

## **As Connected Cars Accelerate Data Creation, Data Virtualization Provides Key to Slowing Storage Growth says Actifio**

*Experts predict the “connected car” of the future will send 25 Gigabytes of data to the cloud every hour. That could consume up to 10 Terabytes of primary data storage per car per year, and up to 130 total Terabytes per car per year in total.*

Boston, MA ([PRWEB](#)) November 26, 2015 -- Networked or autonomous driving is emerging as both a big challenge and a big opportunity for the automotive industry. By 2017, four out of five new cars will have an Internet connection. According to experts, the connected car of the future will send 25 Gigabytes of data to the cloud every hour, representing up to 130 Terabytes of primary data storage per car, per year. Managing, accessing, and protecting that data will be a monumental challenge, and Copy Data Virtualization company [Actifio](#) today highlighted the important role data virtualization will play in enabling the Connected Cars of the future.

As networked mobility grows so will the demand for on-the-fly data analysis (real-time data analysis) and software development, challenging in particular the availability of data. As more data is processed through a data center, this data will need to remain in constant interaction with the vehicle on the road. In addition, new applications and software for networked vehicles will be required in future and must be continuously developed.

Networked mobility requires modern solutions to cope with the growing flood of data and the increasing demands on flexible data management and data access. The virtualization of data copies, or copy data virtualization, is one approach to address the challenges posed by the Connected Car era. This starts with more efficient data management and extends to DevOps scenarios where copy data management brings decisive advantages.

The sheer volume of data due to the growth of networked mobility is likely to overwhelm traditional approaches for data management in the future. Copy data virtualization offers a proven solution to the problem, breaking the traditional geometric relationship between the growth of primary data and the expansion of networked storage. Its implementation ensures that data is not burdened by multiple redundant copies of the various application data, which are still managed in separate silos in traditional environments. Data can be decoupled from its underlying infrastructure to achieve better reliability and mobility. The data is then deduplicated globally and virtual copies can be provided seamlessly across the whole IT spectrum - from the traditional data center to private or public cloud, SaaS, or hybrid cloud structures.

"Connected Cars will be sending 25 Gigabytes to the cloud every hour, the equivalent of a dozen HD movies and more capacity than most smartphones," said Ash Ashutosh, Actifio Founder & CEO. "Architects of the systems being built now to manage that deluge of data need to make sure it's being managed, accessed, and protected in the most efficient way possible, and the best way to do that is through copy data virtualization."

Copy data management shows its strengths in particular with typical challenges in DevOps scenarios. Test Data Handling with virtualised data management ensures faster, more efficient processes, lower costs, higher data security and rapid time-to-market with high quality in software development. These are important factors in the dynamic environment of the new automotive Draught Horse, Connected Cars.



#### About Actifio

Actifio virtualizes the data that is the lifeblood of businesses in more than 30 countries around the world. Actifio's Virtual Data Pipeline™ technology enables companies to manage, access and protect their data faster, more efficiently, and more simply by decoupling data from physical storage, similar to hypervisor technology decoupling compute from physical servers. For enterprise-class backup modernisation, self-serve instant data access, or service provider business transformation, Actifio is the first and only enterprise class copy data virtualization platform. For more visit [actifio.com](http://actifio.com), or follow us on Twitter [@actifio](https://twitter.com/actifio).



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