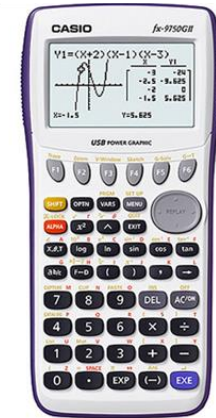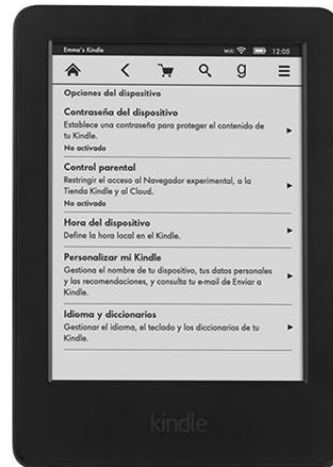# Simplify IT with Hyperconverence

Dylan Morison

Regional Sales Director - Asia

Hyperconvergence

VS

What on the CIO's Mind?

Reduce IT costs and
streamline operations

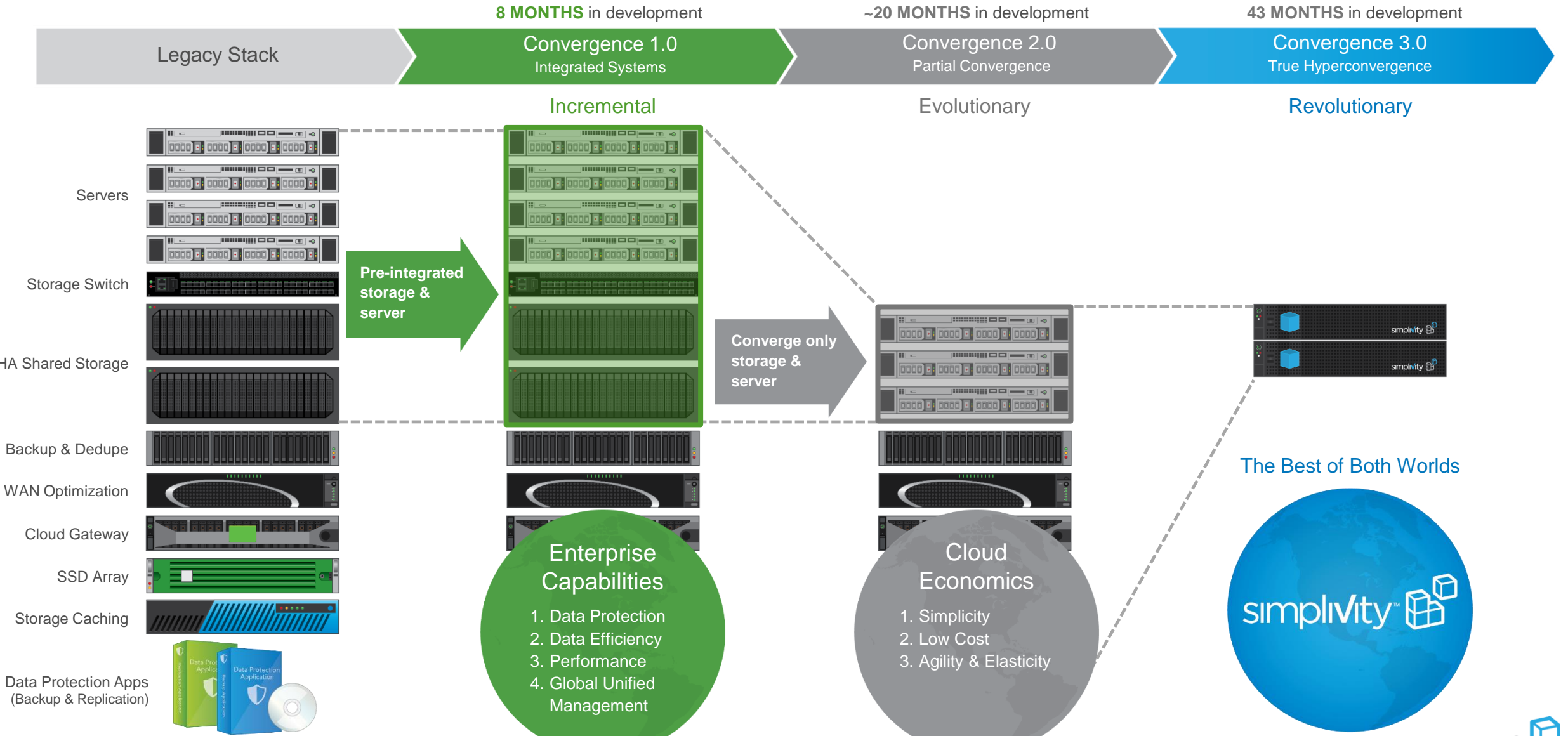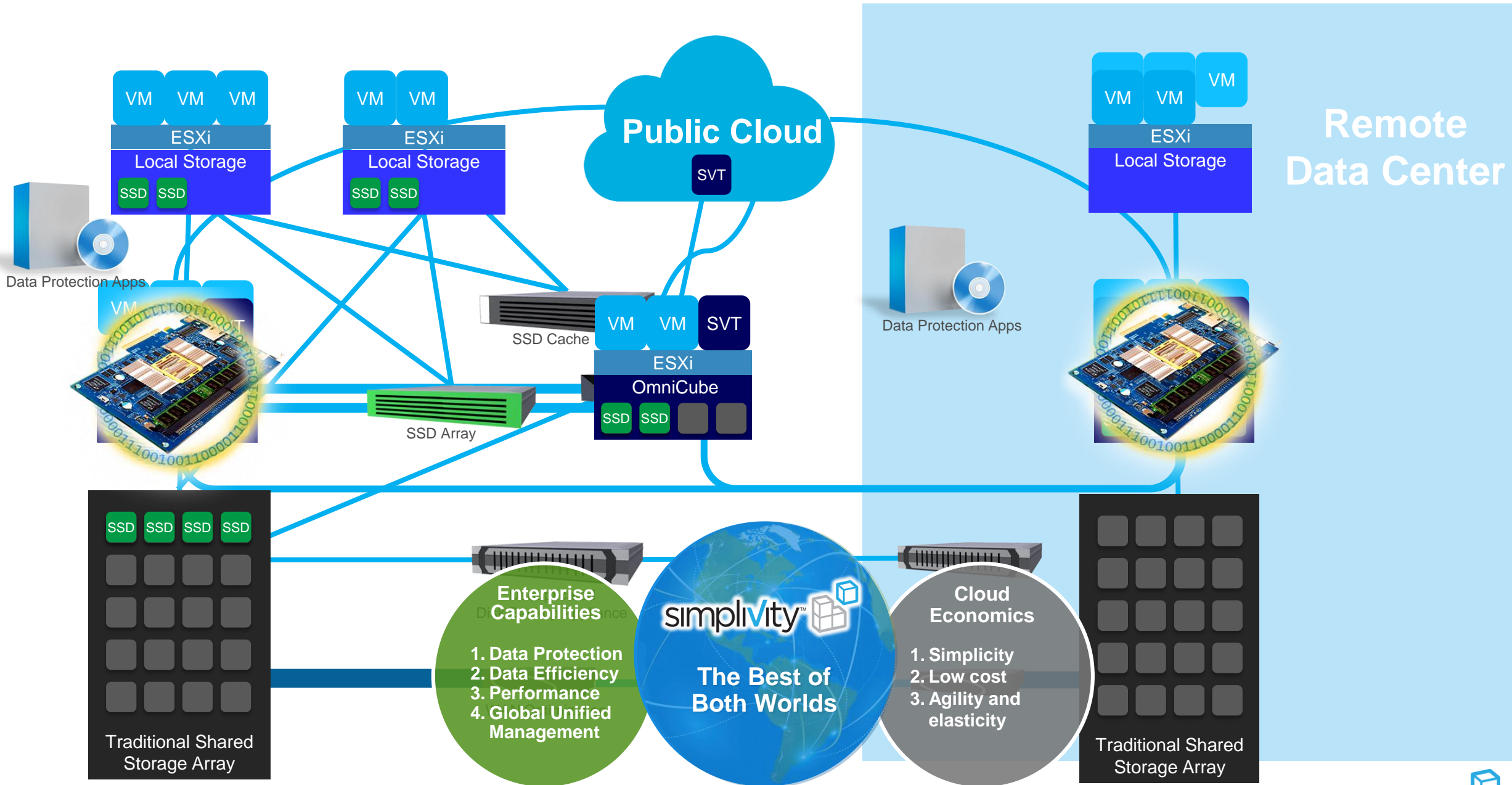Improve agility and
time to production

Maximize uptime and
prevent data loss

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⬡Hyperconvergence 3.0

Evolution of Convergence

Legacy Stack	**8 MONTHS** in development Convergence 1.0 Integrated Systems	**~20 MONTHS** in development Convergence 2.0 Partial Convergence	**43 MONTHS** in development Convergence 3.0 True Hyperconvergence
	Incremental	Evolutionary	Revolutionary

Servers

Storage Switch

Pre-integrated storage & server

HA Shared Storage

Converge only storage & server

Backup & Dedupe

WAN Optimization

Cloud Gateway

SSD Array

Storage Caching

Data Protection Apps
(Backup & Replication)

Enterprise Capabilities
1. Data Protection
2. Data Efficiency
3. Performance
4. Global Unified Management

Cloud Economics
1. Simplicity
2. Low Cost
3. Agility & Elasticity

The Best of Both Worlds

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Public Cloud

SVT

Remote Data Center

VM VM VM
ESXi
Local Storage

VM VM VM
ESXi
Local Storage

VM VM
ESXi
Local Storage

SSD SSD

SSD SSD

Data Protection Apps

Data Protection Apps

VM

SSD Cache

VM VM SVT
ESXi
OmniCube
SSD SSD

SSD Array

SSD SSD SSD SSD

Traditional Shared Storage Array

Traditional Shared Storage Array

Enterprise Capabilities
1. Data Protection
2. Data Efficiency
3. Performance
4. Global Unified Management

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The Best of Both Worlds

Cloud Economics
1. Simplicity
2. Low cost
3. Agility and elasticity

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🗍 SimpliVity Market Momentum

SimpliVity Introduction

Pioneer in hyperconverged infrastructure
- Founded in 2009
- Over 6.5 years of product maturity
- 750+ employees worldwide
- More than 6,000 systems shipped

Global presence
- Offices in Westborough, MA, USA; Bellevue, WA, USA; Cork, Ireland; Berlin, Germany
- > 50% of sales from outside of North America
- More than 1,000 resellers and distributors globally

Rated 9.5 out of 10 in customer satisfaction
- Winner of NorthFace ScoreBoard Award for Excellence in Customer Service and Support
- Net Promoter Score of 90

Recognized market leader
- Leader in Forrester Wave report for HCI in 2016

2014-2015 Growth

HCI Overall	71.4%
SimpliVity	110.7%
Nutanix	77.2%
Others	29.0%
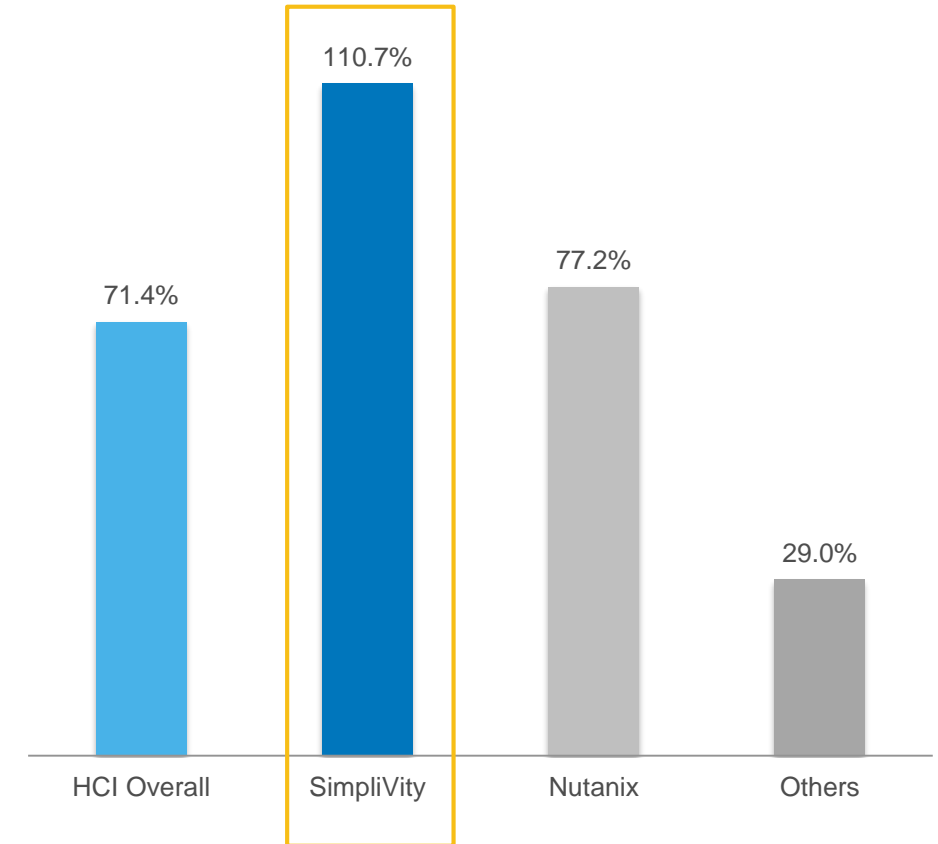
Gartner®

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Customer Results

Production Workloads Running on SimpliVity

Which application types are you running or planning to run on SimpliVity?

Application	%
Oracle	19%
Microsoft Exchange	48%
Microsoft SQL Server	83%
Microsoft SharePoint	35%
SAP	9%
VDI	36%
Industry-specific application (e.g., 911 system, healthcare application, legal case management, CAD/CAM, etc.)	47%
E-Commerce	10%
Other	21%
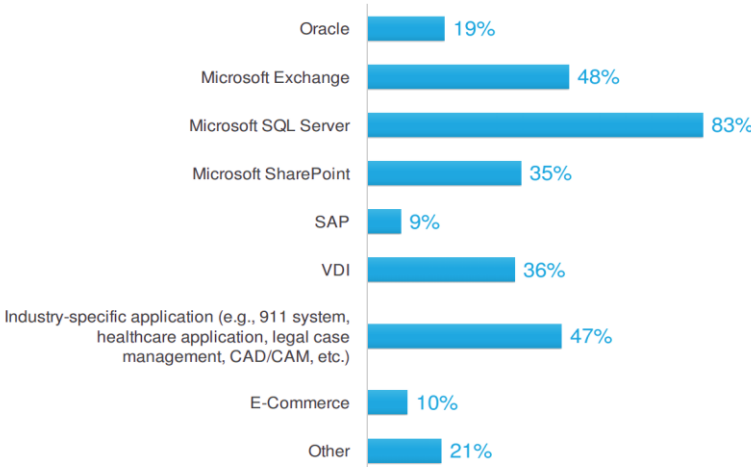
65% of midmarket customers run
100%
of virtualized workloads on SimpliVity

SimpliVity Enables Dramatic Efficiency

Since deploying SimpliVity, what efficiency benefits have you realized or what do you expect to realize regarding IO and capacity savings?

- Greater than 300:1: **5%**
- 200:1 to 300:1: **10%**
- 100:1 to 200:1: **20%**
- 50:1 to 100:1: **28%**
- Up to 50:1: **38%**
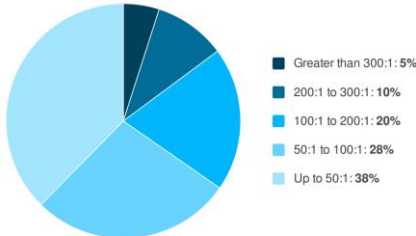
>1/3 with
>100:1
Data Efficiency

SimpliVity provides dramatic Application performance improvements

Since deploying SimpliVity, how much have you improved or do you expect to improve performance?

- Greater than 75%: **17%**
- 50% to 75%: **33%**
- 25% to 50%: **38%**
- Up to 25%: **12%**
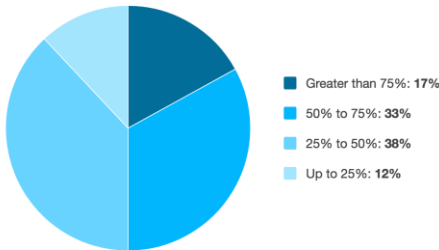
1/2 see
>50%
Performance Improvements

Source: TechValidate and internal research

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Business Benefits

Why SimpliVity Hyperconvergence Matters?

Reduce IT costs and streamline operations

1. **73% TCO savings** compared to traditional IT infrastructure – a 3.7x reduction (Forrester Consulting)
2. **10:1 device reduction** (Forrester Consulting)
3. **22% to 49% TCO savings** compared to Amazon Web Services (Evaluator Group)

Improve agility and time to production

1. 81% increase in **time spent on innovation** (IDC)
2. **Rapid scaling** to 1,000 VMs with peak and predictable performance (ESG)
3. **One hour** to provision eight-node cluster (ESG)

Maximize uptime and prevent data loss

1. 57% of customers **reduced recovery time** from days or hours to minutes (TechValidate)
2. 70% improvement in **backup/recovery and DR** (IDC)
3. 51% of customers **retired existing third-party** backup or replication software (IDC)

ESG Enterprise Strategy Group · Evaluator Group · FORRESTER® · IDC Analyze the Future · TechValidate™

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Validation: Today's 80 / 20 Reality - IDC

Percentage of Time Spent on Customary IT Tasks over a Given Week

Task	%
Monitoring, troubleshooting	24.8
Provisioning, patching, and configuration	21.6
Innovation and new projects	20.5
New service request and approvals	18.4
Vendor and internal meetings	14.7

Innovation & New Projects only = 20%!

(% of respondents)
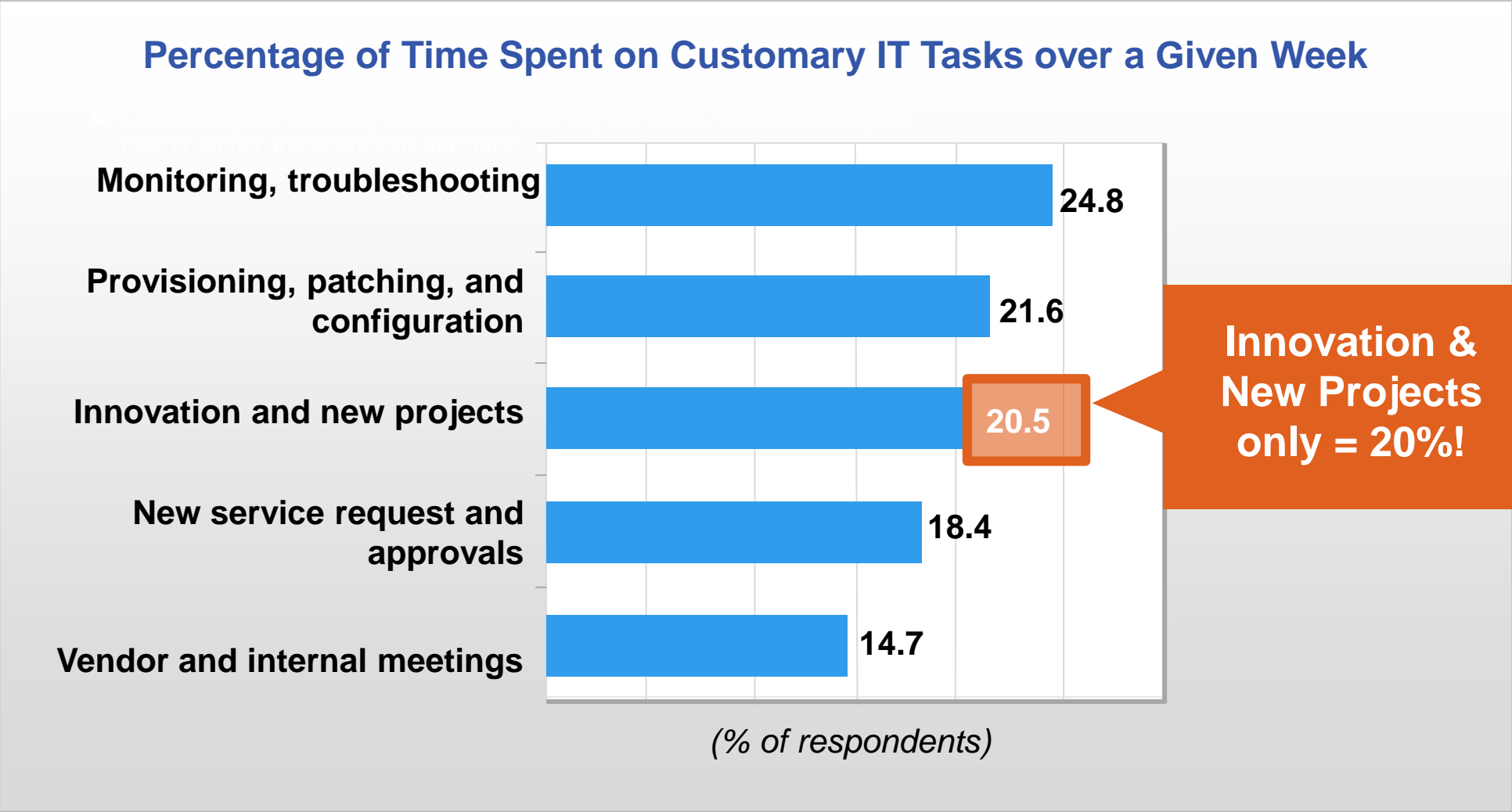
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Legacy Stack Aggregated TCO

IT Infrastructure

Total Cost Break Down

Gartner: 70% of TCO of IT is Operating Cost.
IDC: 80% of IT Operations is Spent on Status Quo.

Servers + VMware

Data Protection Apps

Storage switch

HA shared storage

SSD array

Backup appliance

WAN optimization

Cloud gateway

Storage caching

30%

70%

HW + SW + SUP +

Operating Expense
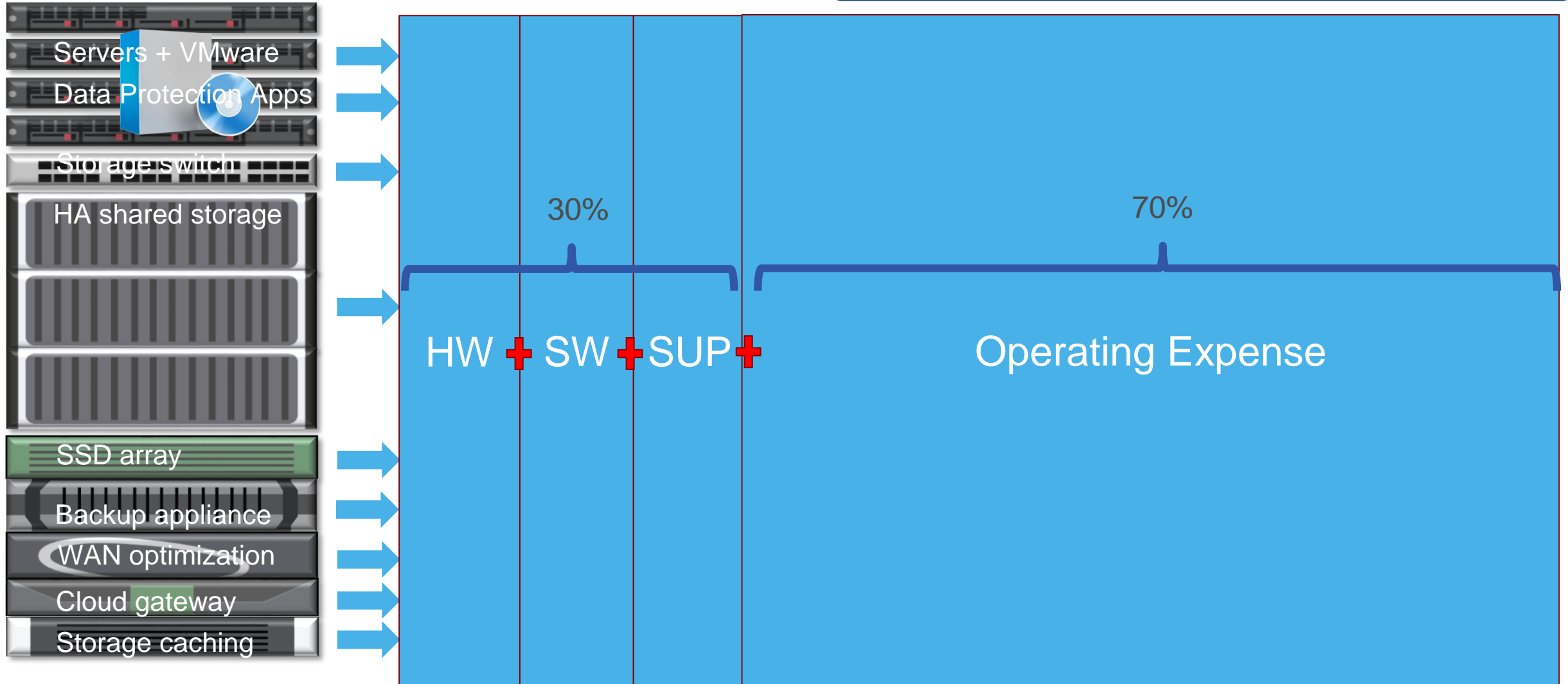
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Data Center TCO Transition with SimpliVity

Assume 3yr TCO of $1Million

According to Gartner:

30 %

70 %

300k

700k

Traditional

HW	SW	SUP	Operating Expense
100k	100k	100k	700k

SimpliVity

20% Reduction Capex ← Opex 80% Reduction ←

30%   30%   40%

HW	SW	SUP	Operating Expense
72k	72k	96k	140k

240k   140k

62% Saving
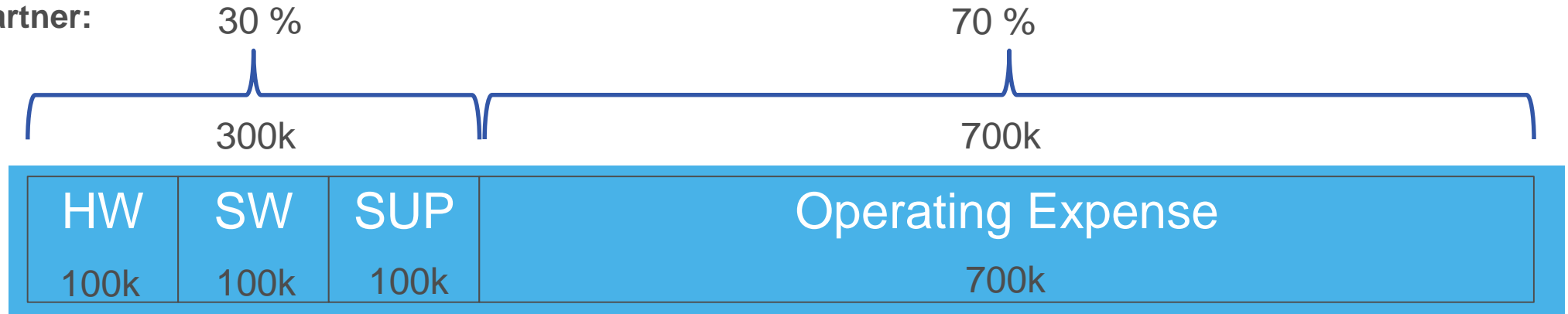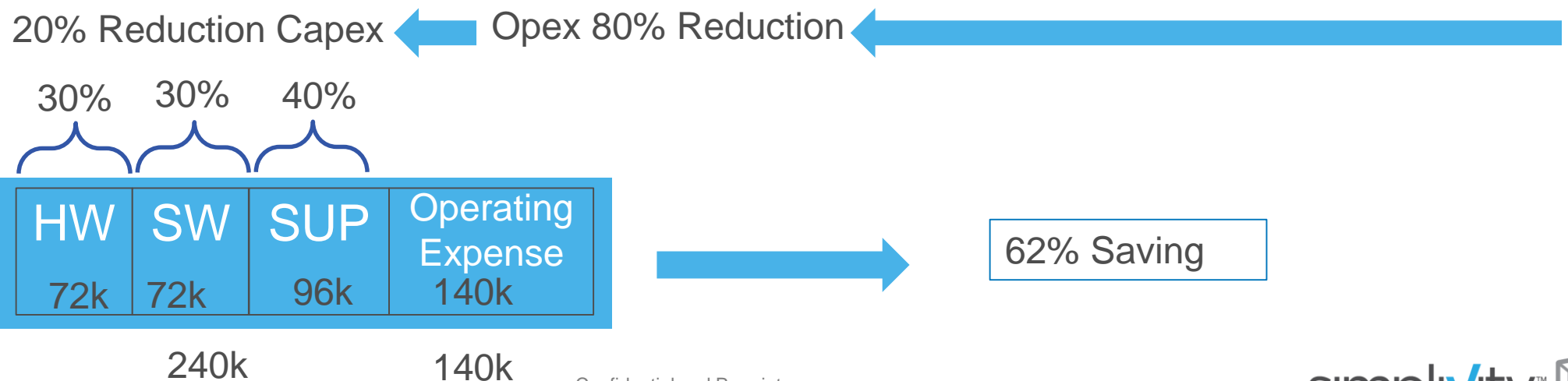
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🔳 SimpliVity Use Cases

Top Use Cases
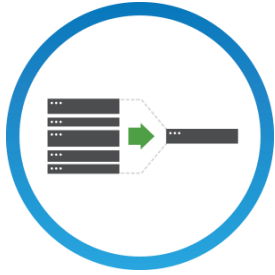
Data Center Consolidation

ROBO

VDI

Cloud Computing

Tier1 Applications

Data Protection

Test/ Dev

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Global 50 Financial Services Firm

Financial Services firm chooses SimpliVity in order to modernize and consolidate 6 global data centers down to 3 for ALL applications

Company: Forbes top 50 global investment manager, managing EUR $345B in assets for individuals, families, and institutions with 23 locations in 18 markets; SimpliVity introduced to company by VAR

Challenge: Growth by acquisition led to a complex, difficult to manage IT infrastructure; original intention was to modernize with next rev of "what's available"

Use Case: Data Center Consolidation project for 4,000 VMs with planned deployments for Microsoft Exchange, Microsoft SQL Server, Oracle, VDI, web, and other custom applications

Competition: **Incumbent was HP and 3PAR; Pure, EMC, NetApp, Nutanix, vSAN**

Why SimpliVity: Significant cost savings, simplification, and performance compared to the competition

Solution: **~120 systems globally, for 3 data centers on 3 continents, running active/active**

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Global 50 financial services company transformation to SimpliVity

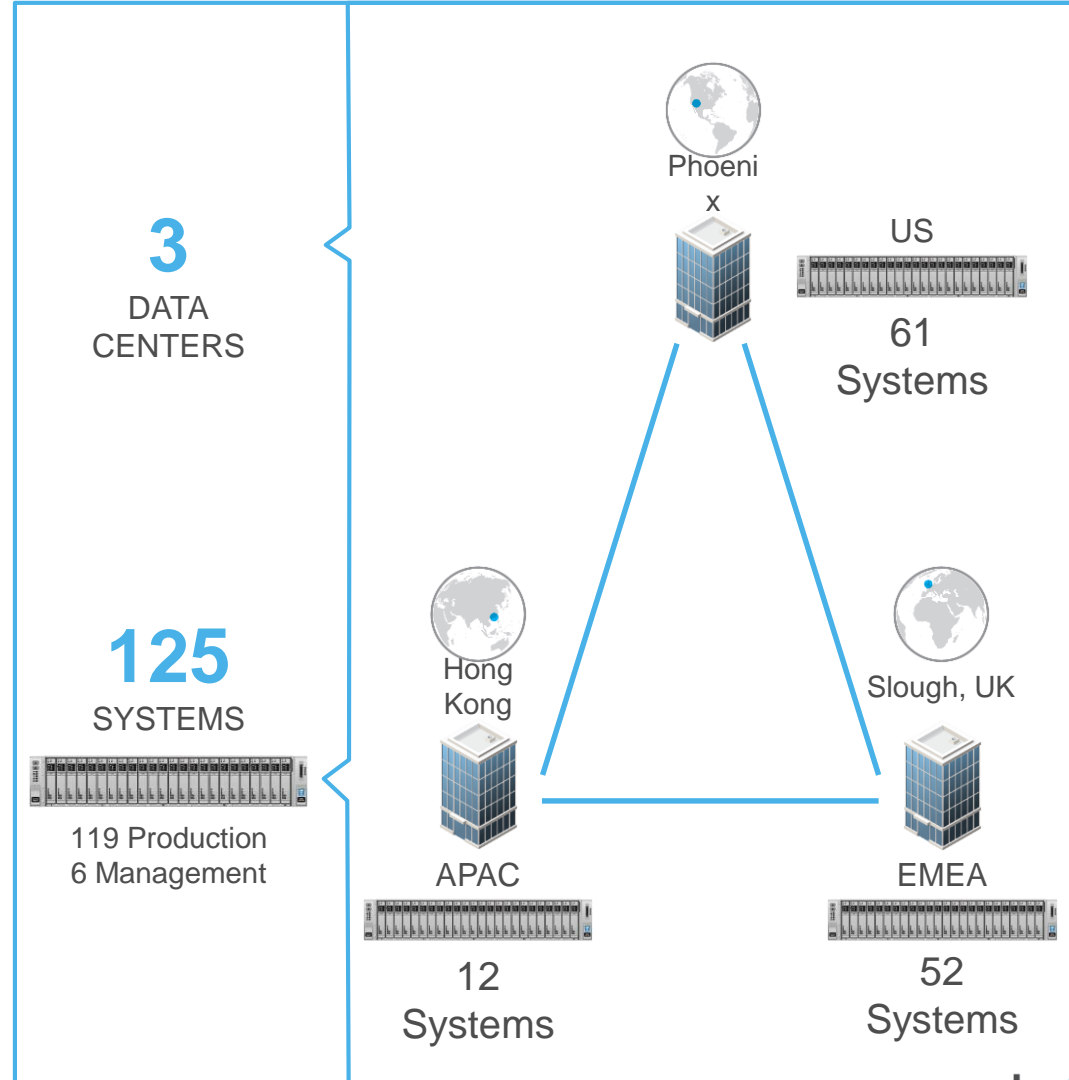**Savings of $100M over 5 years: 4X TCO savings and 90% reduction in floor space and cooling**

Entire Data Center 7/12/2016: down to just 61 SimpliVity systems

Before: 1 of 2 rows and total 34 racks of storage, SAN, Blades, appliances, etc.

After: 61 SimpliVity systems, 3 racks:

~10x space and power reduction

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Thank You