5 Ways to Enable Your Competitive Advantage at Multi-Petabyte Scale
Introduction

Data storage infrastructure owners face an important set of challenges. With data footprints growing at 30% or more each year, our industry has reached a critical inflection point. How can we remove barriers to digital transformation? How can we identify, enable, and capitalize on the value of data that is redefining competitive advantage?

This report presents an overview of five critical advantages offered by Infinidat’s InfiniBox storage system that enable storage infrastructure owners to achieve competitive advantage at multi-petabyte scale.

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The InfiniBox® enterprise storage system delivers faster than all-flash performance, multi-petabyte scalability, and bulletproof reliability, built for a broad range of mixed application workloads in enterprise data centers. Infinite zero-impact snapshots, dependable active/active, synchronous & asynchronous replication, and flexible, software-defined quality of service come standard, with guaranteed reliability and data security.

With InfiniBox, enterprise IT organizations and managed service providers are able to exceed their service level objectives while radically lowering the cost and complexity of their storage operations.
Faster Than All-Flash Performance

Sub-millisecond access across multi-petabyte data sets enables competitive advantage in every industry, from retail and financial services to healthcare, manufacturing, and managed services.

The heart of every InfiniBox is Neural Cache, a machine learning algorithm that maintains a connected history of every data section the system has received since inception. By observing all network traffic to the storage system, Neural Cache uses the I/O history to recognize correlations in data access patterns and immediately begins predicting future I/O requests, which are preemptively staged in cache. Because most I/O requests are served directly from RAM (which is more than 100x lower latency than flash), InfiniBox customers can expect higher application performance from virtually any enterprise workload versus what traditional all-flash arrays can deliver.

“Storage performance has become an afterthought to us. From a performance standpoint, we can throw whatever we want at Infinidat.”

Michael Gray, CTO
Thrive

Neural Cache in Action: An industry-leading, publicly traded US retailer relies on InfiniBox for all of its major workloads, including ERP, accounting, finance, online sales, and website. Shown here are results from a 7-day snapshot of the read cache performance during Black Friday/Cyber Monday, the busiest shopping days of the year in the US.
Always-On Availability

For data-driven businesses, downtime is measured in financial loss, reputational damage, customer dissatisfaction, and more. According to IDC, infrastructure failure costs large businesses $100,000 per hour on average, while critical application failures exact a far steeper toll, ranging from $500,000 to $1 million per hour.

InfiniBox is designed for 100% availability over the course of its entire lifecycle with an architecture supporting the equivalent of approximately three seconds of downtime per year. In addition, the active:active:active nature of InfiniBox eliminates traditional performance impacts of component failures. Our customers report no loss of data, even upon multiple disk failures. InfiniBox offers end-to-end business continuity features, including synchronous replication, asynchronous remote mirroring and snapshots. Using snapshots, recovery of a database can be reduced to the amount of time it takes to map the volumes to hosts—minutes instead of hours—using a more traditional backup and recovery process.

“In 4 years, we have had zero downtime, including during software upgrades.”

Dan Hamilton, VP of Technology
Whipcord

EXCERPT FROM IDC WHITEPAPER:
Achieving Seven-Nines of Availability for Modern Data Infrastructures

“Considering the shortcomings of traditional storage architectures, and data protection and recovery technologies, the need exists for a new model of storage system that is built from scratch to provide higher levels of availability without sacrificing capacity, scalability, performance, and ease-of-use, or significantly inflating costs.

InfiniBox, Infinidat’s hybrid flash array, was developed to eliminate these trade-offs, offering advantages in performance, seven-nines of availability (an order of magnitude better than even the best all-flash arrays today), resiliency (sustaining multiple simultaneous failures without impact), scalability, and storage density at a compelling price point.”
Your IT staff can focus on their day-to-day responsibilities because Infinidat monitors your systems to maintain optimal storage performance and availability. If an event occurs that requires additional support, Infinidat’s proven support process ensures rapid resolution with minimal hands-on intervention.

**Ease of Management**

**RESILIENCE**
- Designed for zero downtime over the course of its entire lifecycle with seven-nines reliability
- Heartbeat monitoring and predictive health analysis eliminates potential issues before they occur
- Triple-redundancy of all major hardware components keeps the system fully operational if a failure occurs

**SIMPLECTY**
- Secure Remote Support allow for fast and easy issue resolution anywhere in the world
- Heartbeat monitoring with proactive Call Home diagnostics and resolution for any issue
- Low-risk updates and capacity expansion with limited hardware touches

**SUPPORT**
- Every Infinidat solution includes the services of a dedicated Technical Advisor at no additional cost
- Your Infinidat Technical Advisor ensures that you get the best support and service from installation to configuration and operation, including all updates and upgrades

“Infinidat helps our entire team sleep better at night by proactively identifying and resolving technical issues, often before we’re even aware of them.”

Marc Creviere, Principal Systems Engineer
US Signal

98% of worldwide service calls over the past 12 months were proactively initiated by Infinidat

1.07 average annual field engineer visits per system, representing a 6-EB global footprint

98% of clients would recommend Infinidat according to Gartner Peer Insights™ reviews
Lower TCO + Higher ROI

There’s a reason CIOs and Procurement Officers love Infinidat. Our customers experience a step function reduction in both CapEx and OpEx when they migrate from legacy all-flash arrays or hybrid disk systems to InfiniBox, while simultaneously improving application performance and reliability.

To help organizations better understand the benefits and costs associated with InfiniBox, Infinidat commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study. Forrester interviewed current InfiniBox customers across several industries and geographies.

With the information gathered, Forrester uncovered some remarkable results based on a composite organization. The study revealed the following business benefits:

- 125% Return on Investment (ROI)
- A total benefit of $18.4 million over three years
- An investment with a very positive Net Present Value (NPV) of $10.3M
- Downtime cost savings of $1.2 million
- Payback in less than six months

“Infinidat’s solutions averaged 50% less expensive on a usable TB basis than previous storage.”

Forrester Total Economic Impact Report
Infinidat offers flexible CapEx and OpEx procurement models to meet your evolving business needs. For example, you can purchase a system, but if you don’t need the entire capacity up front, our Elastic Pricing model enables you to access additional capacity as you need it, with the entire capacity pre-installed on either a short-term OpEx “rental” basis, or you can acquire it in 10 TB increments at a predetermined price.

Our OpEx models include InfiniBox FLX for on-premises storage, where you pay for initial capacity and additional increments on a per TB per month basis as you grow or shrink. Each of these models can also be combined to address swing workloads and temporary needs. Your Infinidat representative can provide additional details and design a strategy to meet your needs.

“Our clients can pay for storage as they need it, without procurement hassles. They can grow at a moment’s notice and pay for it retroactively.”

Sean Gilbride, CTO
Daymark Solutions
ABOUT INFINIDAT

Infinidat helps enterprises and service providers empower their data-driven competitive advantage at scale. Infinidat’s software-focused architecture delivers sub-millisecond latency, 100% availability, and scalability with a significantly lower total cost of ownership than competing storage technologies. The company was founded by storage industry pioneer, Moshe Yanai, in 2011 and has shipped over 7EB worldwide to date.

INFINIDAT

To learn more about how Infinidat can help your organization scale to win, visit infinidat.com or call +1.855.900.4634