INFORMATION OVERLOAD // INTO THE DATA STRATOSPHERE

Data. It’s in everything we know, and it’s increasing at an exponential rate.

Soon we’ll create:

- 456,000 tweets are sent every minute
- 2.5K PB of new data per day
- 44 ZBs of data by 2020
- 12 TRILLION pictures in 2017 (humans took 90% of the world’s data didn’t exist two years ago)

IoT and Digital Transformation drive this meteoric rise.

This, along with new advancements in technologies like AI, creates specific challenges:

- **MANUFACTURING:** Extracting value from the industrial IoT and Digital Transformation drive this meteoric rise.
- **SURVEILLANCE:** Increased resolution and retention time.
- **MEDIA & ENTERTAINMENT:** 8K is becoming the new industry standard.
- **LIFE SCIENCES:** Storage capacity doubles every year.
- **MANUFACTURING:** 60% of healthcare applications will collect real-time location data and clinical IoT device data by 2019.
- **MANUFACTURING:** 50% of manufacturing supply chains will have an in-house or outsourced capability for direct-to-consumption shipments and home delivery by 2020.
- **MANUFACTURING:** 75% of large manufacturers will outsource their operations with IoT and analytics-based operational excellence by 2019.
- **MANUFACTURING:** 70% of enterprise cyber security environments will use cognitive/AI to assist in dealing with cyber threats.

Unlock the hidden value of data in your solutions

Design solutions that can scale to meet any demand, so you can increase the value of your data for your customers and your business.

**SCALE CAPACITY**

- Grow your solutions beyond the appliance, from terabytes of data to petabytes, with our innovative storage portfolio.

**OPTIMIZE PERFORMANCE**

- Maximize application performance and availability by matching the right data solution to your solution’s requirements.

**RESHAPE YOUR BUSINESS**

- Transform your business with valuable insights from big data and analytics, improve customer satisfaction, gain competitive advantage and expand to new markets.

These masses of ones and zeros have to go somewhere. Do you have what it takes to monetize your data, and reign in what’s coming just over the horizon?

Dell EMC OEM serves up the storage solutions to help you make sense of what’s here, what’s gone, and what will soon be.

Get started today at DellEMC.com/oemdatastorage