



Free Migrations Break the Stalemate Between Inertia and Modernization

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Biography

Stanley Zaffos is the Senior VP of Product Marketing at Infinidat (<https://www.infindat.com>). Prior to joining Infinidat, he was a Research VP with Gartner focused on Infrastructure and Operations Management.

His areas of expertise cover storage systems, emerging storage technologies, software-defined storage, hyper-converged infrastructure, and hybrid cloud infrastructure.

Stanley has worked with numerous clients to develop messaging and collateral that maximizes the impact of their product announcements and sales training, as well as helping to define roadmaps that ensure ongoing competitive advantage.

Keywords Data storage, Hybrid cloud, Data migrations, Service Level Agreements (SLA), Cloud storage
Paper type Opinion

Abstract

Data migrations are a lot like a toothache. You can delay going to the dentist for a while, but eventually, you are going. The desire to postpone data migrations is understandable. Migrations consume scarce staff resources; they are time-consuming, create financial and operational risks, and complicate vendor relations. As the author of this article explains, it's why Infinidat offers free data migrations for new customers done by experienced teams of professionals equipped with procedures, automation, and tools that transparently move data onto InfiniBox systems and guarantees regarding performance and schedule.

Introduction

Free migrations are the easiest and safest way to bound the risks and costs of changing storage vendors. Requiring the vendors bidding for your storage business to include the data migration effort enables “like for like” comparisons between incumbent and nonincumbent vendor bids.

Outsourcing to the storage vendors also provides insight into the vendors' internal skills and ease of use — if the bids are transparent. Transparency is critical because it makes it difficult for vendors to move money between hardware, software, maintenance, and consulting services that distort ease of use perceptions.



Why are data migrations painful?

Data migrations are inherently complex, and when poorly done, affect the ability of IT to meet Service Level Agreements (SLAs). They touch backup/recovery, Disaster Recovery (DR) schemes, business continuity plans, policies procedures, and asset/vendor management.

Ironically, if IT meets its service level objectives, the best that infrastructure and operations (I&O) Leaders can hope for is that data migrations complete on schedule and don't create operational problems.

If SLAs are not being met, these leaders face additional scheduling pressure because customers want their problems fixed asap. With the dangers of migrations understood (or experienced), the minimal set of prerequisites to successful data migrations are creating comprehensive planning, testing, implementing, and validating that data migrations were successful. Migrations can be resource-intensive, time-consuming, and risky to other SLAs such as performance and availability.

Of interest to senior management are: Did it solve the problem? How much did it cost? Did the migration complete on time? With more immediate risk than upside, migrations are a pain!

Why does Infinidat offer free data migrations to new customers?

In many sales situations our biggest competitor is inertia, and we are very good at doing seamless migrations. Removing or mitigating the costs and risks of data migrations makes it easier for prospects to put us on their shortlist and it takes away the biggest excuse or reason for doing nothing.

So, for Infinidat getting on a prospects shortlist is a strategic imperative because it often leads to I&O leaders assessing their satisfaction with existing storage solutions: something we encourage because, in competitive situations, we mostly win.

Free migrations, or even their discussion, provides Infinidat with an opportunity to showcase our deep technical competency and InfiniBox's performance, ease of use, and desirability as a consolidation platform. It also allows us to build relationships with prospective new customers and insights into their workloads.





Free migrations enable IT organizations with skills shortages, no recent migration experience, or limited budgets to augment their staff at no cost and benefit from working with teams experienced in doing data migrations. These benefits extend beyond meeting migration schedules to include skills transfers and visibility into the methodologies and automation and migration tools. New customers consolidating their storage infrastructures also benefit from InfiniBox's higher availability and simplified D/R schemes.

How can Infinidat afford to offer new customers free migrations?

Infinidat can offer free data migrations to new customers because we have driven much of the cost out of migrating onto InfiniBox. The cost reductions derive from InfiniBox Neural Cache algorithms and robust local and remote replication facilities, our selling large storage systems, and an experienced, competent staff equipped with the tools it needs to provide a consistent migration experience.



Data Centre and Virtualization

Another consideration is the success of our customers. Since most of our customers do significant upgrades within two years of becoming Infinidat customers, and our primary business is selling storage solutions, migrations only have to pay for themselves.

What are the “gotchas”?

The initial purchase and/or forecasted growth rates have to be large enough to justify committing a migration team to the project. The good news is that driving down the cost of the migrating data onto InfiniBox systems lowers the threshold of deal size acceptability, and it does not take a lot of effort to get a yeah or nay answer from an account team.

Another is that the organization has to commit staff resources to work with their Infinidat migration team. However, compared to taking on the migration project alone, free migrations increase the probability of success, shrink the inhouse resources needed by augmenting in-house skills, and shorten the calendar time required to complete the project.

Let’s talk

Infinidat’s success in the most competitive segment of the storage market, Fortune 2000 accounts; our creating a multi-PB storage solution with unbeatable ease of use, sub-msec response times, and an extensive ecosystem, superb support, and disruptively better economics are matters of the historical record. Now with free migrations, what do you have to lose? If you can’t answer that question or if this article has raised unanswered questions, it is time to talk with Infinidat.