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# Accelerating NVMe Capacity Adoption with Enterprise Storage-as-a-Service

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# The NVMe Promise(s)

## ▪ Performance

- Reduced latency
- Vastly increased concurrency

## ▪ Economics

- Economics of scale for enterprise applications
  - No “special” interface required for dual/multi-channel applications





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# Why Aren't We Delivering on the Economic Promise of NVMe?

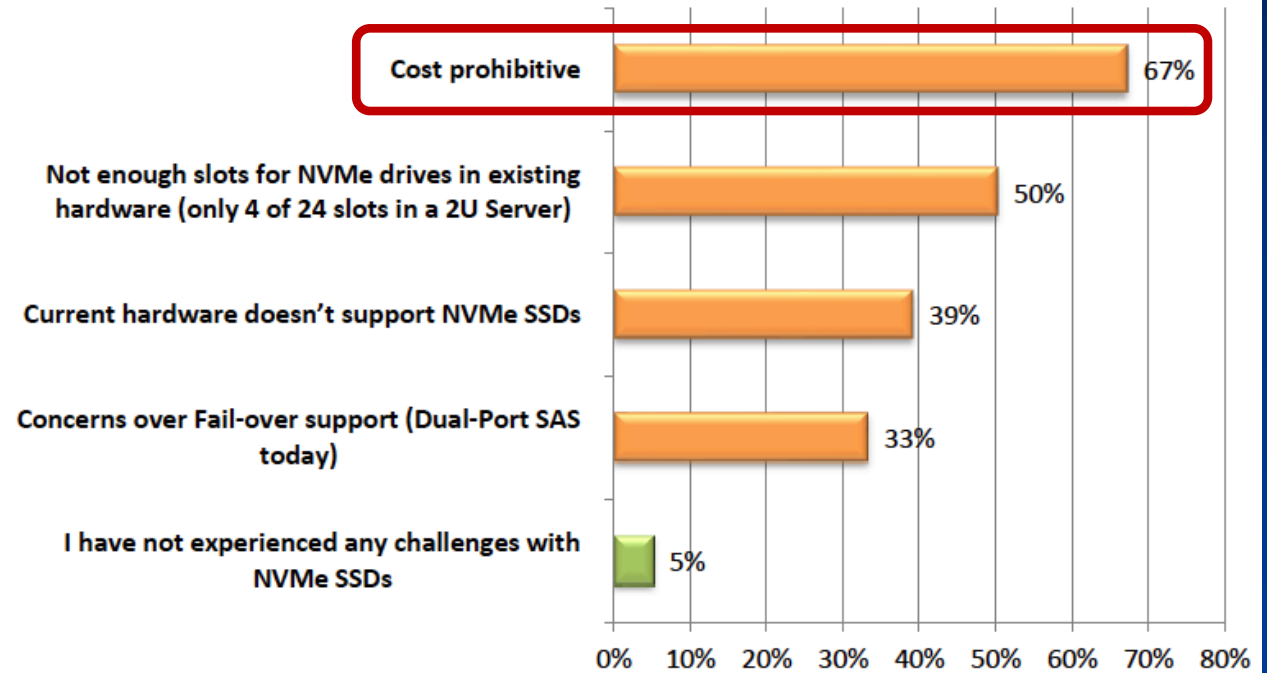
- **Enterprise Storage is Inherently Conservative**
- **Industry Analysts are Recommending Point Adoption**
  - Very well known industry analysts advising users to adopt NVMe only for applications that can show clear and immediate value with increased performance
- **Why are industry analysts saying this?**
  - It mostly comes down to price/cost
    - Plus concerns over NVMe-oF maturity
- **To date, NVMe has been priced as a premium CapEx option**



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# Premium Pricing is Slowing NVMe Adoption

**What challenges have you experienced using NVMe SSDs?**



- Dimension Research, "The State of Storage and Edge Computing Report Global Survey of Storage Professionals and Developers," June 2019

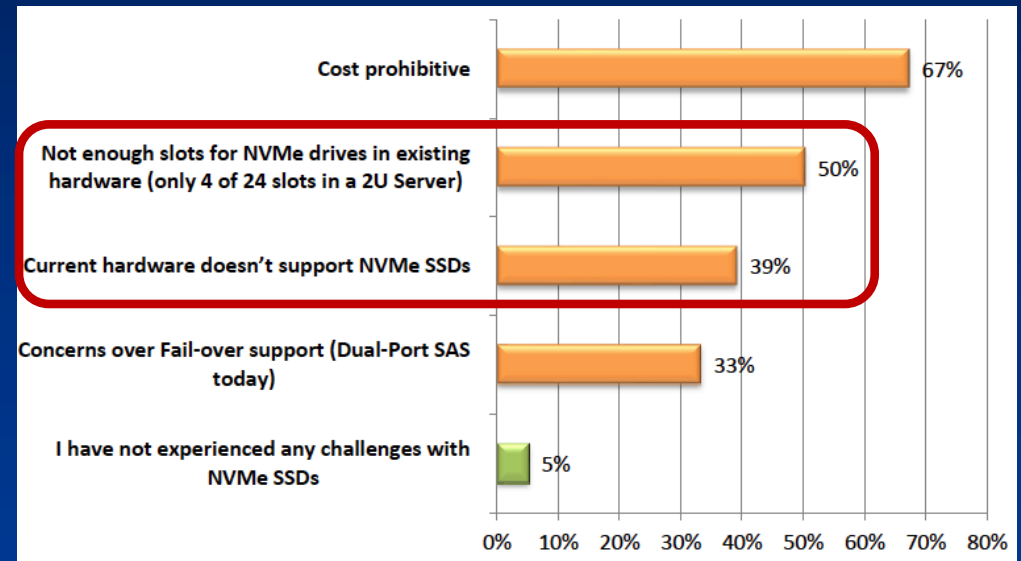


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# What Else is Slowing NVMe Adoption?

Sure, device cost is the leading single issue, BUT ALSO...

- Support for NVMe in existing equipment reported by 89% of respondents





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# How Enterprise Storage-as-a-Service Can Help

- **Simplify upgrades**
  - More on that in a minute
- **Reduce risk of buyer's remorse**
  - If you don't own it and it's easy to upgrade, you're not worried about obsolescence
- **Deliver economic benefits to the user**
  - Device prices NVMe vs. SAS have already crossed over
  - End user capacity pricing, not so much



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# Simplifying Storage Technology Upgrades

**As the industry pioneer in Enterprise STaaS, here's how Zadara handles technology upgrades**

- They're free
- No hidden costs, support plans, or complicated "we'll give you pro-rated credit..." deals
- On-premises, or in the cloud, or both
- Just request the upgrade

**We think everyone else should do this too.  
But they won't.**



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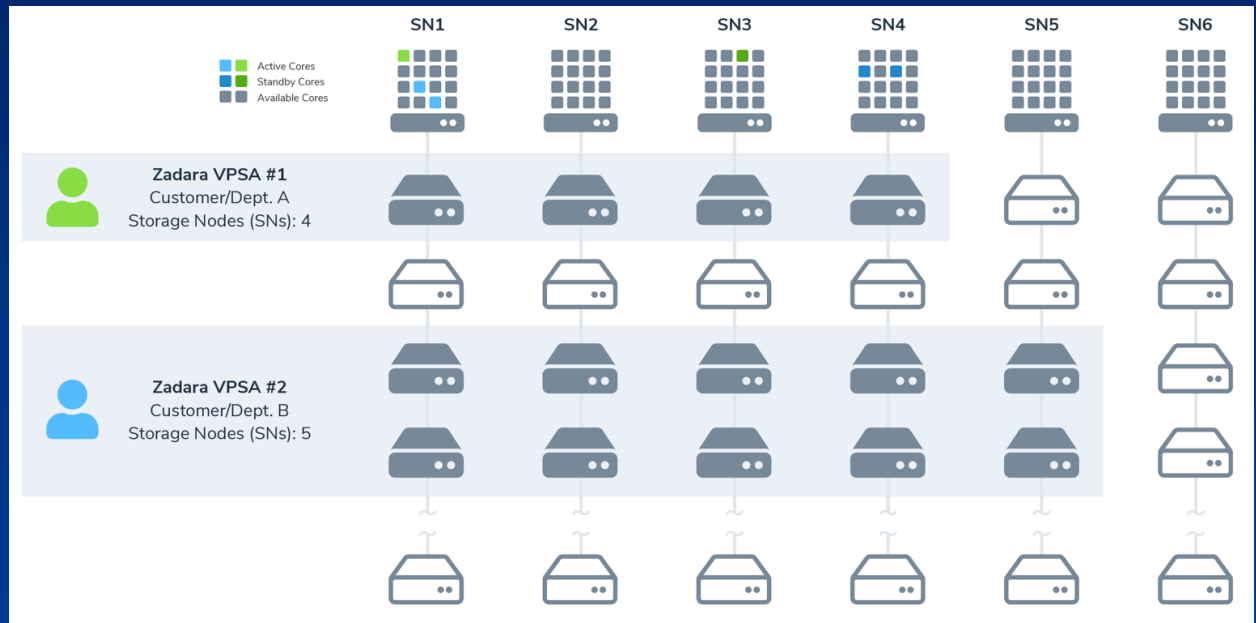
# Multi-Tenant Efficiency. Single-Tenant Experience.

## Dedicated

- CPU cores
- Memory
- Storage
- Cache

Elastic in all directions

Seamless, rapid failover







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# Customer Story: K3 Starcom k3starcom. CLOUD AND MORE FROM THE K3 GROUP

- **Starcom is the UK's leading supplier of integrated business systems for the retail, manufacturing and distribution sectors**
  - **Specialist in ERP hosting, system integration and cloud services**
    - Microsoft Tier 1 Cloud Solution Provider
    - Private, public, and hybrid clouds
  - **Adopted Zadara enterprise storage-as-a-service in 2015**
    - Started with SAS 10k RPM HDDs
    - In 2017 moved to 1.6 TB SSDs
    - In 2019, moved to 3.8TB SSDs
    - Expect to move to NVMe in 2019
- } No cost, on-demand upgrades allow Starcom to jump to lower capacity cost curves for immediate business impact
- } Their monthly bill will go down(!)



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# Summary

- **NVMe capacity is ready for explosive adoption**
- **Key factors are holding that adoption back**
  - Price
  - Complexity
- **By addressing these limiting factors and making it easier for users to quickly benefit from ALL the advantages of NVMe capacity**
  - Performance
  - Economics
- **Enterprise storage-as-a-service can accelerate broad adoption**



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Thank You!