

A Note from Tom Silver

When we see job postings on Dice that label a technology “one of the critical emerging technologies” and “one of the hottest technology offerings,” it’s time to take notice. That’s the way some companies, looking for developers and salespeople, describe data deduplication.

Data deduplication eliminates redundant data from disk storage, easing a critical issue for companies that have to store and quickly retrieve enormous and growing amounts of data. If you have implemented this technology, each time a document is backed up, for example, only the changes a user makes to that document are saved—not an entirely new copy. It’s also a green technology; reducing the need for storage capacity cuts down on energy consumption. In IT, green is in, particularly when it carries economic benefits.

While some experts refer to data deduplication as the cornerstone of storage’s future, the reality is that it’s just in the early stages of adoption. A recent Morgan Stanley report pegs it as a top CIO priority this year. The 451 Group, an industry research firm, estimates the market for data deduplication in 2006 was \$100 million, and will rise to \$1 billion by 2009. In the past, data storage was not a CIO hot button. Now, as they seek to cope with wave after wave of new data, CIOs are paying attention.

Many IT departments have not embraced data deduplication yet. A survey of tech professionals on the Dice site found that only 23% of their organizations have implemented this solution. Another 61% have no current plans to adopt this technology. We expect those plans may change, however, as the technology becomes better known and accepted.

Enjoy this month’s issue of The Dice Report.

Tom Silver
Senior Vice President, Chief Marketing Officer

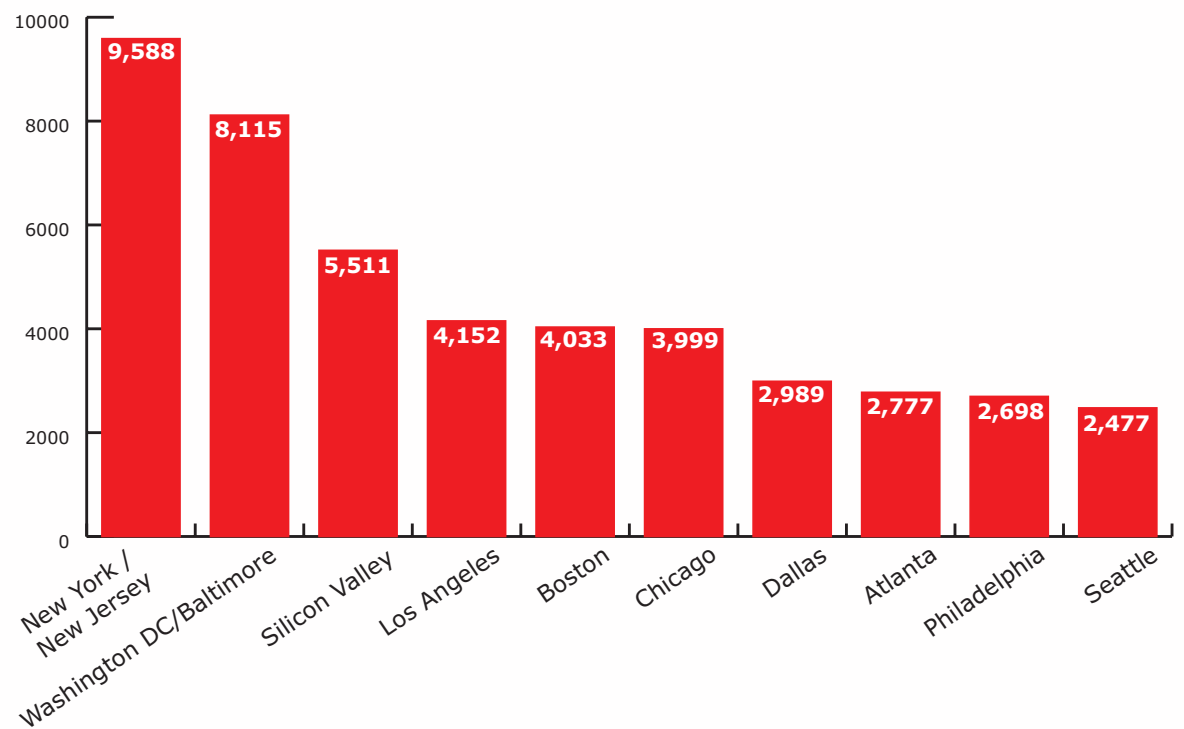
Dice by the Numbers

As of August 1, 2008*

Available Tech Jobs: 88,777
Full-time Positions: 60,666
Contract Positions: 36,737
Part-time Positions: 1,752

Top Tech Metro Areas

Based on number of jobs posted by zip code on Dice as of August 1, 2008*



Top Tech Skills

Based on number of jobs posted by tech skill on Dice as of August 1, 2008*

Operating Systems

1. Windows – 15,838
2. Unix – 13,051

Databases

1. Oracle – 19,109
2. SQL – 13,892

Programming Languages

1. C, C++, C# – 16,808
2. J2EE/Java – 16,607

Dice.com Tech Topic Poll

Data Deduplication has become a hot topic in the storage community. Has your organization adopted this technology?

18% Yes, we’ve saved significant disk space.

5% Yes, but the space savings have not met expectations.

16% Relatively soon, probably within the next 12 months.

61% No, we have no current plans to adopt this technology.

* A single job posting may reflect more than one skill, location or type of position; therefore, total figures for these attributes may be greater than total jobs posted.

Dice can provide specific and targeted data, including geographic information, at your request. For past issues of The Dice Report, visit Marketplace Trends at <http://about.dice.com>.

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