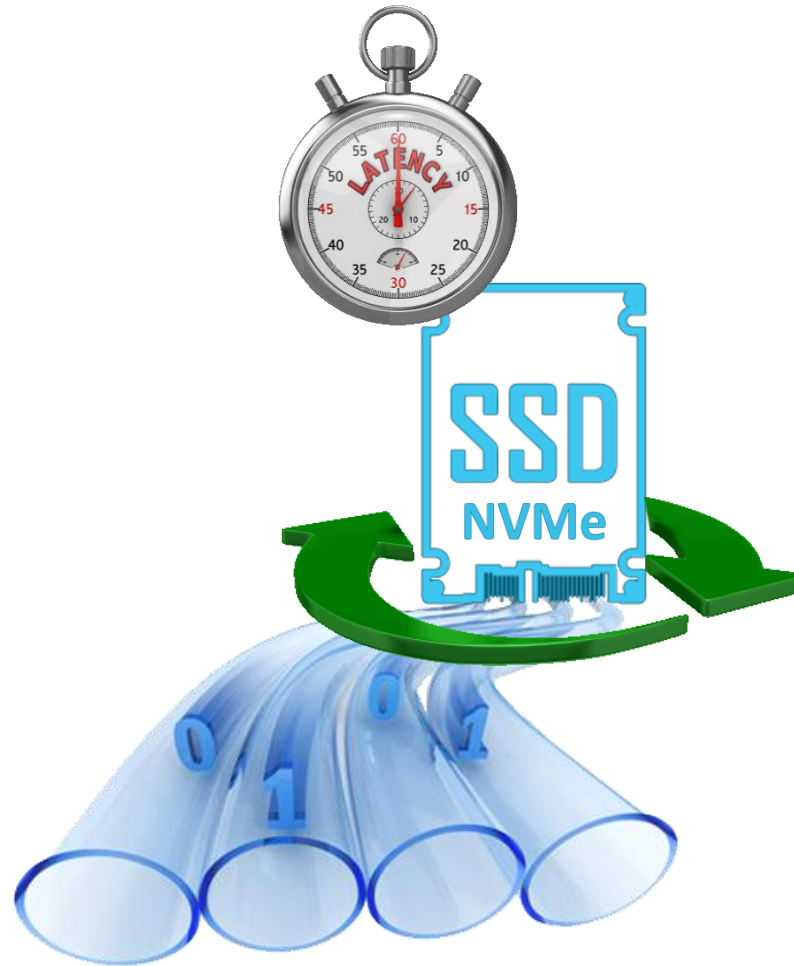


How to Convert Performance Into Economic Value

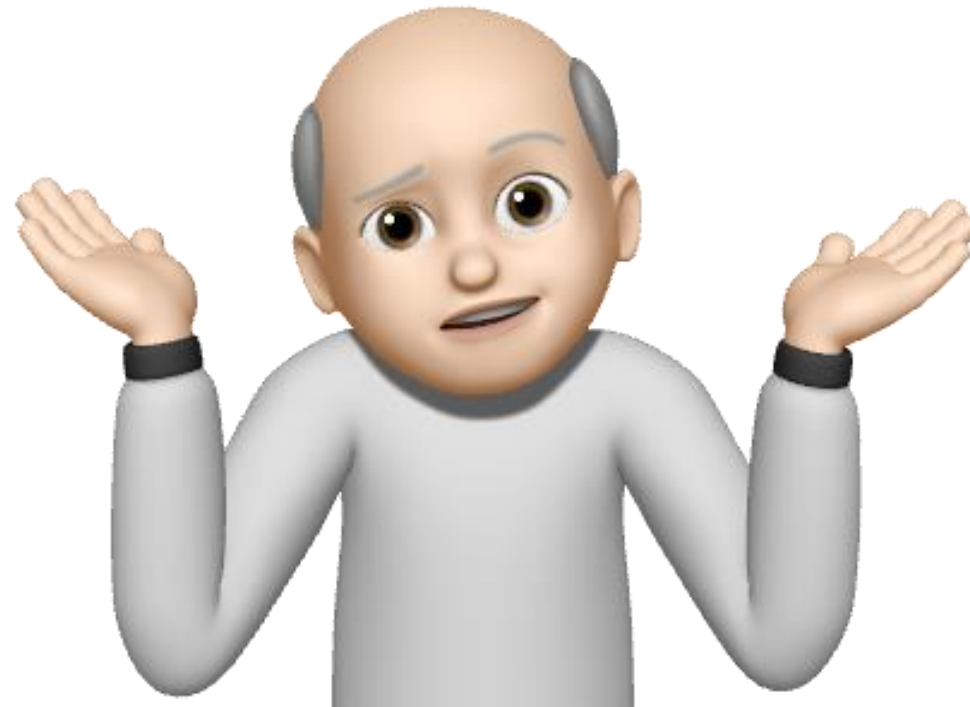
Marc Staimer, Dragon Slayer Consulting

What Performance?

- Latency
- IOPS
- Throughput



What Does Performance Mean?



What Performance Has to Mean...Economic Value



The Question Becomes How?

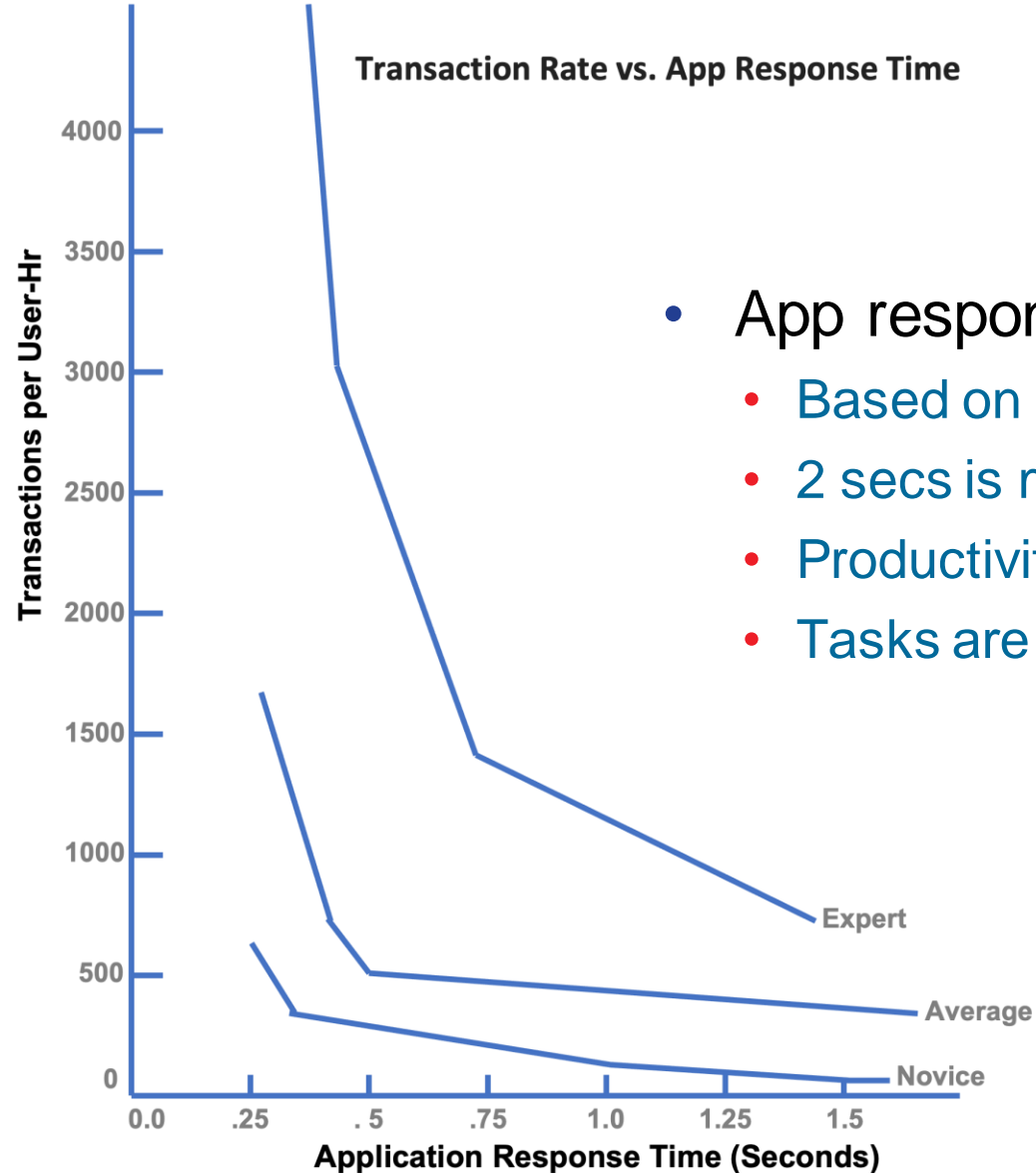
- It's all about application response time



Translating Each Performance Metric to Economic Value



Latency is Costly Because Time is Money



- App response times have huge economic impact
 - Based on IBM studies
 - 2 secs is max allowable before productivity plummets
 - Productivity skyrockets with sub-second latency
 - Tasks are completed in \leq half the time

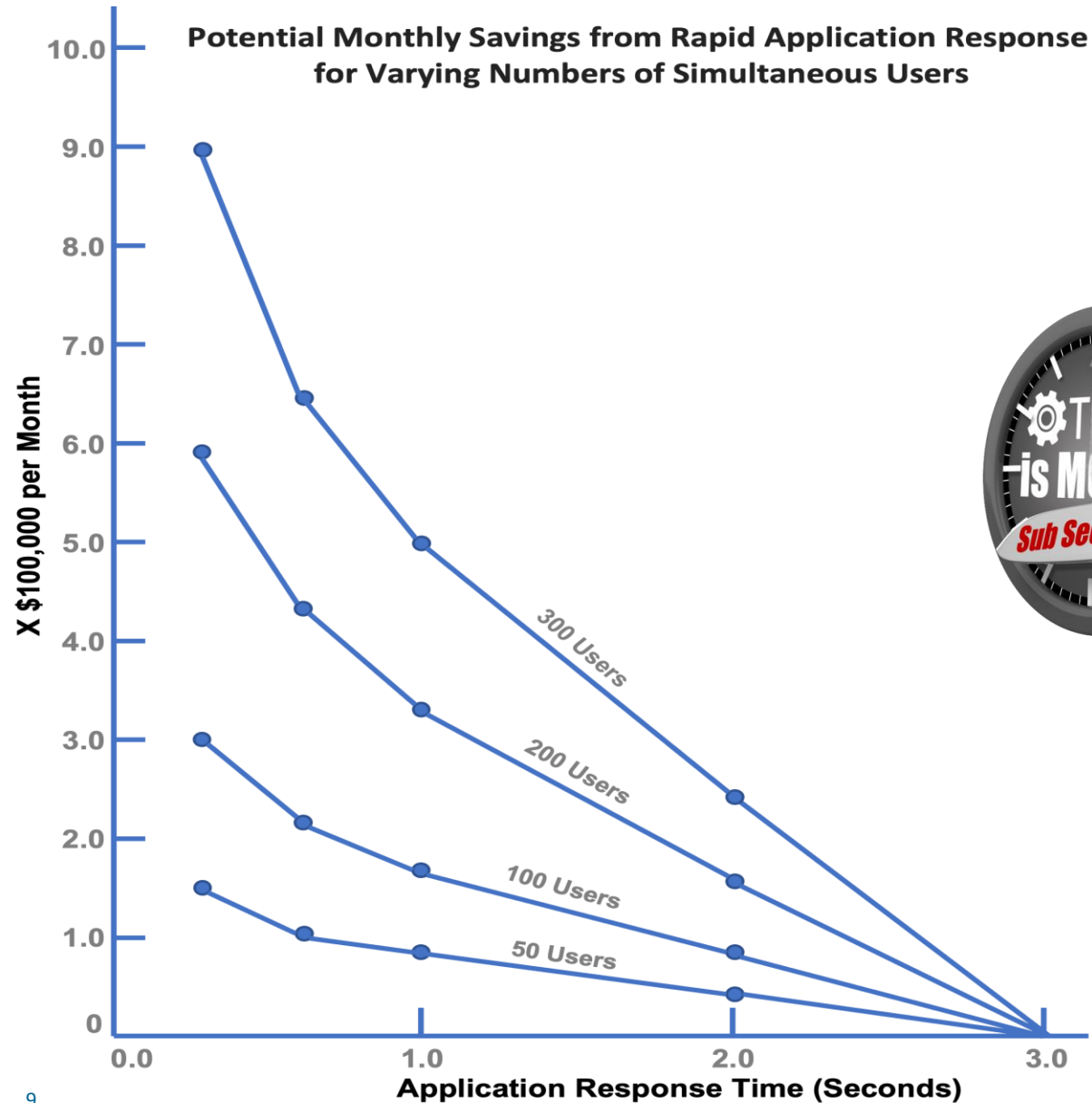
Doherty Threshold

“When an application and its users interact at a pace that ensures that neither has to wait on the other, productivity soars, the cost of the work done on the application’s computer infrastructure tumbles, users get more satisfaction from their work, and their quality improves.”



- **Doherty Threshold is when app response time is ~ 400 ms or .4 seconds**

Potential Monthly Savings per IBM



Higher Productivity Leads to Faster-Time-to-Market

- That leads to faster-time-to-unique-revenues/profits
- Unique because they never would have been realized
 - Plus, they compound over time



More IOPS Converts Into Infrastructure Cost Savings

- Leads to reduced HW & SW Infrastructure
 - Application licenses or subscriptions
 - Instances
 - Physical or virtual servers
 - NICs, DPUs, or Adapters
 - Switch ports
 - Transceivers, cables, conduit
 - Storage systems or SDS
 - Power and cooling



Greater Throughput Converts To...

- Faster-time-to-actionable-insights
- Faster-time-to-action
- Faster-time-to-market
- Faster-time-to-unique-revenues/profits
- FOR:
 - AI machine learning
 - AI deep machine learning
 - Analytics of all kinds
 - Data lake consolidation



Caveat – Only Applies When

- Your technology solves the performance bottleneck





Flash Memory Summit



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