

Nominee: X-IO

Nomination title: X-IO Intelligent Storage Element (ISE)

X-IO's "ISE" technology breaks some of the key myths of storage by providing a true "zero-touch" architecture that for the first time brings the concept of a 7 year duty cycle to Enterprise storage. Launched in 2002 by Seagate's ASA division, the ISE is the culmination of 30 years of storage design experience that combats known issues with vibration, heat and power. The ISE is an easy to use, high performance, scale-out, fibre-channel storage system leveraging the industry's highest-grade SAS HDDs. ISE storage provides enterprise-class reliability with self-healing capabilities. ISE storage systems are an excellent solution to manage data centre applications including Microsoft SQL Server, Hyper-V, SharePoint, Exchange, Oracle, VMware vSphere, Citrix XenServer or other database and virtualisation solutions.

ISE Storage Unique Features:

- Provides consistently high sustained performance
- Fully active-active controllers with high availability
- Self-healing storage with head-level sparing and full internal telemetry
- Cloud-based, scale-out RESTful management interface
- Lowest power consumption in the industry
- Low TCO with zero-touch maintenance
- Supports 100% data capacity utilisation with no loss of performance
- 5-year hardware warranty as standard

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

Impact on Market With the arrival of a whole plethora of Flash-based arrays on the marketplace and the inappropriate use of consumer grade hard drives, traditional hard drive based storage arrays have been much maligned throughout the industry. X-IO's ISE architecture not only unlocks the much-sought "zero touch" approach for Enterprise storage but also provides consistent, sustained performance levels that are much higher than alternatives. With over 7,000 units installed worldwide, this proven architecture allows customers to truly balance cost, risk and growth with an unrivalled 5-year warranty as standard. Impact on customers Argent Group Plc develops and manages offices, shops, hotels, cafés, restaurants, and residential properties in the United Kingdom. In 2009, the company recognised that any IT service interruption would mean decreased revenue and production downtime. As a result, Argent decided to move to a virtualised storage environment that would enhance application availability and reduce escalating data centre costs.

"In my search for Argent's optimum storage solution my knowledge of SANs skyrocketed," says Alison Ruck, head of IT, Argent Group. "X-IO's ISE Storage solution won our business because its 0% failure rate, price/performance ratio and IOPS capacity had no competitive equal". Ruck continued; 'In addition, I struggled to get three-year warranties from other potential suppliers, such as Dell (EqualLogic), but X-IO offered a five-year warranty as standard. That told me that they believe in their product, its shelf life and performance". "Prior to X-IO ISE, we had little capacity to test new service ideas or applications because of cost and time implications. Now, thanks to a robust storage

environment and virtual servers, Argent can quickly design, test and implement improvements, such as an IT Helpdesk or new application, with no disruption to normal operations”.

Apart from the simplification of SAN management, Argent has identified that power and cooling costs have also dropped. From a backup and disaster recovery perspective the scalable SAN has a proven 0% failure rate and can easily accommodate new requirements.

What are the major differentiators between your product/solution and those of your primary competitors?

Major differentiators High Performance Storage

- ISE 28.8, ISE 19.2 and ISE 9.6 are the latest in a new class of storage systems achieving up to 30,000 IOPS in a single 3U system.
- ISE provides an ideal balance of price, performance, capacity, and reliability.
- ISE outperforms traditional disk systems by delivering 2-3 times the number of IOPS per disk.
- ISE is designed specifically for applications that require enterprise-class reliability, low-latency and high performance.
- The Only 5-Year Warranty in Storage
- ISE storage is backed by a no cost, 5-year hardware warranty based on its reliability and self-healing capabilities. X-IO is the only storage company willing to stand by its reliability claim. Fast Forever
- ISE storage systems provide high performance throughout the complete lifecycle due to the way they handle vibration, heat dissipation, data placement and drive reliability. Additionally, the disk drives within ISE storage systems are not treated as individual and disposable components, but rather as a large, self-healing drive. As such, they work congruently, resulting in higher performance and reliability.
- ISE storage systems reach reliability levels impossible for standard drives and enclosures, providing more than 100 times the reliability of a regular disk drive enclosed in a typical storage drive bay—significantly reducing service events and their impact on IT organizations.
- ISE storage systems are designed to manage multiple, simultaneous streaming and random I/O patterns with advanced scheduling algorithms and adaptive queue prioritisation.

Why nominee should win

- ISE Storage has a low TCO with zero-touch maintenance and free 5-year hardware warranty.
- ISE Storage lets any size datacentre run its storage easily, accelerating applications by a factor of 10 or more.
- ISE Storage delivers the ONLY self-healing system in the market.
- With over 7,000 units installed worldwide, ISE storage is customer proven architecture
- X-IO can reduce power, cooling and floor space as far less infrastructure is required to meet performance needs.