



Cost Reductions and the Impact on IT Infrastructure

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Biography

Tim Dales is a Product Marketing Manager at Infinidat (<https://www.infinidat.com>). Tim has over 30 years' experience in the development, marketing and sales of IT infrastructures.

A former Senior Analyst at a storage analyst firm working with the Dell/EMC product team on APEX and creating launch collateral for Pure Storage.

He has also held positions as an executive for networking vendor Solarflare, product marketing and sales for a CDP startup, MTI, and Emulex.

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Paper type Research

Abstract

Recently, IDC, the premier global provider of market intelligence, conducted a detailed survey and analysis of enterprise end users in North America and Europe – IDC White Paper, sponsored by Infinidat, The Business Value of Infinidat Storage¹, using the Infinidat InfiniBox® platform for their storage needs. Not only were the interviewees knowledgeable on the technical benefits of the InfiniBox platform, but they also had in-depth experience with the business benefits and economic impact of the InfiniBox platform on their enterprise infrastructure and IT cost base. In this article, the author looks at the IDC findings and the impact of reducing IT infrastructure costs, a critical component to managing OPEX and the overall TCO of storage investment.

Introduction

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives.

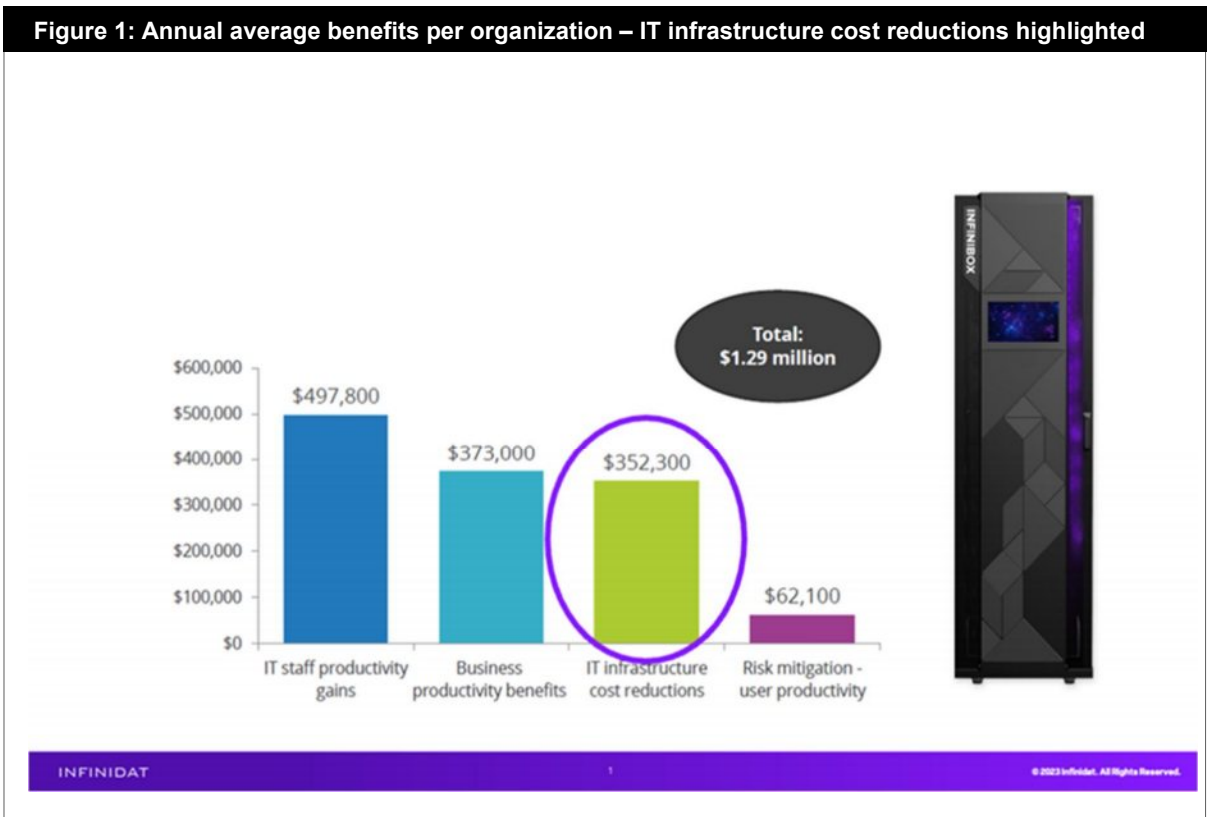


Data Centre and Virtualization

Based on its analysis, IDC created a sophisticated economic model that expresses the business value and cost savings of utilizing the InfiniBox platform. The outcome of this business value analysis is very compelling for any enterprise considering purchasing enterprise storage in these uncertain economic times. We are going to take a deeper dive into the analysis that IDC performed to highlight the business value that Infinidat creates for its customers.

Key findings

IDC quantified the value that study participants received at an average annual benefit of \$1.29 million over five years (see Figure 1). IDC further calculated that adoption would yield benefits of \$166,900 per PB of storage capacity.

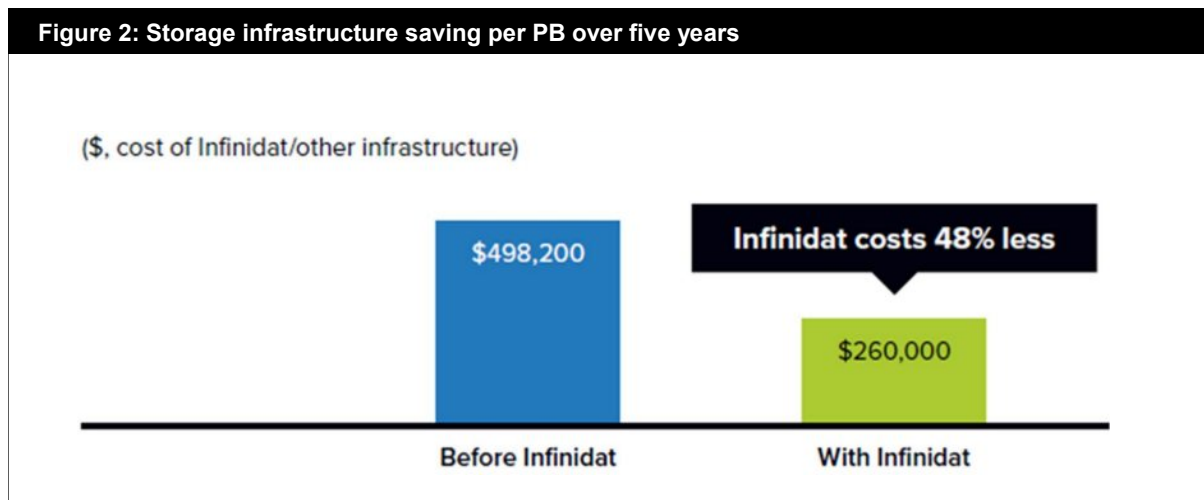


In the IDC analysis, there are three main areas that made a huge impact on an organization’s business value. In this article, I will focus on the first one – IT infrastructure cost reductions, which contributed almost 1/3 of the overall annual average benefits per organization, of \$1.29 million.

Enterprises in the study noted that they were cutting their infrastructure costs by nearly half because of Infinidat’s pricing model, which includes a “white glove” service, 24x7 support and maintenance for three years.



Figure 2: Storage infrastructure saving per PB over five years



How is it possible for Infinidat to cost 48% less, compared to the competition? There are two fundamental reasons:

1. InfuzeOS™ powers Infinidat's unique software-defined storage (SDS) architecture and drives all the capabilities, including performance, availability, cyber storage resilience, ease-of-use, and ultimately the economic benefits of our entire family of storage platforms – InfiniBox, InfiniBox™ SSA, and InfiniGuard®. As part of InfuzeOS is our comprehensive AIOps technology that autonomously automates.
2. The InfiniBox storage platform is built on industry-standard, commodity components without the expense and time-consuming process of engineering and developing custom/proprietary hardware components. Additionally, with Infinidat's multi-patented Neural Cache software technology, Infinidat has the lowest latency of any storage platform in the industry – critical for many workloads and especially for highly transactional workloads. With Neural Cache and our performance we can consolidate several competitive arrays onto much fewer InfiniBoxes, reducing OPEX costs as well as CAPEX. As new processors, I/O controllers, and memory evolve and provide greater capacity and performance, Infinidat can deploy this new technology faster, remain on the forefront of these technological advances, accelerate time-to-market, and bring the benefit of big cost savings to our customers.

Attractive value-for-cost

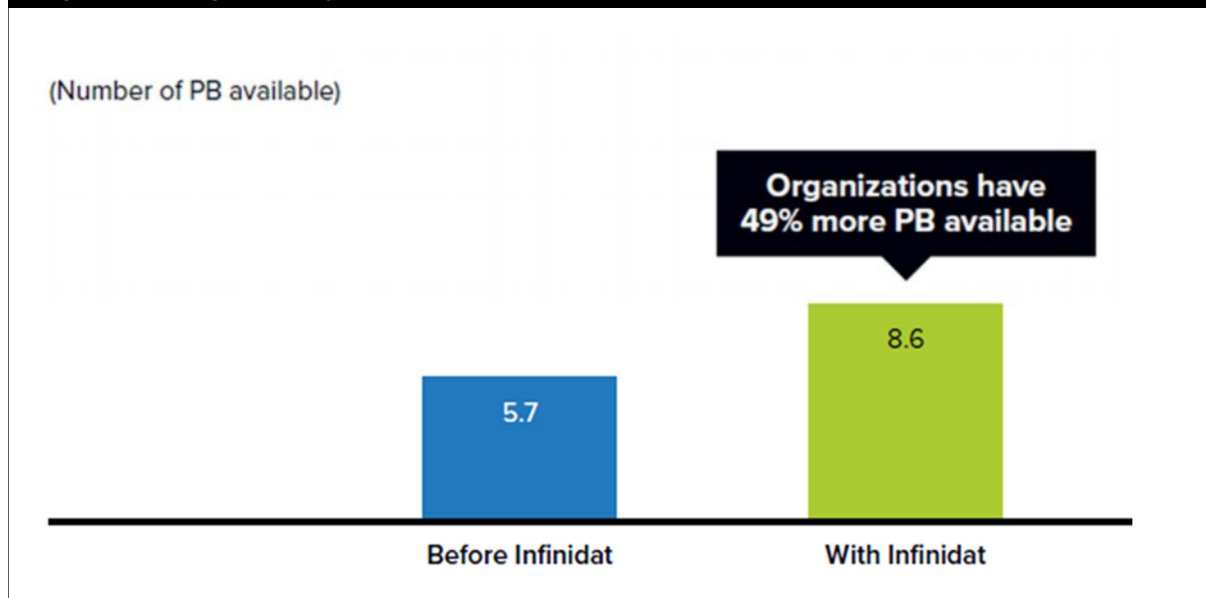
IDC evaluated and quantified a series of post-adoption operational impacts, including storage capacity. Customers who were interviewed indicated that the value-for-cost was attractive enough for them to buy more petabytes of storage that they could use to cover their business needs. *Figure 3* quantifies these storage capacity benefits, showing that after adoption, 49% more petabytes of capacity were available to support business needs and future growth.

Since the cost was 48% less, the IT team could purchase more storage capacity at the outset, instead of having to go back to finance to add more capacity at a later



date. Nobody wants to go back to finance asking to spend more money for something that was unplanned or unforeseen.

Figure 3: Storage capacity increase



As one of the interviewees noted:

*Meets performance needs cost effectively, North American Information Technology: "We had problems with certain workloads that existing commodity storage couldn't provide in terms of performance. They couldn't provide the necessary value for the price, so **it was cost that made us look at Infinidat InfiniBox**. We needed something that was faster and had better performance that was also in line with commodity storage on the market."*

Organizations are challenged to modernize their IT storage infrastructure to ensure optimal availability and reliability for their business-critical applications while controlling costs. The InfiniBox platform is designed to help companies meet these challenges by providing high performance infused with high availability, cyber storage resilience, and innovative management features, all within an OPEX model that drives value for their organization.

Reference

- ¹ Singh, H., Sliwa, C. and Pearson, D. Executive Summary: The Business Value of Infinidat Storage. (IDC). Available at <https://www.infinidat.com/en/resource-pdfs/idc-summary-business-value-infinidat-storage.pdf>