost and efficient ways to store and protect these massive volumes of data**. Tape continues to be that viable solution. Here's why:

## Greater Protection at Lower Costs

Imagine you have a colossal amount of fixed content, defined as data that cannot be changed. This can include data such as x-rays, security surveillance video, voice mail, contracts, photos, emails and more. Today, it is mandatory that businesses retain some of this data for a certain period of time, and for medical records, that can mean the lifetime of a patient and beyond. This information is irreplaceable and should be preserved in an archive which is low cost, reliable, has huge capacity, scales easily and consumes minimum energy. LTO tape storage is the option for storing this static big data and has been shown to be up to **15 times less costly to archive data** than the average SATA disk systems (See the TCO paper "[In Search of the Long Term Archiving Solution](#)"). Additionally, with the new [Linear Tape File System](#) (LTFS) feature supported with LTO-5 tape drives, the data files are indexed so that it is easy to search and retrieve at a later time using directory tree structures and drag and drop capabilities.

## Shoot a Three Pointer

LTO-5 technology offers improved capacity and performance over previous generations: it nearly doubled storage capacity to 1.5 terabytes native per cartridge over generation 4, and increased the data transfer rate to 140MB per second native helping to provide a reduction in space requirements and improved job production ideal for handling big data applications. Data keeps piling up and it's important for data managers to determine the right way to store different information at the most efficient cost for that business's storage environment. LTO-5 technology can shoot the 3-pointer by **helping to provide data protection and long term storage for big data at low costs and low energy consumption** without compromising results.

To learn more about LTO and LTFS technology and to review TCO studies visit [www.trustlto.com](http://www.trustlto.com)

## Tape Usage Continues to Surge as World Wide Tape Cartridge Sales Reach New Milestone

**Santa Clara Consulting Group** reported earlier this year that backup tape cartridge sales reached 5.8M cartridges in Q4 2011 up about 6% over Q3 2011, with LTO accounting for 89.7% of sales. Other highlights :

- LTO-5 media shipments had a 18% growth from 3Q11 to 4Q11; it accounted for 21% of unit sales and 39% of dollars
- LTO-4 media shipments were up representing 46% of units and 36% of dollars from 3Q11 to 4Q11
- In Q1 2012 LTO total volume is expected to be higher supported by shipments of LTO-5 and LTO-4 media

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