

# All-Flash Technology

Getting the Advantage of Software Defined Storage

**Eric Herzog, CMO at Infinidat**

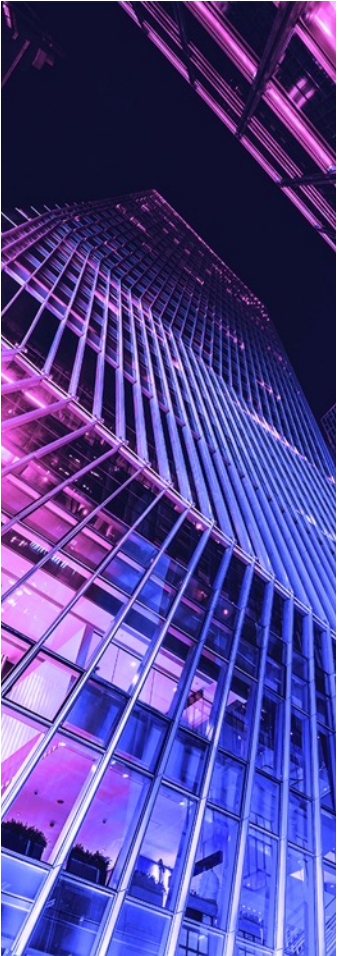


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# Storage Cybersecurity Surges to Safeguard Enterprises



- Enterprises have not yet filled all their gaps on the security front
- The pace of cyberattacks continues to increase as it is not will you suffer a cyberattack, but when and how often
  - 1,168 – the average weekly attacks an enterprise suffers
- Cybersecurity was the #2 concern of CEOs in the June 2023 Fortune 500 CEO survey
- Security is built into everything Infinidat provides
  - Integration of InfiniSafe® cyber storage resilience and security technology across Infinidat's the InfiniBox®, InfiniBox™ SSA II and InfiniGuard® solutions
  - Delivers the key tenants of storage cyber resilience
    - Immutable snapshots of an enterprise's data
    - Logical air-gapping: local, remote or both
    - Fenced Forensic environment
    - Guaranteed rapid recovery: 1 minute or less on the InfiniBox family and 20 minutes or less on the InfiniGuard
    - Cyber detection with InfiniSafe Cyber Detection technology

# Hybrid Cloud Storage of Most Interest for Enterprises

- Many companies are realizing that having highly transactional workloads that are fully moved to public cloud have too many issues
  - Applications do not get the SLAs from the public cloud provides they need in terms of availability, performance, or reliability
  - Much more expensive to go completely to the public cloud
    - When a company is doing large numbers of transactions, the networking fees alone skyrocket
    - Emerged best practice leverage hybrid cloud deployments based on needs of applications, workloads, and use cases
- Infinidat offers state-of-the-art on-prem solutions for both primary and secondary storage that leverage hybrid cloud environments with InfuzeOS Cloud Edition



# Intense Focus on Costs Drive Enterprises to Rethink Storage



- Tough global financial conditions continue to drive an intense focus on IT enterprise infrastructure costs
- Several ways to attack this issue
  - Sweat the asset
  - Postpone purchases despite exponential capacity growth
  - Leverage Cost Effective storage
- Key attributes of cost-effective enterprise storage
  - Deliver ROI in under 12 months
  - Consolidate existing storage into fewer storage arrays, reducing CAPEX and OPEX
  - Use autonomous automation, storage AIOps, and ease-of-use to drive down IT resource OPEX
  - Environmentally optimized storage = lower cost storage
  - Aggregate workloads with high performance storage
  - Utilize guaranteed SLAs
  - Take advantage of cloud-like storage consumption models

# Green IT Will Reduce Data Center Environmentals

- Data centers use enormous amounts of power impacting carbon footprint
- Consolidating storage systems delivers smaller environmental impacts, reduction in OPEX, and lower power and cooling budgets
- Reducing energy usage, cooling, rack space, and floor space results from consolidation
- Less storage systems results in less to recycle and lower recycling costs
- [Infinidat enables organizations to go green in the data center](#) by consolidating storage arrays and purpose-built backup appliances (PBBA)
  - Large-capacity storage systems and PBBAs puts more data into smaller spaces, freeing up rack space and floor space while reducing energy consumption
  - When companies use fewer storage arrays, they use less power and less cooling, resulting in both a green impact and substantial cost savings in CAPEX and OPEX, as well as a reduction in IT operational needs.
  - Fewer storage systems translates into recycling fewer systems in the future, recycling a lower amount of material and at a lower cost
  - Green IT = cost savings





# White-glove Customer Experience is the Norm



- Enterprises and service providers/hosting providers expect a higher level of pro-active customer experience
  - Service & support
  - User experience
- IT buyers will want “easier, faster and better” as the defining attributes of enterprise technology solutions
  - Easier, faster, better translate into time savings and cost savings
  - IT buyers also expect higher levels of service & support, obtaining answers immediately from qualified professionals
- Infinidat delivers the best customer experience in the storage industry
  - As noted in Gartner Peer Insights, “white glove service” with first-rate technical advisors
  - Top-notch service & support
  - Easy to deploy and utilize autonomous automation solutions for storage platforms that manage themselves.

# Reduce Risks with Guaranteed Service Level Agreements (SLAs)

- Enterprises want to substantially reduce risks
- Guaranteed SLAs reduce risks
- Suppliers will be expected to provide rock-solid guarantees
- Enterprises and service providers should look for guaranteed SLAs on:



100% availability



Cyber resilience and recovery for primary and secondary storage

- Primary storage recovery times of 1 minute or less
- Secondary storage recovery times of 20 minutes or less
- Snapshot immutability



Application and workload performance

# INFINIDAT *at FMS*



**Dates:** Aug 8 – 10, 2023

**Location:** Santa Clara, CA

**Booth:** 649

## Tuesday, August 8

- 8:30am – 9:35am: Will All Storage Reside in the Public Cloud?
- 9:45am – 10:45am: All-Flash Technology Getting the Advantage of Software Defined Storage
- 3:20pm – 4:25pm: Perpetual Upgrades, Managed Services and Other Modern Storage Consumption Models
- 7:30pm – 9:00pm: Chat with the Experts: Beer & Pizza Night

## Wednesday, August 9

- 8:30am – 9:35am: The current state and future direction of storage system investments for Generative AI and Analytics Workloads
- 3:30pm – 4:35pm: Reduce Ransomware Exposure with Comprehensive Storage Cyber Resilience - DSEC-203-1: Cyber Resiliency and Systems: What You Don't Know Will Hurt You
- 3:30pm – 4:35pm: CMO Panel – Flash Arrays Will Be Everywhere but What Are the Changing Customer Requirements and Winning Go-to-Market Strategies






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# Thank You!

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