

Nominee: Load DynamiX

Nomination title: Load DynamiX Enterprise

Load DynamiX puts data storage solutions through their paces. It's easy for a vendor to say its technology is super-fast and highly scalable. But how does it measure up when it comes to real-life application workloads – with changing I/O patterns and unpredictable demands? What happens when workloads suddenly change or significantly increase?

Load DynamiX Enterprise 5.0 software is the core component of a storage performance analytics solution that also includes appliances for workload generation and acquisition. Together the software and appliances validate storage infrastructure performance and assess how changes in application workload behaviour affect storage performance in a given environment. It's an integrated solution for workload acquisition, analysis, modelling and performance analytics.

Key distinguishing features

Imagine being able to tell with accuracy which storage kit would work best in your specific datacentre. Yes, an array should be able to handle the workload – but once it's deployed it can be a different story. Unforeseen slowdowns appear, outages occur: it can cost businesses customers, and loss of revenue.

Before Load DynamiX Enterprise, it was impossible to tell what would happen to a system when 2,000 people logged on at one time, or when the IT team installed additional servers or upgraded software. Load DynamiX Enterprise is the only software solution that can take real workloads, analyse them and run highly accurate simulations against different storage products before a customer parts with budget: giving the IT team a proper understanding of which vendor's storage kit will be most effective in their environments. And to be clear, it's not always the most expensive or the fastest.

By analysing and simulating real application workloads and using them to test storage solutions, Load DynamiX Enterprise boasts further distinguishing features:

1. **Eliminate storage guesswork: by using a customer's actual workload to calculate what storage provision is needed and predict how that will grow in the future**

2. **Cut storage costs by up to 60 per cent: by cutting out unnecessary storage over-provisioning**
3. **Assure performance: by forecasting how storage products will perform in production**
4. **Troubleshoot faster: by capturing and replaying real workloads in the lab**
5. **Provide advanced simulation for deduplication, compression, and metadata commands**
6. **Offer extreme scalability to simulate worst-case scenarios and traffic spikes.**

Load DynamiX Enterprise customers can assess the performance and scalability limits of any file, block or object storage system, and create real-world representations of virtualised application workloads. All results are consistent and repeatable using a vendor-agnostic approach across time and geography.

What tangible impact has your product had on the market and your customers?

It's a testament to the technology that many Load DynamiX customers are in fact vendors themselves. For example, the QA and performance engineering teams at EMC, NetApp, HP, IBM, Dell, HDS, Oracle and Pure Storage, use Load DynamiX to improve the performance and scalability of their kit. They also use the technology to show prospective customers how their arrays will perform when they are deployed, proving the value of their products. It's a game-changer: as more vendors start to analyse real workloads and test against these scenarios, customers will directly benefit, they'll get solutions tailored to their needs rather than a one-size-fits-all product.

The channel is starting to see the value too: Load DynamiX is working with partners in the UK to give resellers' customers the benefit of foresight when it comes to making their next storage purchase.

This new way of buying is transforming the way organisations choose their storage. You wouldn't buy a car without giving it a test drive – so why would you spend millions on a storage system without making sure it does what you need it to?

By replicating real application workloads, Load DynamiX brings the following tangible advantages:

1. **Problems can be more easily diagnosed and remedied. Fixes can be proven instead of turning users into guinea pigs**
2. **"What if" performance analyses are now easy to simulate: substantially improving storage performance planning**

3. **Any storage device can be tested: Load DynamiX Enterprise can help IT managers evaluate any storage system including all flash arrays, hybrid arrays, cloud storage, software-defined storage, converged storage and virtualised storage**
4. **More effective use of storage tiering, especially in virtualised environments: seeing the move's actual effect on application response time can help to eliminate performance risks in tiering decisions**

Major differentiators

Load DynamiX Enterprise's primary competitors are largely shareware tools. Users might be tempted by the cost difference, but there are some major differentiators that really make Load DynamiX stand out from the crowd and justify the expenditure:

1. **Ease of use and deployment: using Load DynamiX results in up to 10X more tests per month. The knock-on effects of this are higher storage engineer productivity and better storage decisions**
2. **A richer set of test parameters: such as the ability to generate compressible and deduplicable content; hot spot simulation, and more closely simulating actual production environments**
3. **Unparalleled, granular data acquisition from existing storage infrastructure: giving the most accurate workload models. Plus the ability to concurrently run multiple workloads, even with different protocols, provides a more granular application emulation**
4. **Better purchase decisions: resulting in dramatically lower storage costs and assured performance**
5. **Repeatable and consistent results: automated workload acquisition eliminates the human error that sneaks into data analysis. Customers can be 100% confident of all comparisons across products, locations, users and time with a shared data repository for all tests and reports**
6. **Comprehensive charting and reporting tools: generating, compiling and sharing reports is much quicker**
7. **A professionally supported product: trained experts answer questions immediately and help to avoid flawed testing methodologies that can easily lead to bad decisions. Who will quickly answer your shareware questions?**
8. **Vendor collaboration: refined and improved POC evaluations by sharing workloads with vendors, resulting in a better, more informed buying decision and faster problem resolution**
9. **Broadest protocol coverage: unlike alternatives, Load DynamiX supports every file, block and object protocol inside of one easy to use testing platform instead of multiple different tools**

Why nominee should win

1. **Load DynamiX eliminates storage performance planning guesswork: helping users purchase and deploy the right products for their unique workloads**
2. **Reduces storage costs by up to 60% by reducing unnecessary over-provisioning**
3. **Enables the ability to predict storage performance before live deployment, including “what if” and worst-case scenario planning**
4. **Any storage technology can be tested in a vendor-independent way: Load DynamiX helps IT managers evaluate all-flash and hybrid arrays, cloud, software-defined, converged and virtualised storage**
5. **Load DynamiX provides comprehensive application to storage I/O workload analysis and advanced simulation for deduplication, compression, and metadata commands, with extreme scalability.**