

Pini's World



Pini Cohen : VP and Senior Analyst

- ❖ Pini Cohen is a EVP and senior analyst at STKI (previously META Group Israel).
- ❖ Pini has more than 20 years' experience in the IT market (over 12 years at STKI) and covers high level and tactical issues in various areas in the IT infrastructure areas: Platforms, Storage, Clients, Middleware, Operations and Monitoring , Development, ALM among others.
- ❖ Before joining STKI, Pini served in the Israeli Air Force (IT Procurement) and later was part of the faculty of the Academic College of Management, Tel-Aviv University and Touro College. He is also the author of 'Java 2 for Developers' (1999 : Hod Ami).
- ❖ Pini holds degrees in Computer Science from the Technion and MBA from Tel-Aviv University; both with honors.

What I cover:

- ❖ Information Technology Architecture and Strategies
- ❖ Software Development Strategies : tools, processes and technologies,
- ❖ Hardware infrastructures Strategies - Storage, DRP, Server Platforms HW and OS (MF, Unix, Windows, Linux), desktop clients and SBC
- ❖ Software Infrastructures Strategies - DBMS, Middleware, SOA tools, ETL and Enterprise System Management.
- ❖ New technologies: Grid computing, cloud computing

Round Tables 2013

<i>Analyst</i>	<i>Date</i>	<i>Topic</i>
<i>Pini Cohen</i>	<i>02.05.13</i>	<i>DBMS\Big Data new technologys update - including guest speaker from Couchbase</i>
<i>Pini Cohen</i>	<i>13.05.13</i>	<i>The new Storage Paradigm - myth or reality?</i>
<i>Pini Cohen</i>	<i>17.06.13</i>	<i>Technology update implications for IT procurement</i>
<i>Pini Cohen</i>	<i>27.06.13</i>	<i>SOA and integration - current status of technologies and methodologies</i>
<i>Pini Cohen</i>	<i>14.10.13</i>	<i>The mainframe: new perspective and trends</i>
<i>Pini Cohen</i>	<i>12.12.13</i>	<i>Is there "Next generation Service Desk"?</i>

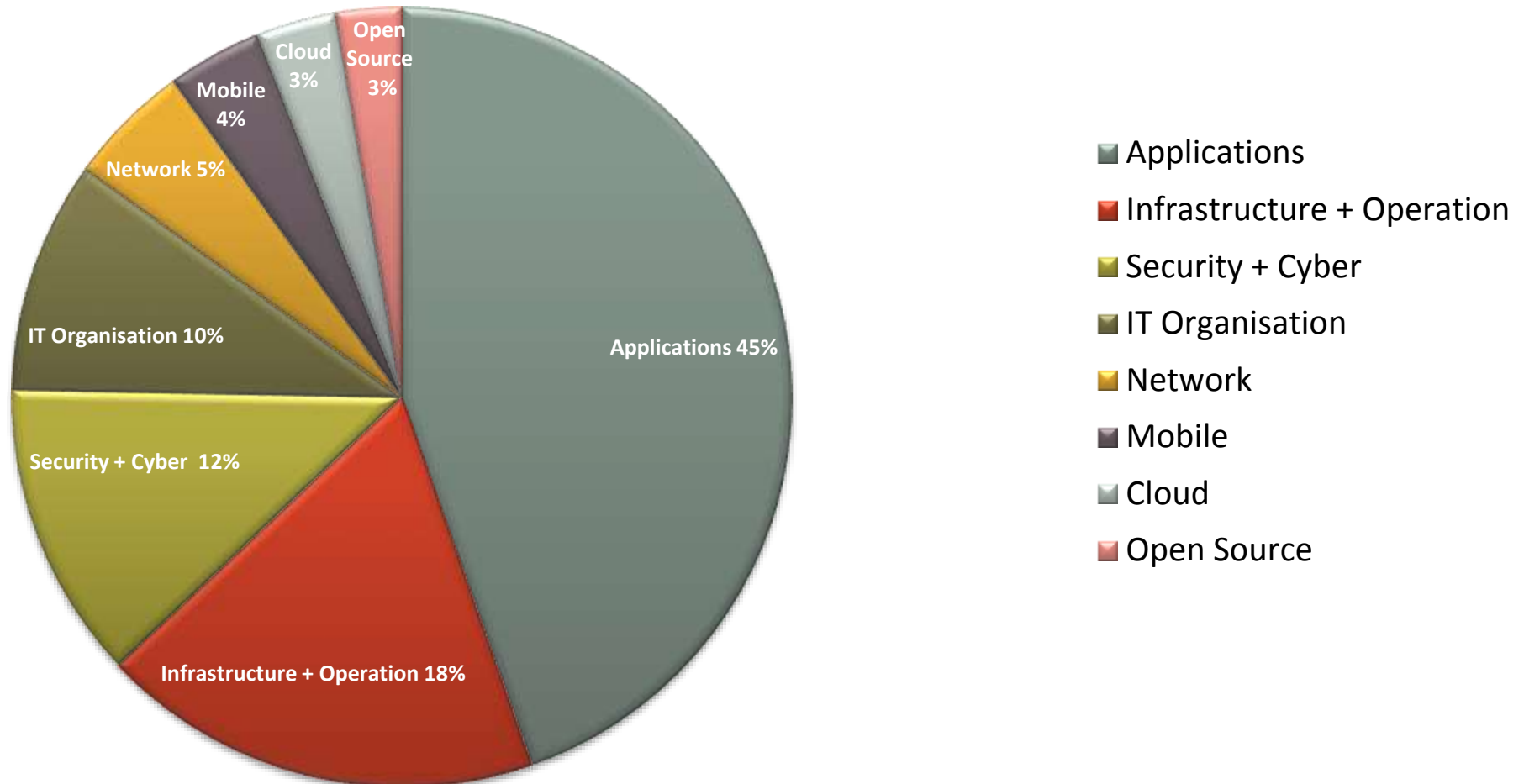


Upcoming Round Tables 2014

<i>Pini Cohen</i>	<i>07-05-14</i>	<i>Building and maintaining the next generation Data Center</i>
<i>Pini Cohen, Galit Fein, Einat Shimoni</i>	<i>14-05-14</i>	<i>API and Filters Economy</i>
<i>Pini Cohen</i>	<i>19-05-14</i>	<i>IT Asset Management</i>
<i>Pini Cohen</i>	<i>02-06-14</i>	<i>Storage</i>
<i>Pini Cohen, Sigal Russin</i>	<i>09-06-14</i>	<i>IT procurement round table - security and networking procurement trends and tips</i>
<i>Pini Cohen, Einat Shimoni</i>	<i>23-06-14</i>	<i>SAP HANA</i>

Inquiries

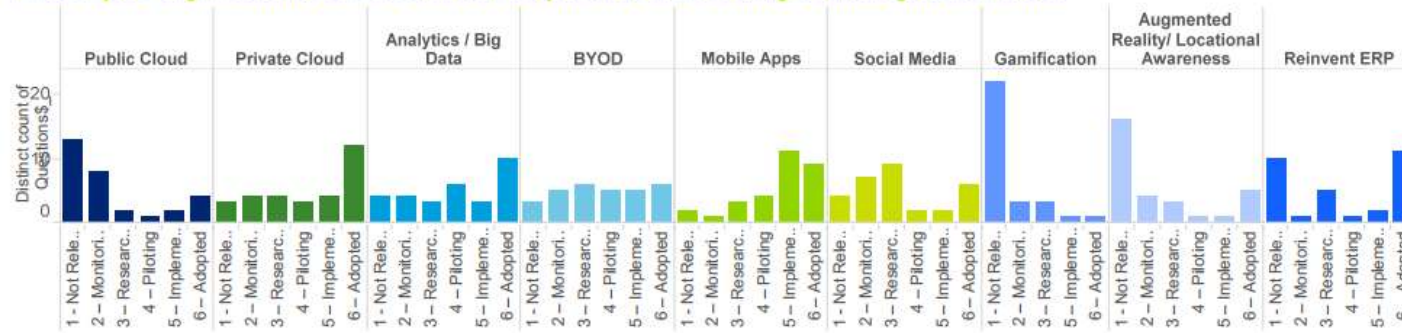
Inquiries Dec 13- March 14



Israel CIO Survey 2013

Innovation

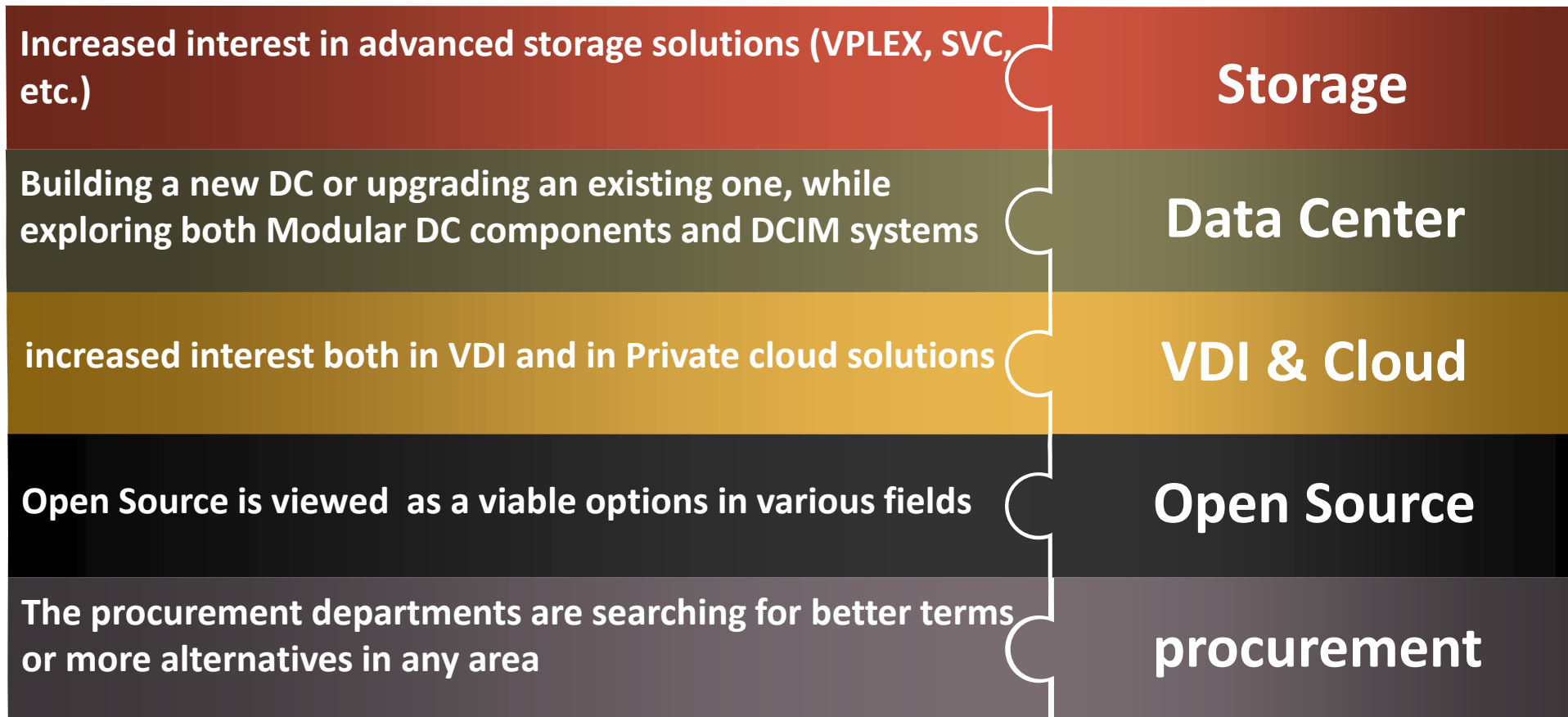
What is your organisation's current level of adoption of the following technologies and trends



	# Responses					
	1 - Not Relevant	2 - Monitoring	3 - Researching	4 - Piloting	5 - Implementing	6 - Adopted
Public Cloud	13	8	2	1	2	4
Private Cloud	3	4	4	3	4	12
Analytics / Big Data	4	4	3	6	3	10
BYOD	3	5	6	5	5	6
Mobile Apps	2	1	3	4	11	9
Social Media	4	7	9	2	2	6
Gamification	22	3	3	0	1	1
Augmented Reality/ Locational Awareness	16	4	3	1	1	5
Reinvent ERP	10	1	5	1	2	11

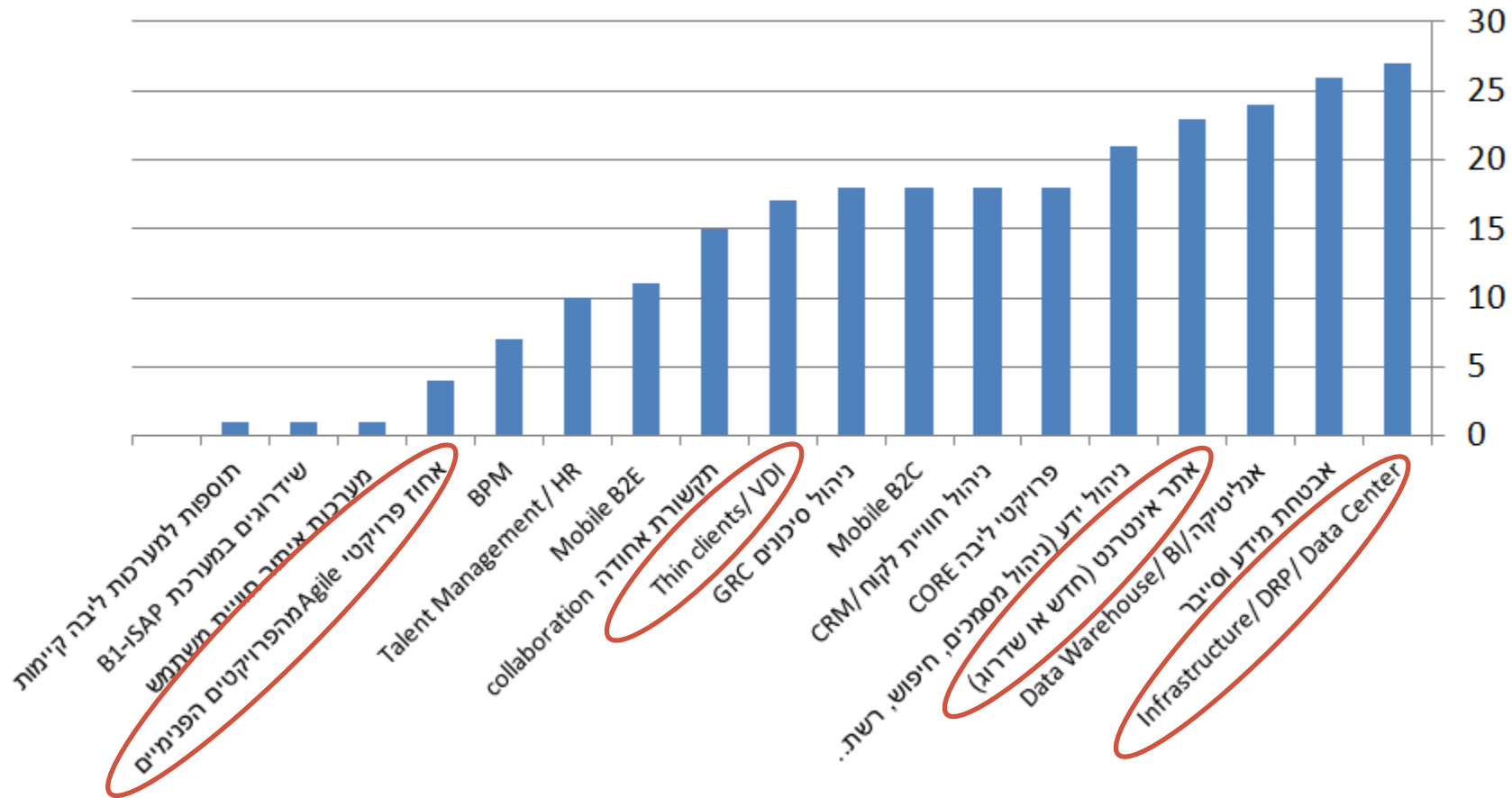
SOURCE: Brightman Almagor Zohar & Co

Trends - Pini



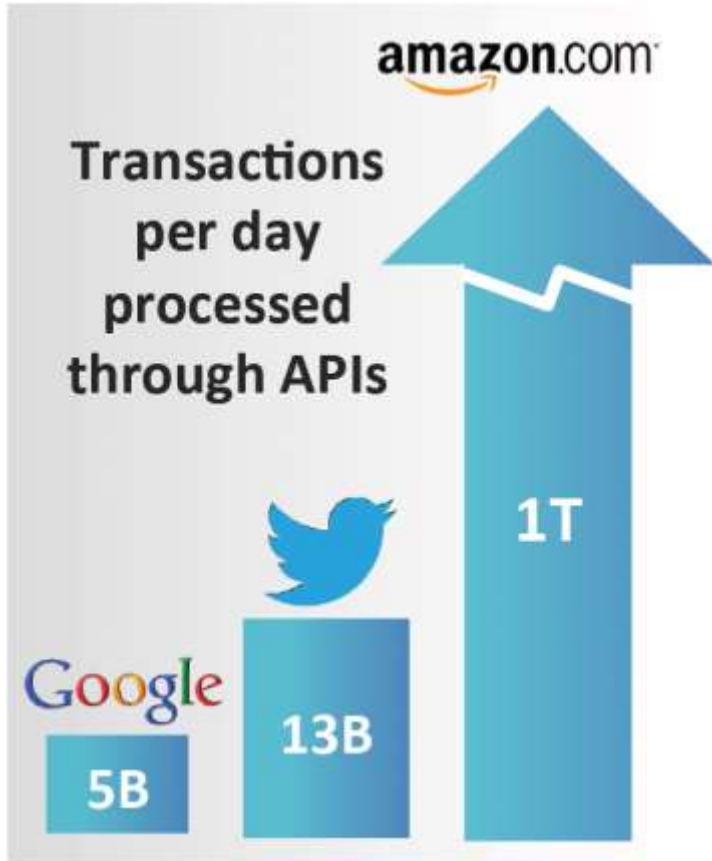
Trends - Pini

תחומי הפרויקטים, אשר החלו בארגוןך ב-2013 / מתוכננים ל-2014



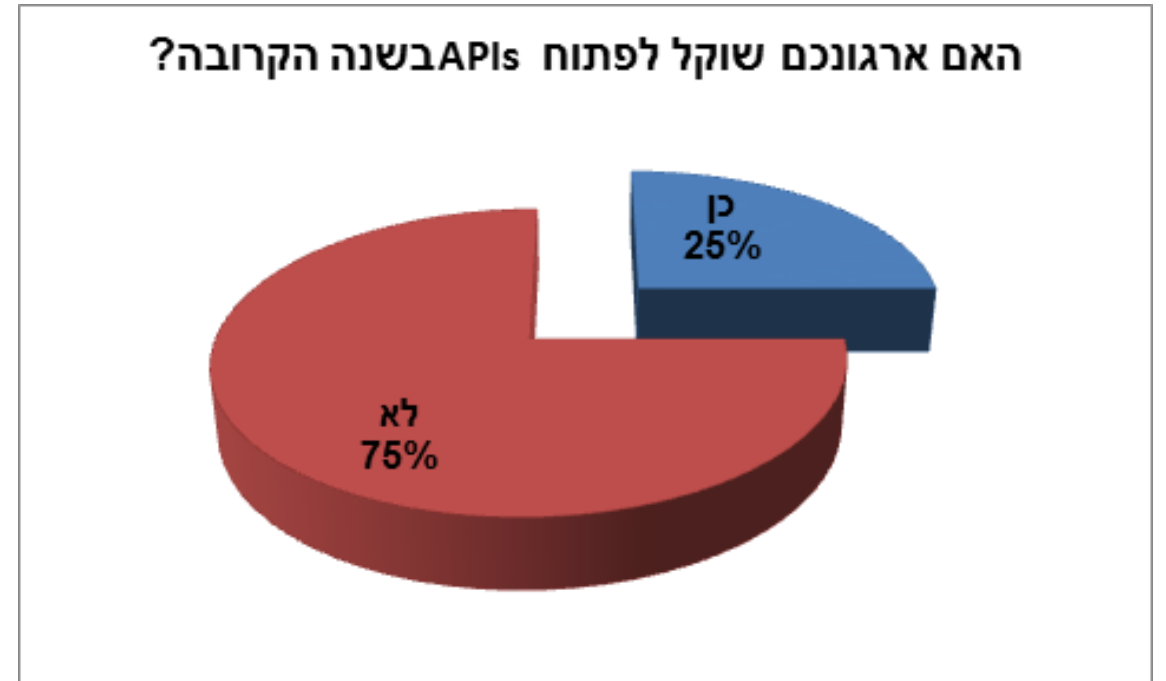
API Economy

סקר CA



Source: CA

סקר STKI



Source: STKI

Market Status and Recommendations

- Users are using these integrators (support, maintenance, projects, etc.) in Storage :

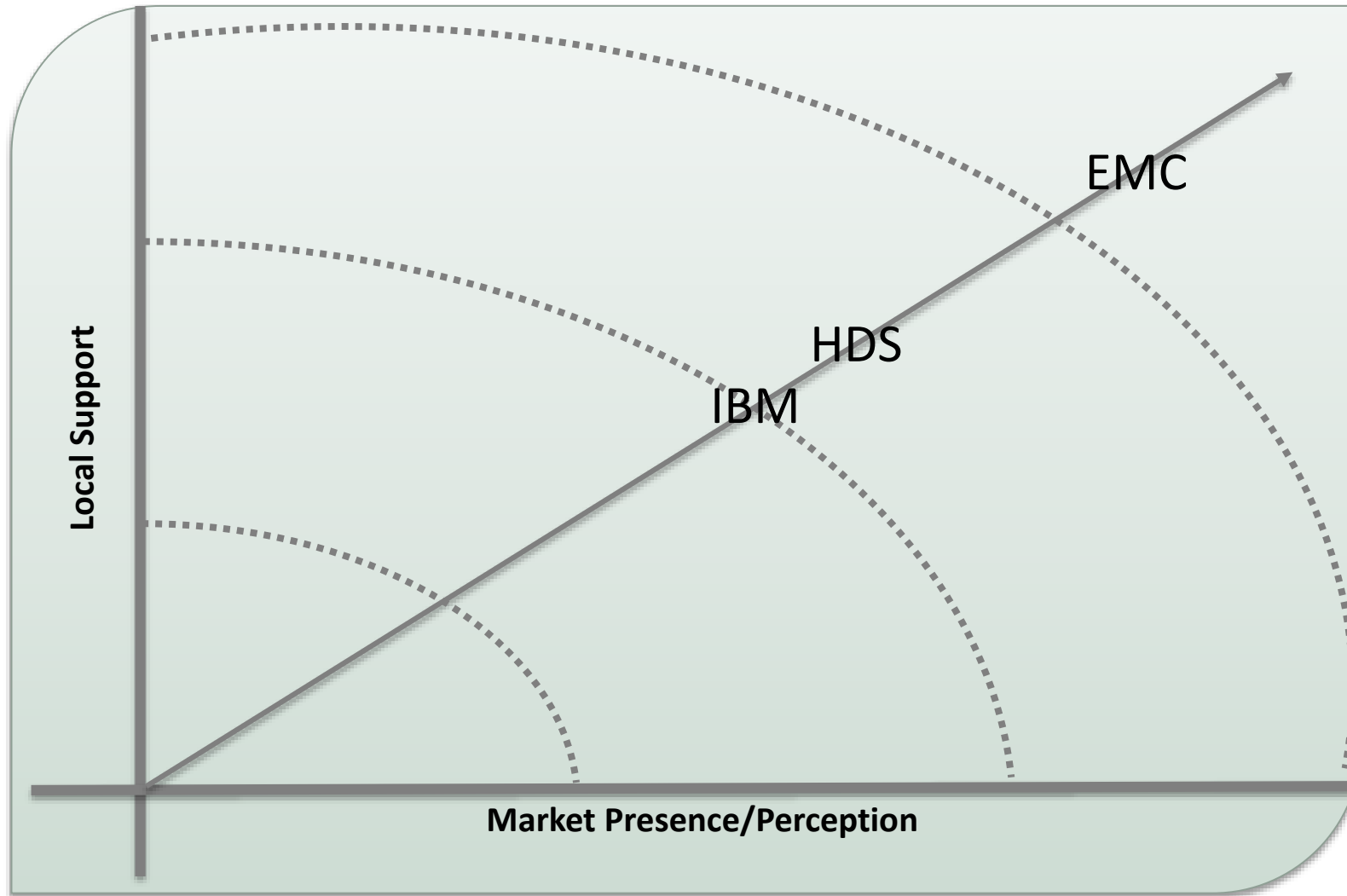
- **EMC**

- WE-Ankor , Netapp, IBM
- HDS, MALAM-TEAM, EMET, Bynet
- One1-Harel, HP, TeraSky, Taldor-Glasshouse, Matrix

Market Status and Recommendations

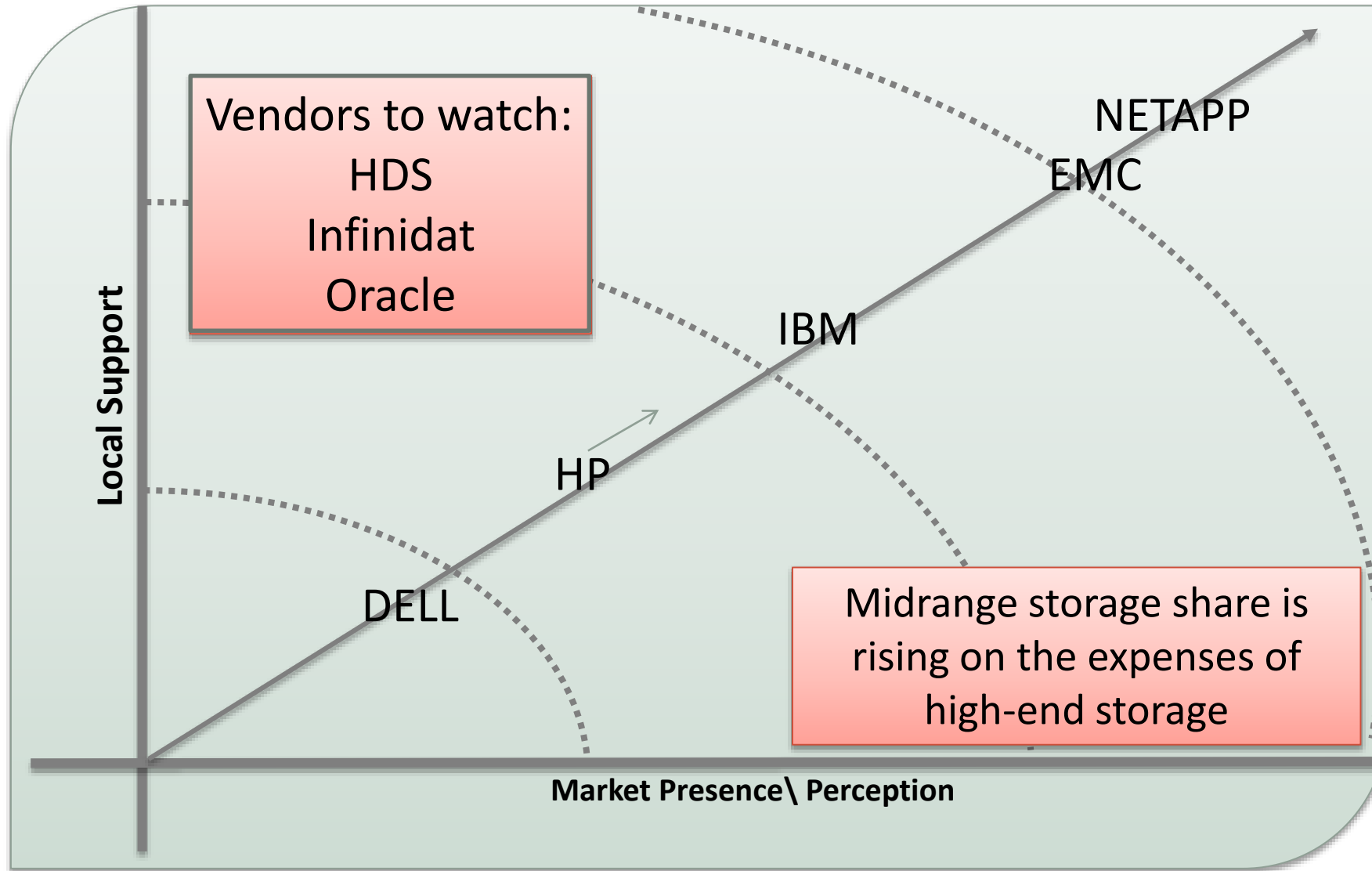
- Users are using these integrators (support, maintenance, projects, etc.) in Backup
- **Emet , Taldor-Glasshouse, Malam-Team, We-Ankor, Terasky**
- IBM, TrustIT, Bynet, Matrix

High-end storage (including MF) - Israeli Market Positioning 1Q14



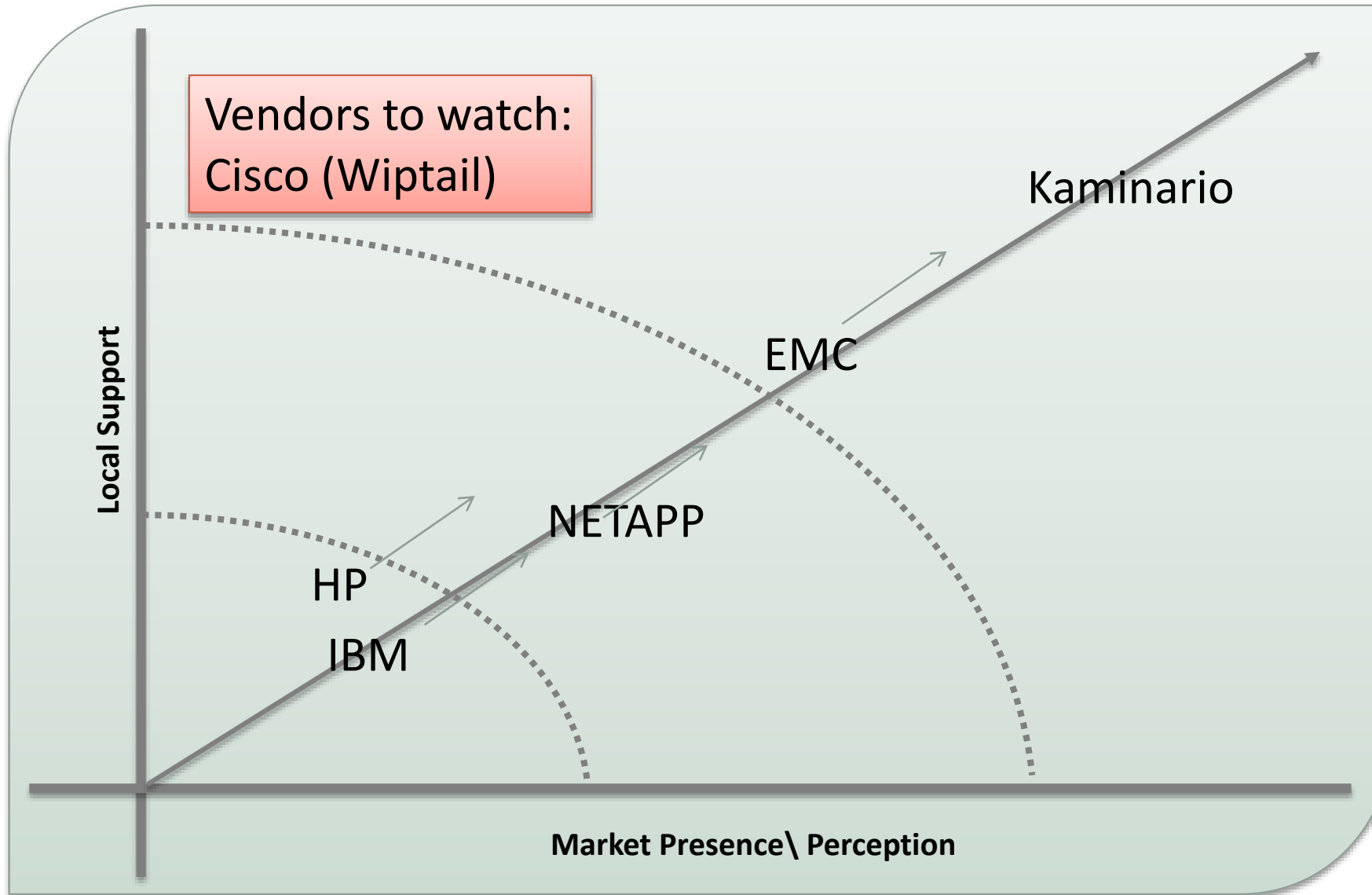
This analysis should be used with its supporting documents

Unified (midrange) storage - Israeli Market Positioning 1Q14



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All flash array - Israeli Market Positioning 1Q14

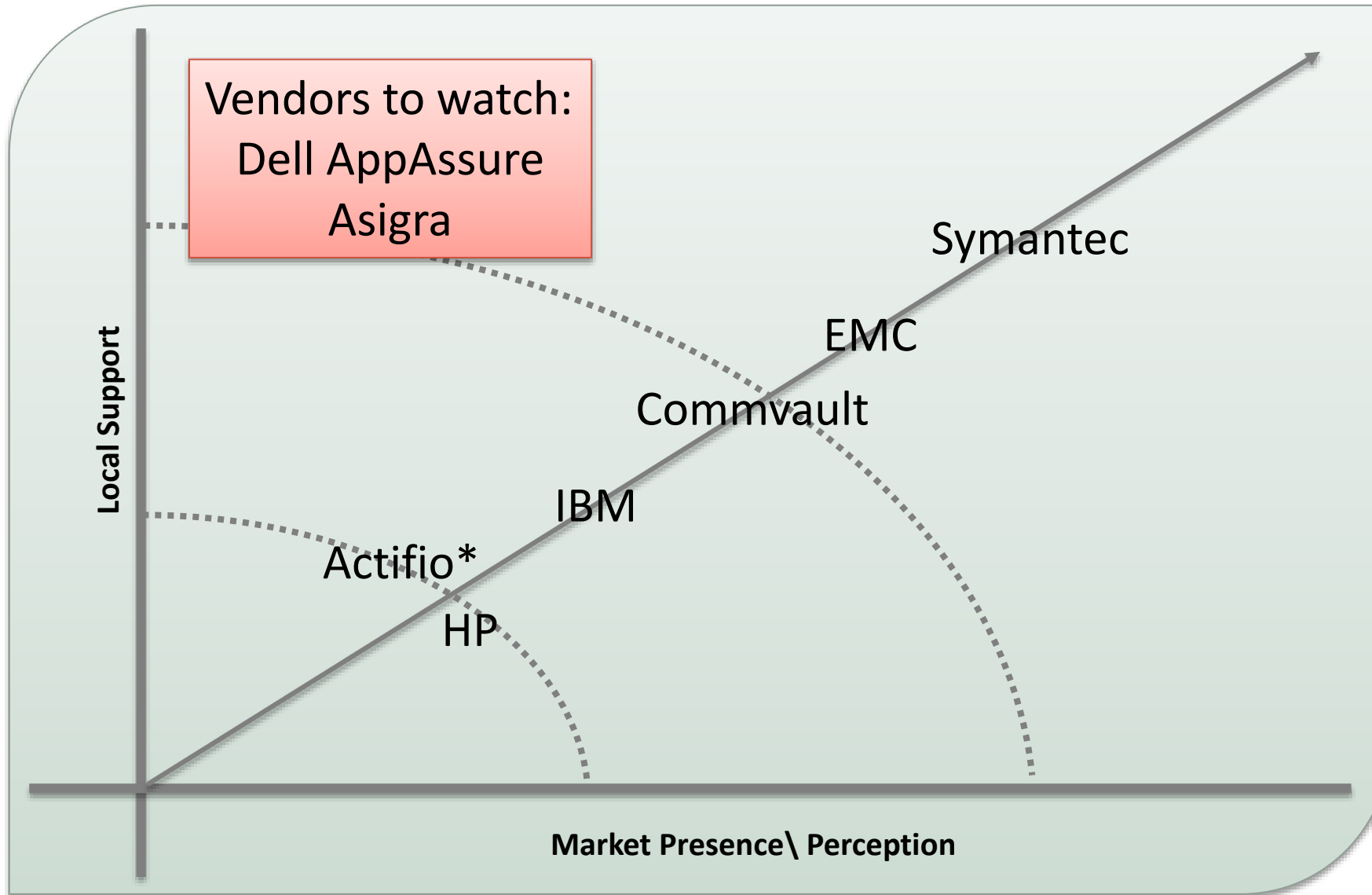


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* Not really apples to apples

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Enterprise Backup SW - Israeli Market Positioning 1Q14

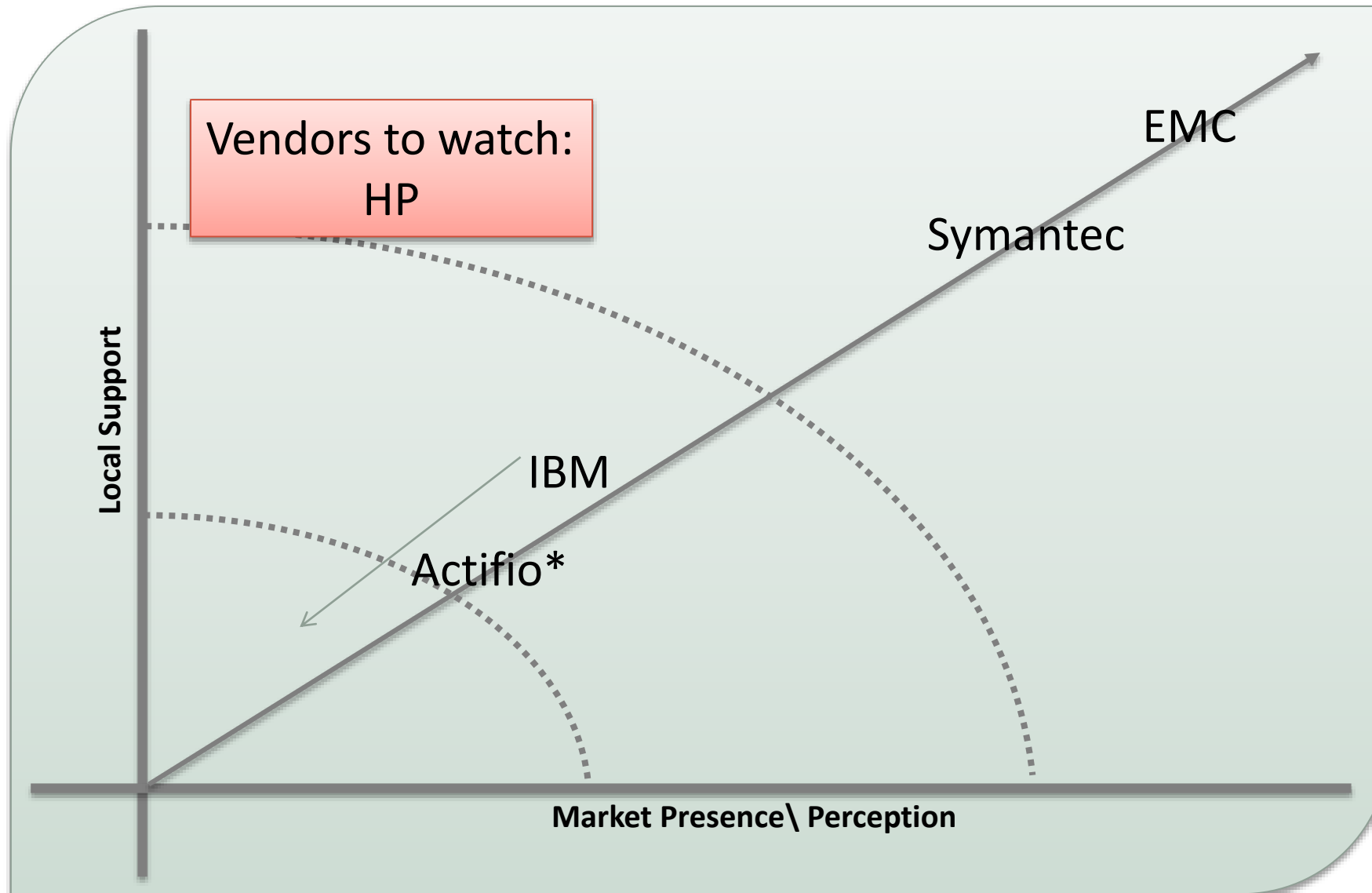


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Backup appliances* - Israeli Market Positioning 1Q14



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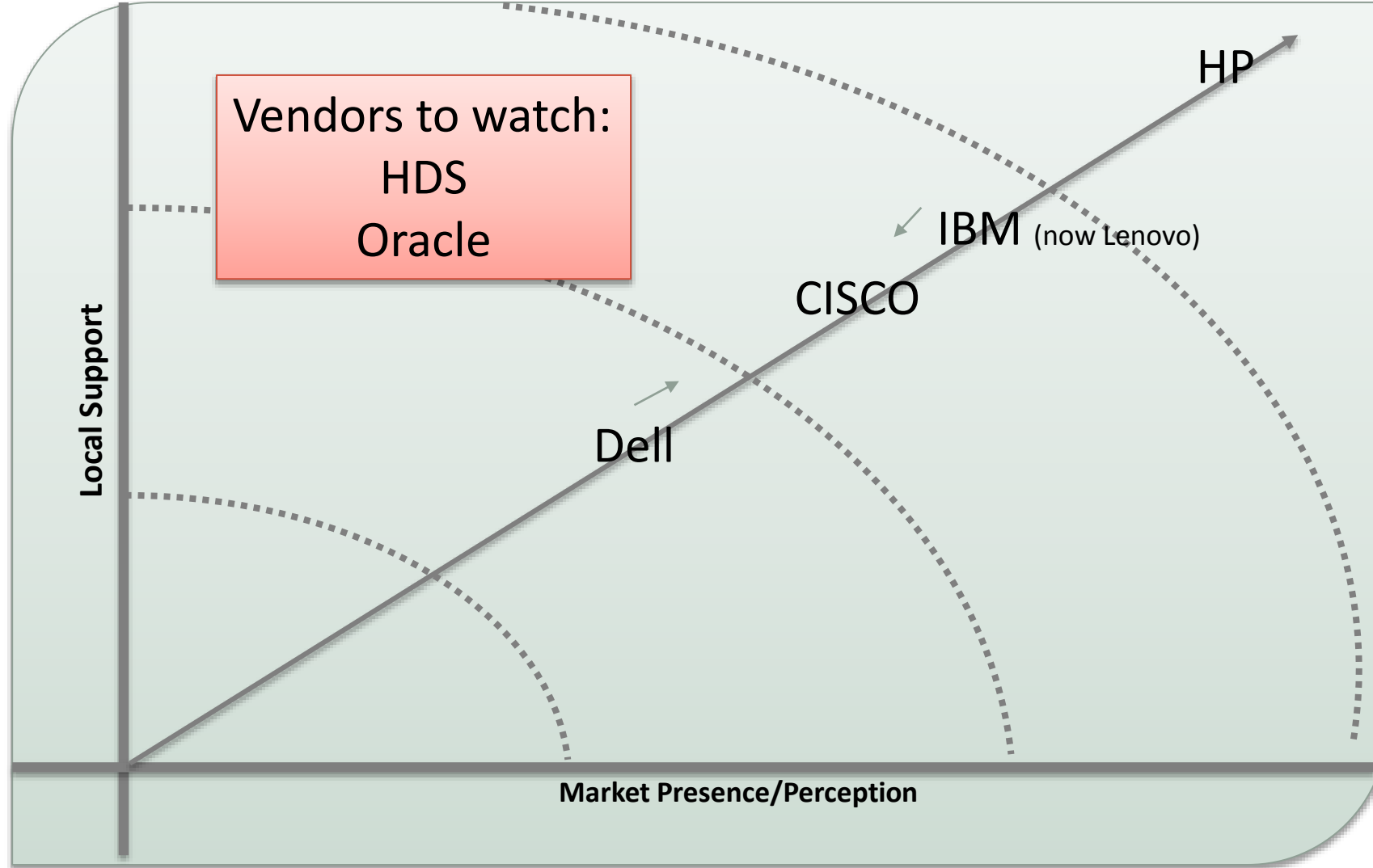
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Market Status and Recommendations

- Users are using these integrators (support, maintenance, virtualization projects, etc.) in Servers Open area (“System”):
- **HP EMET Malam-Team**
- Bynet Matrix WeAnkor One1\Harel
- EMC IBM Bezeqint
- Oracle Taldor Integrity-Software(SBC) Ness Aman

Intel Servers - Israeli Market Positioning 1Q14

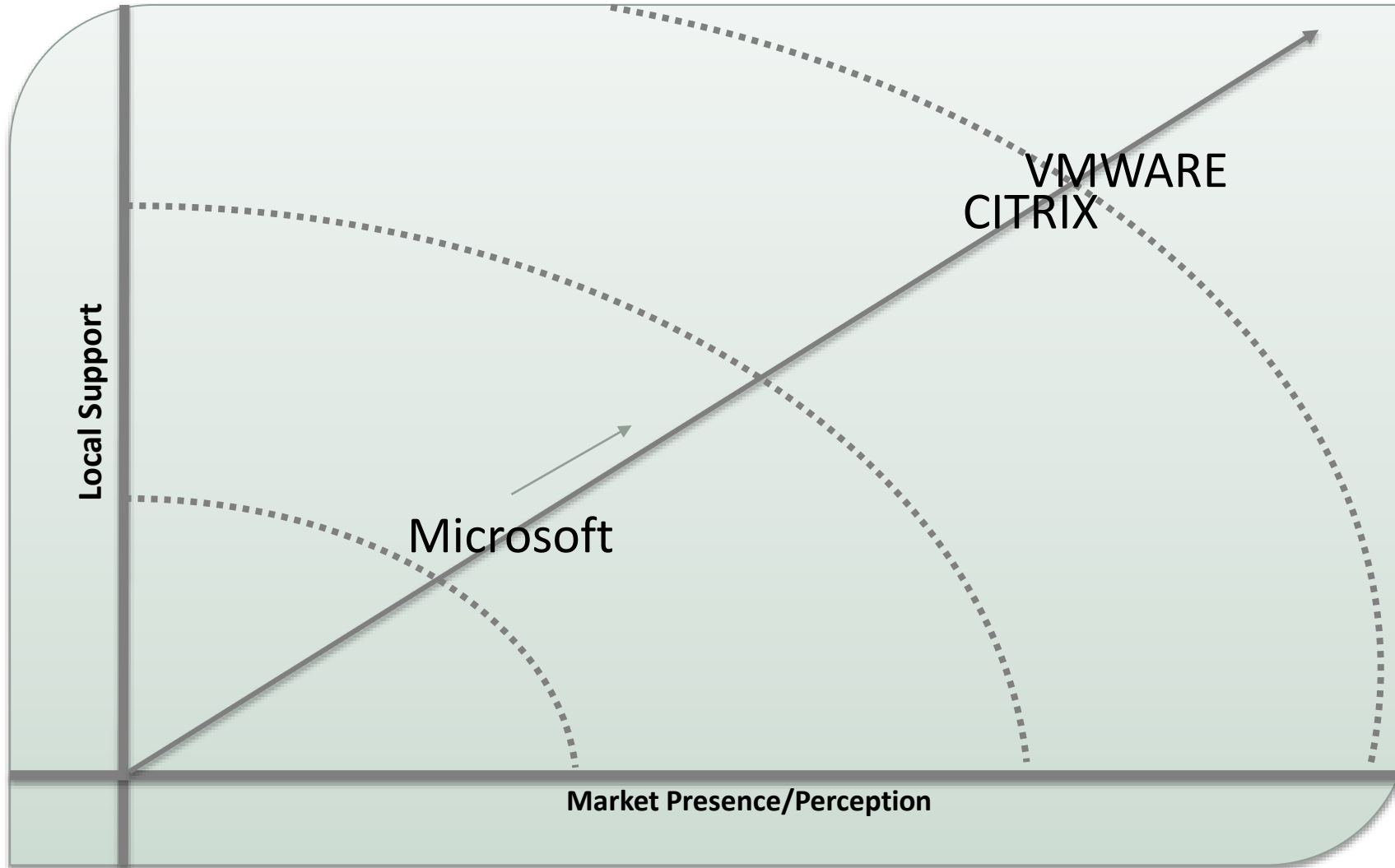


This analysis should be used with its supporting documents- specifically for IBM, Dell and CISCO positioning

About STKI server positioning 1Q14

- HP is the clear leader.
- IBM follows HP in mind share but from distance. STKI expects that for the near future IBM-Lenovo deal will not improve IBM's position but in longer term it might.
- Cisco UCS:
 - ❖ Current feedback from CISCO UCS clients is good
 - ❖ UCS redefines the relationship\processes between system and networking and storage teams – potentially makes integration easier. Users should accept the change
 - ❖ Client view Cisco technology to have some technology advantage but when asked to pay more not all clients will
- Dell is struggling with some success to position itself in the enterprise market. IBM-Lenovo deal might help Dell in the short term.

VDI infrastructure - Israeli Market Positioning 1Q14



This analysis should be used with its supporting documents- specifically for Dell and CISCO positioning

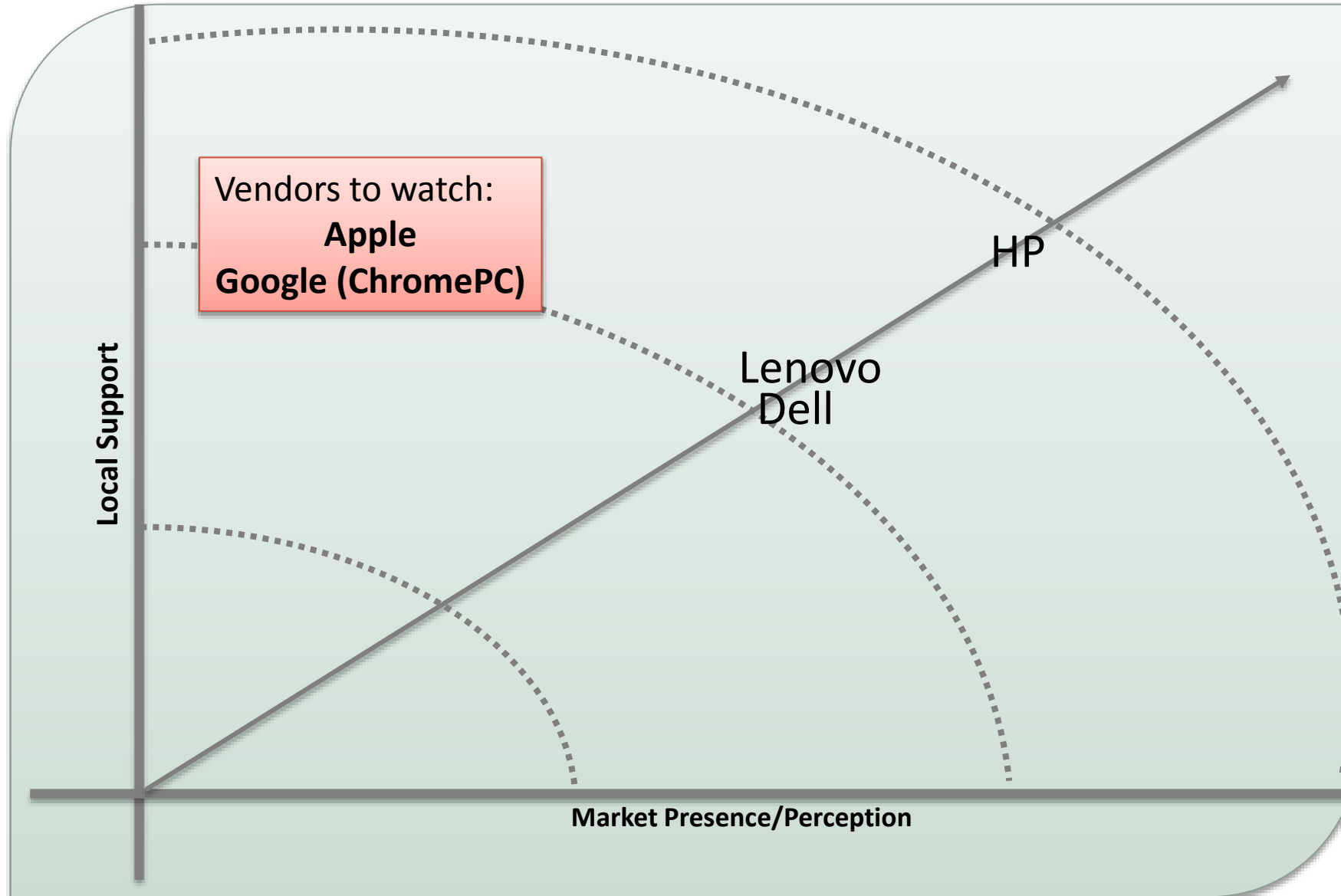
Market Status and Recommendations

- Users are using these integrators (support, maintenance, projects, win\office migration etc.) in PC

• One1-Harel-Calanit

- Ness, HP, Matrix, Malam
- IBM, Taldor

Enterprise Desktop - Israeli Market Positioning 1Q14



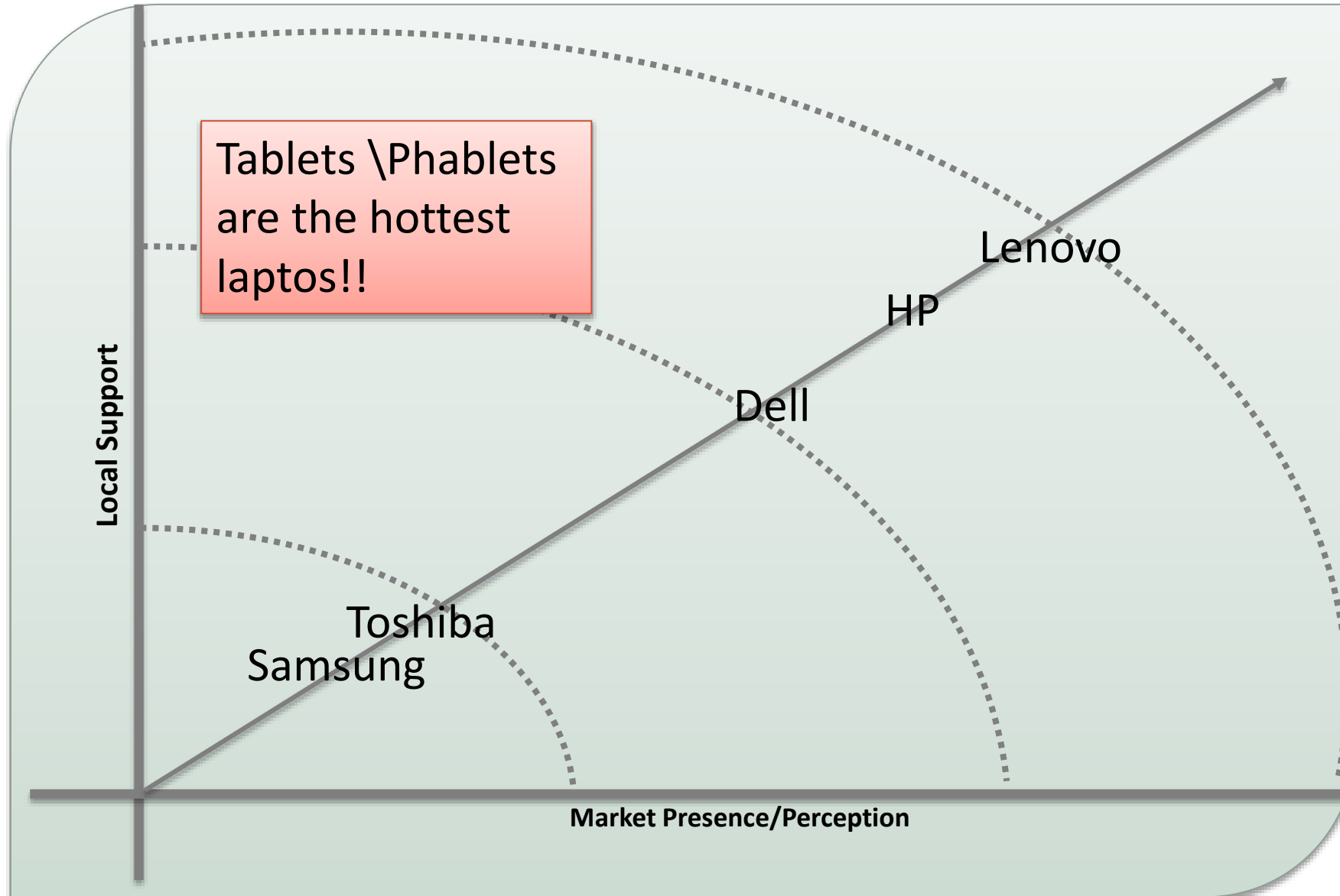
Unbelievably clients are still calling Lenovo "IBM"



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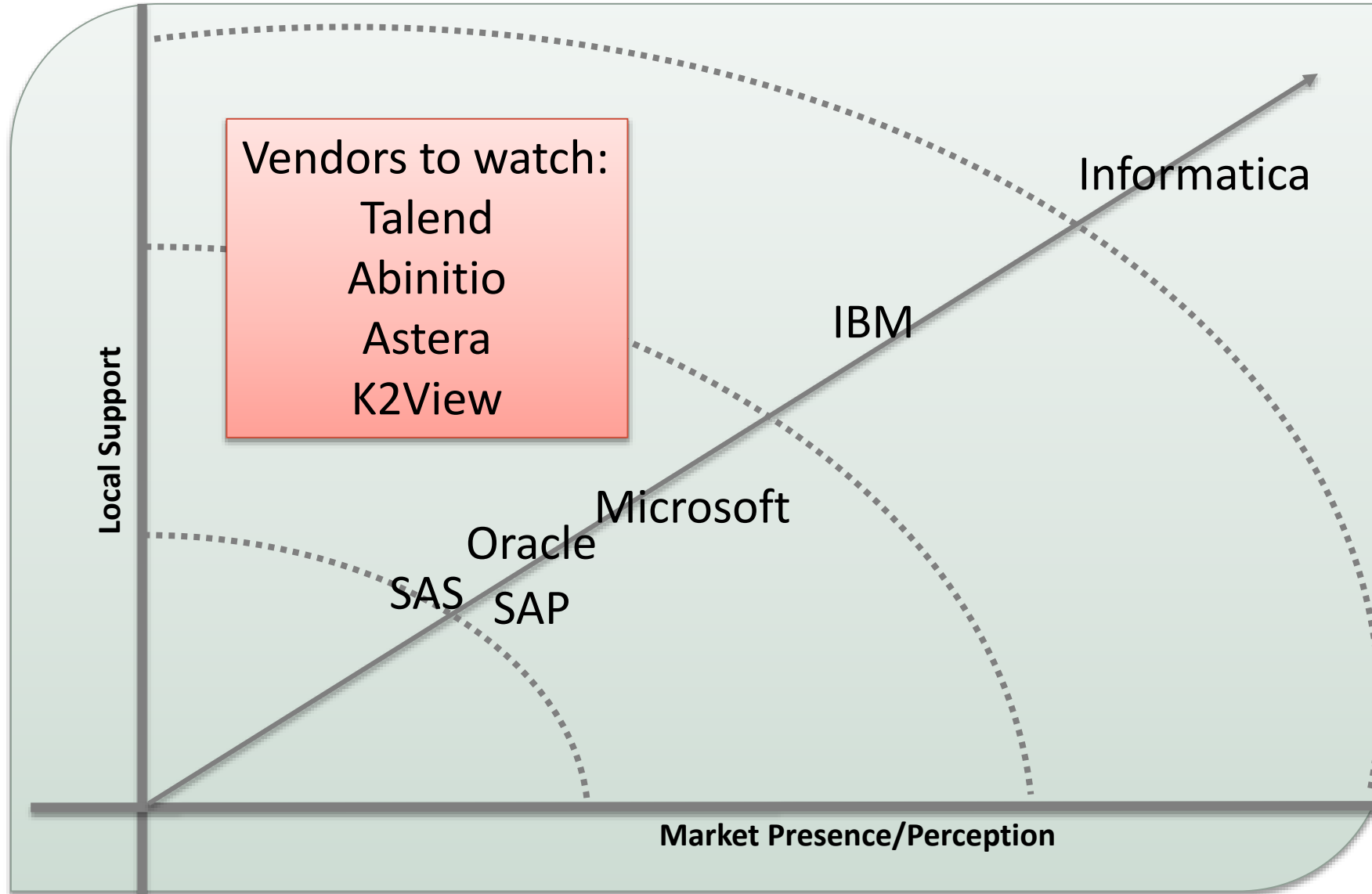
Enterprise Laptop - Israeli Market Positioning 1Q14



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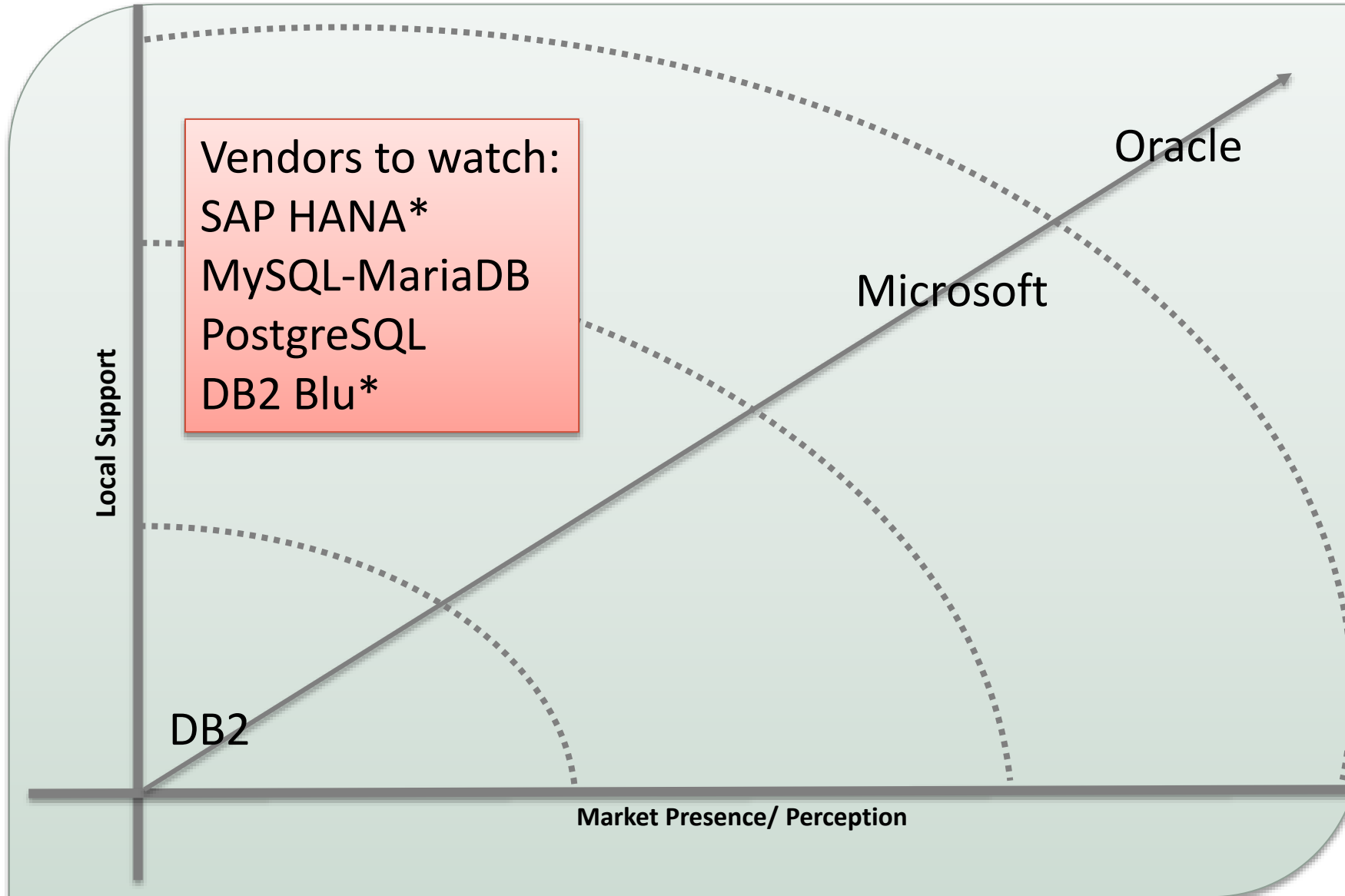
ETL - Israeli Market Positioning 1Q14



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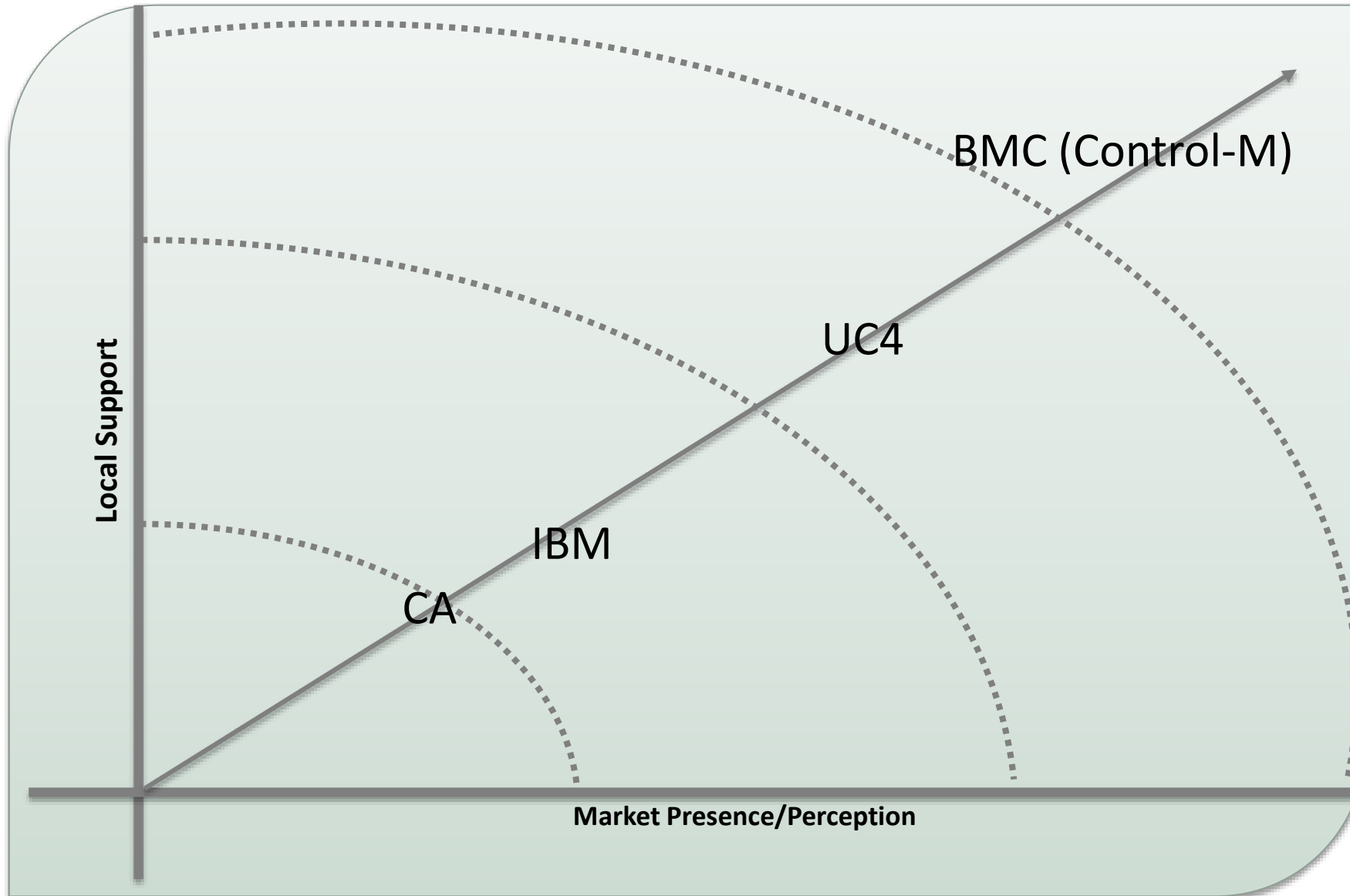
OLTP Open DBMS - Israeli Market Positioning 1Q14



* OLTP DBMS might merge with in memory DBMS

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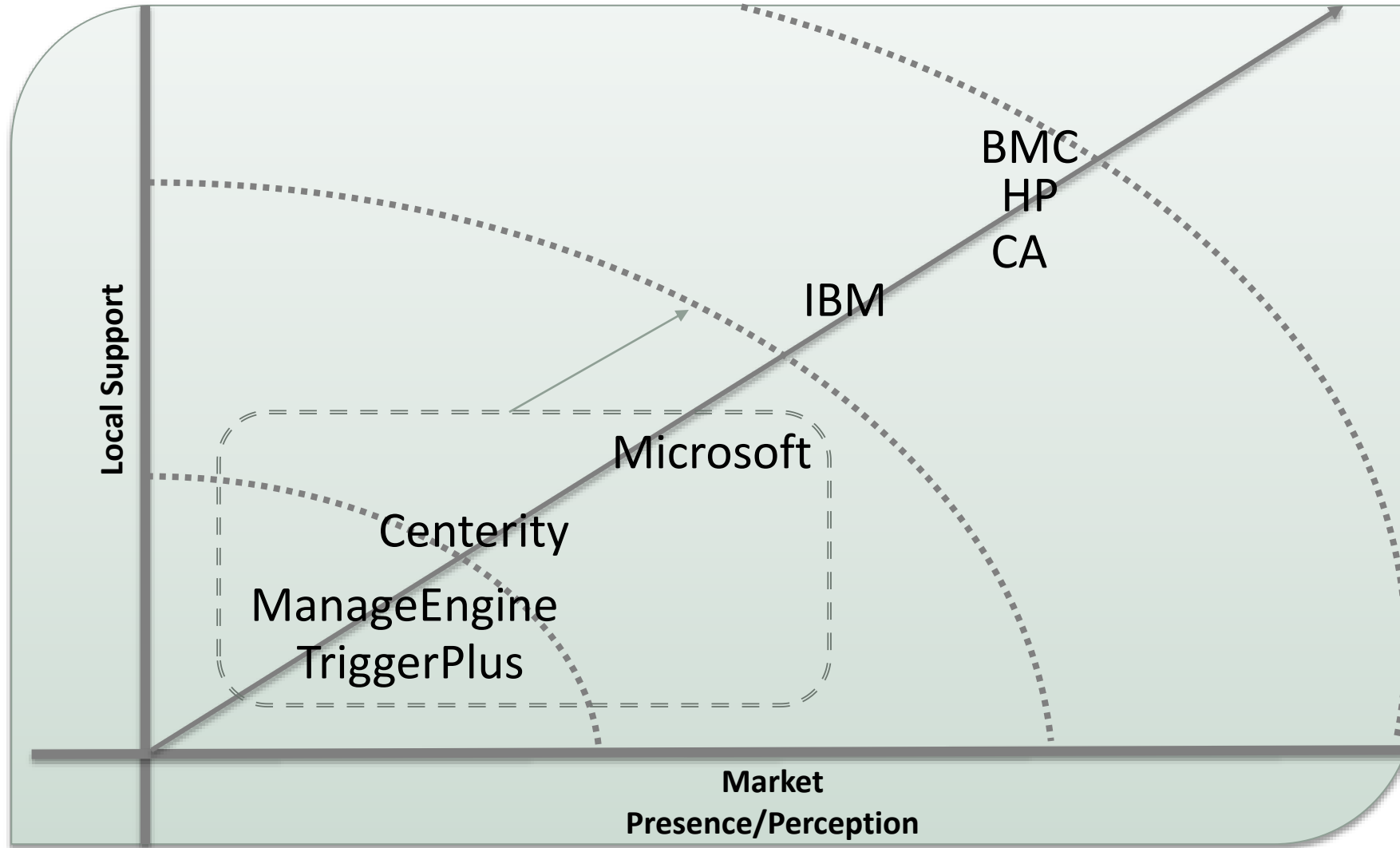
Enterprise Job Scheduling (Open) - Israeli Market Positioning 1Q14



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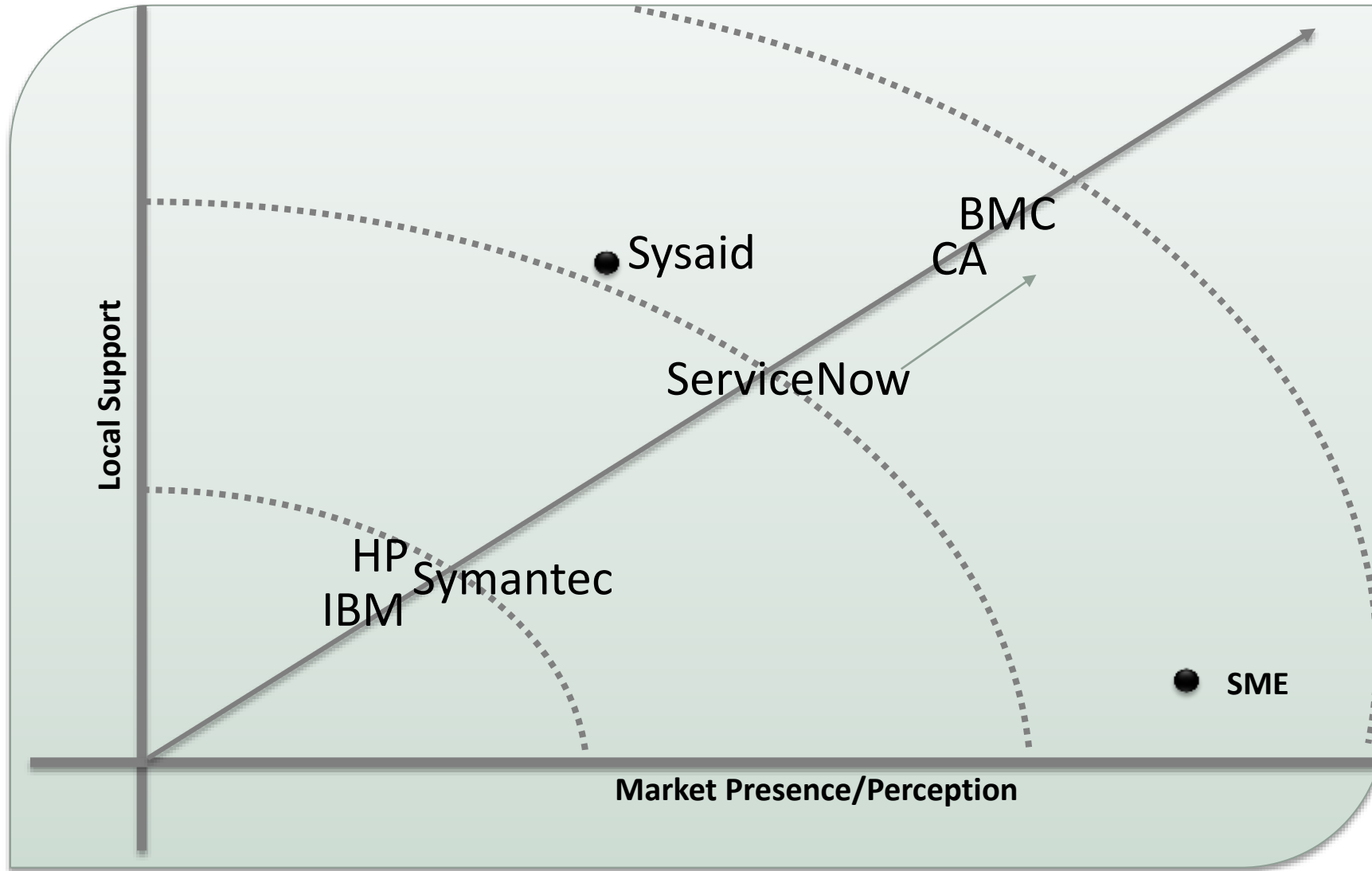
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Enterprise System Management Frameworks (Open) - Israeli Market Positioning 1Q14



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Dedicated Service Desk - Israeli Market Positioning 1Q14

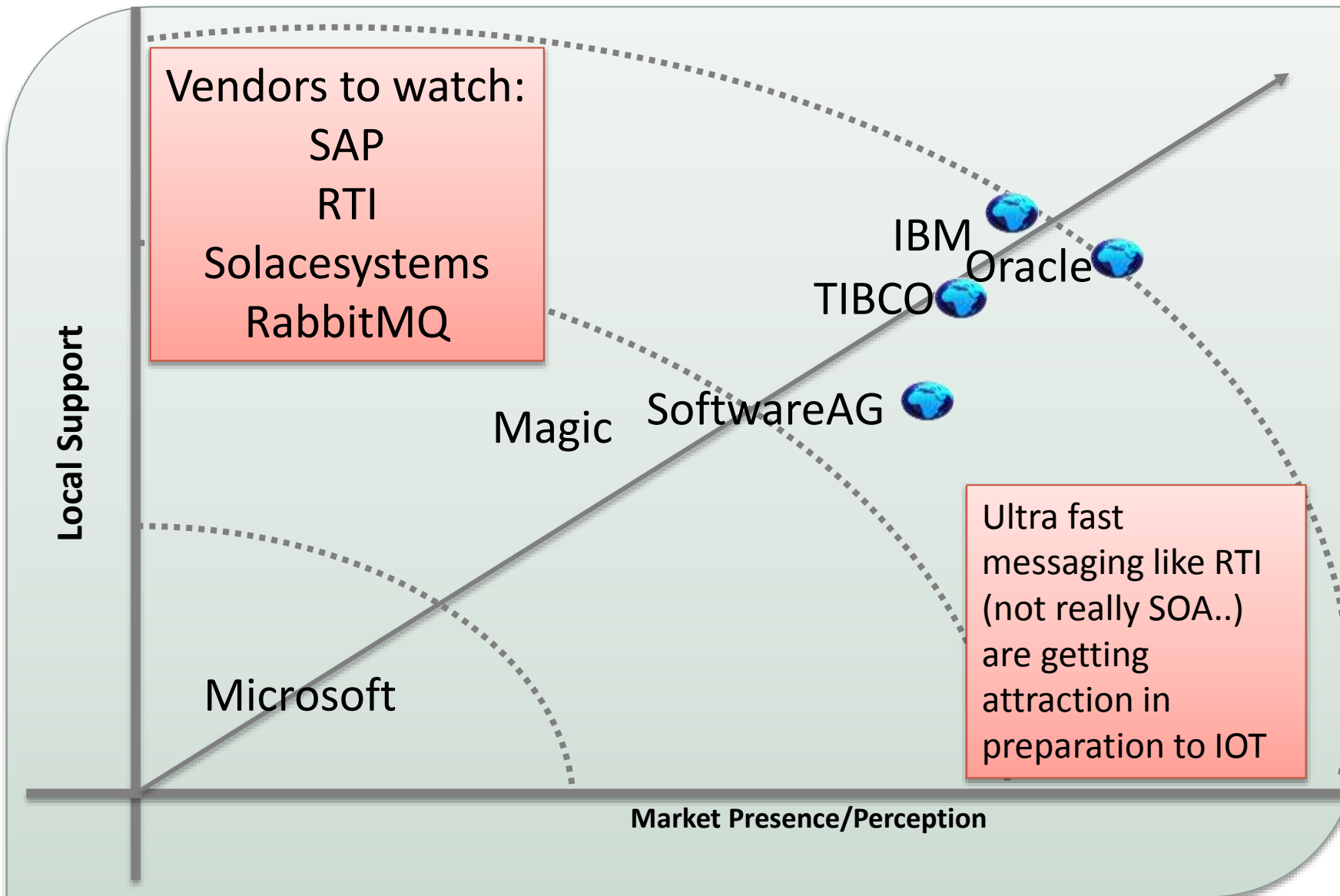


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SOA infrastructure - Israeli Market Positioning 1Q14



Worldwide Leader



Technology to watch:
HW solutions for high performance message routing like Layer7 or IBM's Datapower

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