

Scale in the Mega Data Center: Scale Supports Non-Blocking Network Inside Mega Data Center Building and More Efficient Processing

LEXINGTON, Massachusetts (April 25, 2017) – WinterGreen Research announces that it has published a new module *Scale in the Mega Data Center: Scale Supports Non-Blocking Network Inside Mega Data Center Building and More Efficient Processing*. The 2017 module has 102 pages and 67 tables and figures. This module is part of a study 2,622 pages long, with 1,273 tables and figures that addresses the business issues connected with data center modernization. There are 20 module parts to the larger study comprised of detailed analysis of how new infrastructure layers will work to support management of vast quantities of data.

The four superstar companies that are able to leverage IT to achieve growth, Microsoft, Google, Facebook, and the leader AWS all use Clos architecture. What is significant is that systems have to hit a certain scale before Clos networks work. Clos networks are what work now for flexibility and supporting innovation in an affordable manner.

The problem with many enterprise data centers and some cloud centers is that Category 5 Ethernet cable is spread throughout the existing enterprise data centers and utilized by the servers that achieve data communications using that cable. The servers and cable are a problem, the cable is too slow to handle all the data coming at us in the new digital age, and the associated technology that operates at Ethernet category 5 cable speeds is too slow as well, this is why the entire set of existing enterprise data centers is a bottleneck. Scale is needed to automate data center infrastructure.

Scale is a vital part of the technology used to support next generation data centers. The study is targeted to C-level executives that need to move quickly and surely to improve IT. Automation of IT depends on understanding the business market opportunity from an independent perspective. Vendors are smart but they are committed to the technology they are pushing, the Sea Change Series from WinterGreen Research is able to provide a perspective not available anywhere else because of the comprehensive in-depth, yet simple look at the technology impact on business.



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Extreme scale is what brings enough pathways inside a Mega data center to create a non-blocking (CLOS) networked server architecture. Non-blocking network architecture benefits the business because it permits launching thousands of virtual servers on demand at the application layer. In this manner, innovation can be made to happen quickly.

The data center is part of sea change because the cabling and servers are too slow to handle the mountains of data coming from a shift to everything digital. Those companies that are able to adapt can benefit from the ability to implement innovative projects quickly and inexpensively, stimulating rapid growth and enormous competitive advantage.

According to Susan Eustis, lead author of the team that prepared the study, “Mega data centers need to be understood by all senior executives whether they move in that direction or not. These are the IT used by the fastest growing organizations Google, AWS, Microsoft, and Facebook. There are 25 Sea Change Data Center study modules describing different aspects of the move to mega data centers. The Scale module describes that it is not sufficient just to try certain cloud techniques.

“Scale is an essential aspect of the data center positioning for these leading companies. These companies use Clos networks as their data center implementations. This module addresses how and why scale in the mega data center is important. The market shift to non-blocking network inside data center building means companies have to hit a certain scale before Clos networks work.”

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WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

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