



**Driving Innovation
Through the Information
Infrastructure**

SPRING 2011



RFP 2.0

How to Prepare Your IT Infrastructure for the Future

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Company Overview

“Our talented employees are united in one goal: helping our customers succeed.”

- Fastest growing enterprise storage provider
- Leader in efficiency and flexibility
- Broad solutions portfolio
- Global support
- 140+ offices around the world
- 10,000+ employees
- Fortune 1000, S&P 500, NASDAQ 100



RFP Guidelines

- What problem(s) are you trying to solve?
- RFI, RFP, or RFQ?
- Weighting
 - What's most important?
 - What's least important?
 - What's in-between?
- Who will **you** have to sell the solution to?
 - CxO
 - Business Units
 - Others within IT

RFP Platitude Avoidance

- Get as much decision-point data as possible at the beginning of a project (rather than at the end)
- Be aware of all project phases up front so that you can gather data for each phase *during* the RFP process
- Ask succinct questions that discourage RFP marketing rhetoric
- You don't get what you don't ask for



While Writing the RFP...

Do

- Be detailed and specific
- Be as descriptive of the IT environment and the business need as is prudent in the RFP
- Know the relevant standards and ask for them
- Put yourself in the vendor's shoes (Ask a confusing question, get a confusing answer)
- Give vendors a reasonable time to respond

Don't

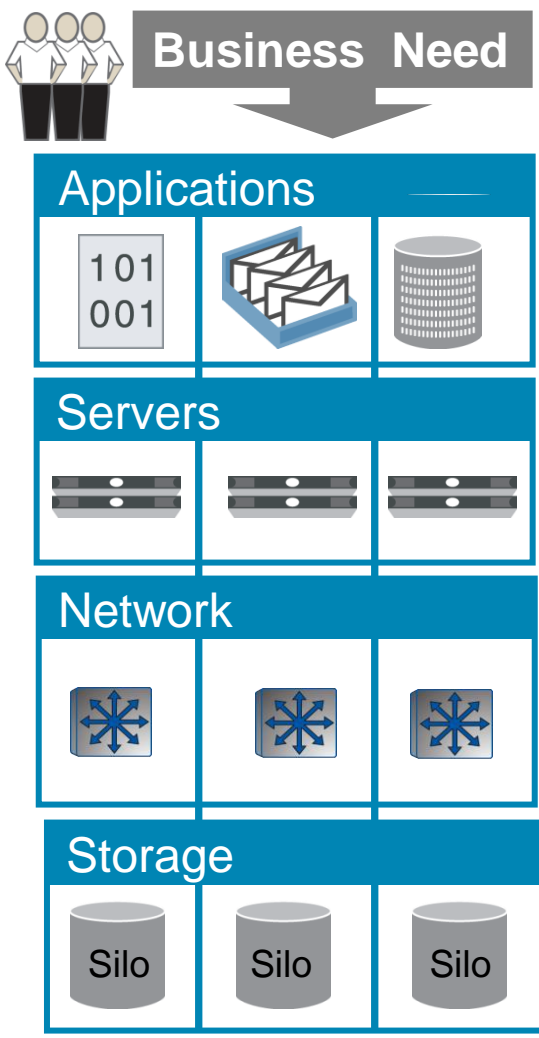
- Create a “vendor bias” impression

The New Buying Criteria

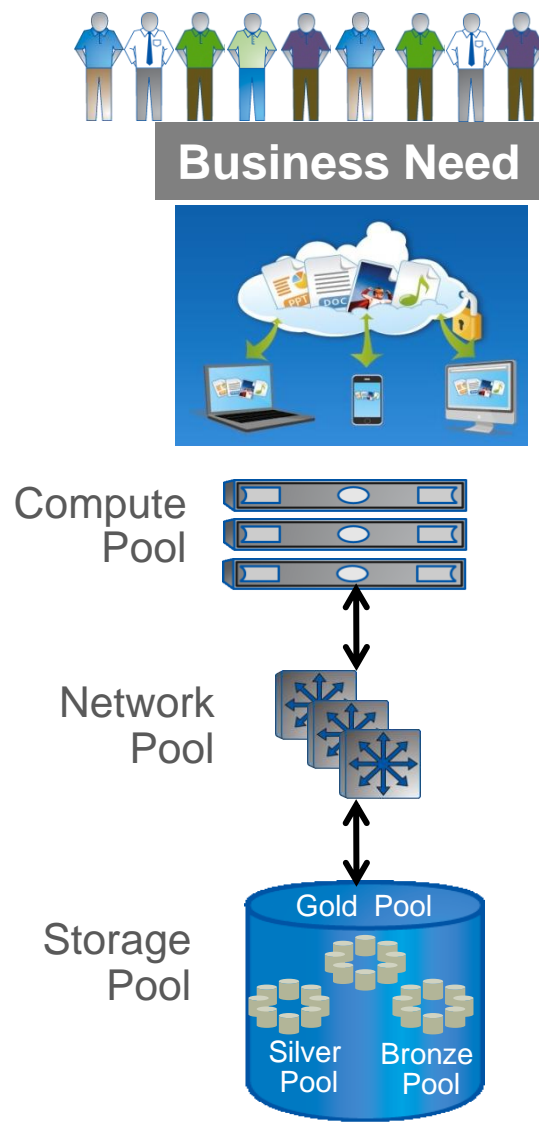
- We live in a world of IT virtualization
 - Server Virtualization
 - Network Virtualization
 - Storage Virtualization
- Today's storage should coexist in this world
 - Tiered or Tierless?
 - Virtual Storage Pools
 - Dynamic Provisioning
 - Policy-Based SLA's
 - Automatic Quality of Service (QoS) Levels

A Transformation Is Underway

Decision-making Yesterday



Decision-making Tomorrow



New Thinking Is Required



Scale performance & capacity

Built-in efficiency at every level

Eliminate physical storage tiers

One architecture, many workloads

Seamless replication and backup

Continuous data availability

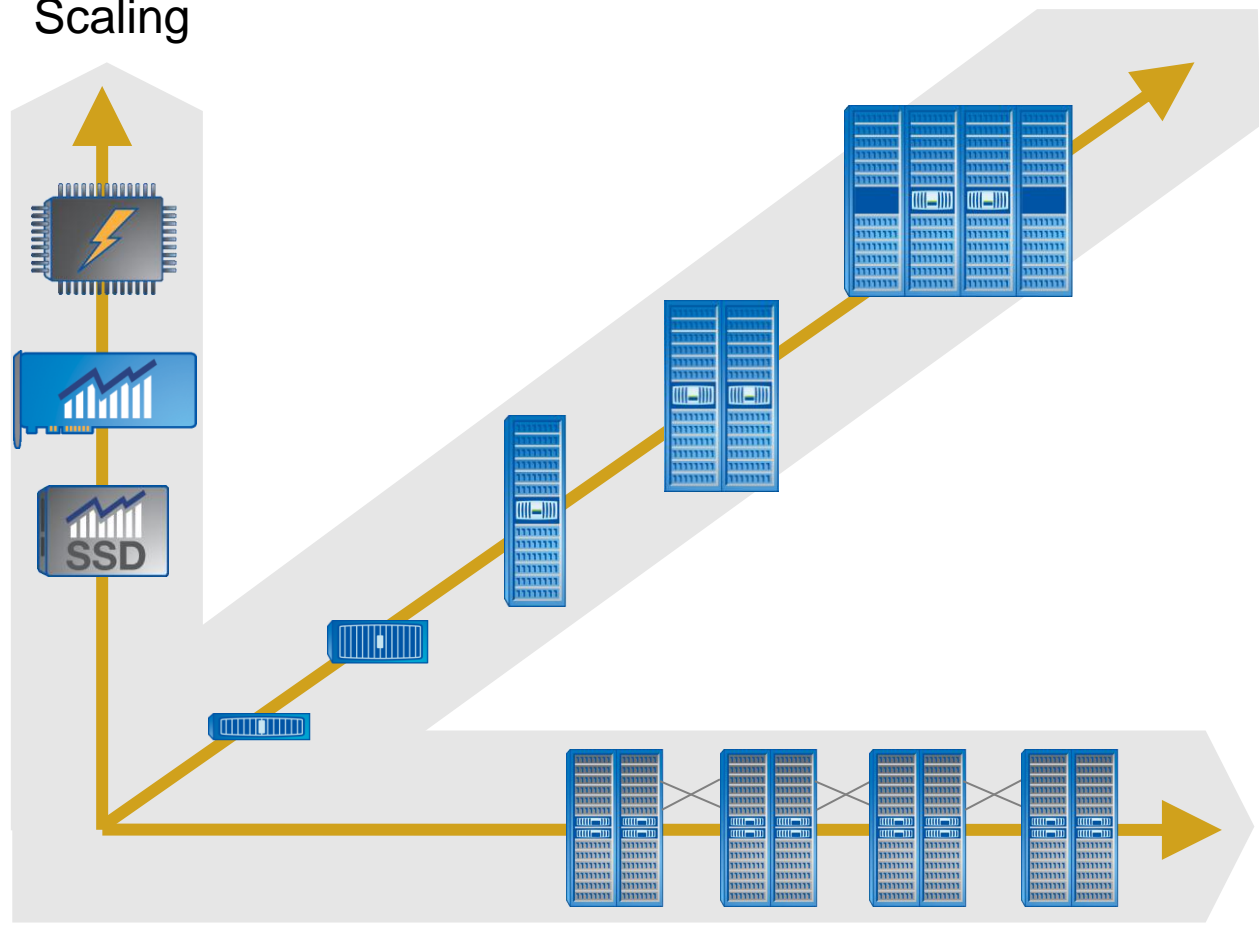
Securely isolate storage resources

Reduce labor & enable ITaaS

Scale Up and Scale Out

Performance
Scaling

Capacity
Scaling



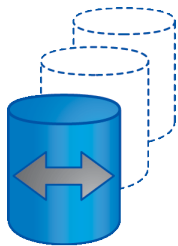
Operational
Scaling

Storage Efficiency



Store More Data

- **Deduplication**
- **Compression**
- **Thin Provisioning**



Virtual Copies

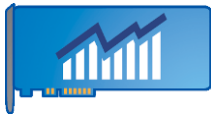
- **File/LUN Cloning**



Efficient
Data Protection

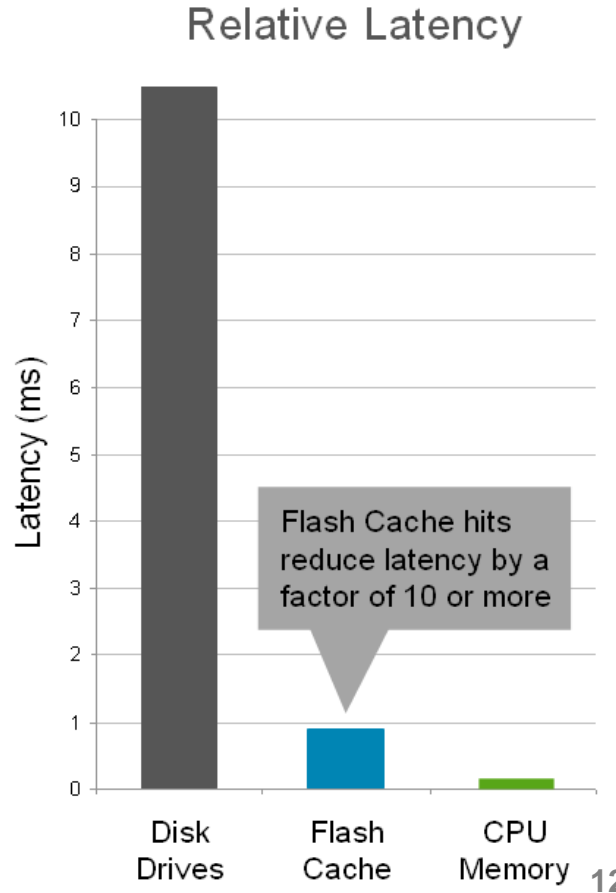
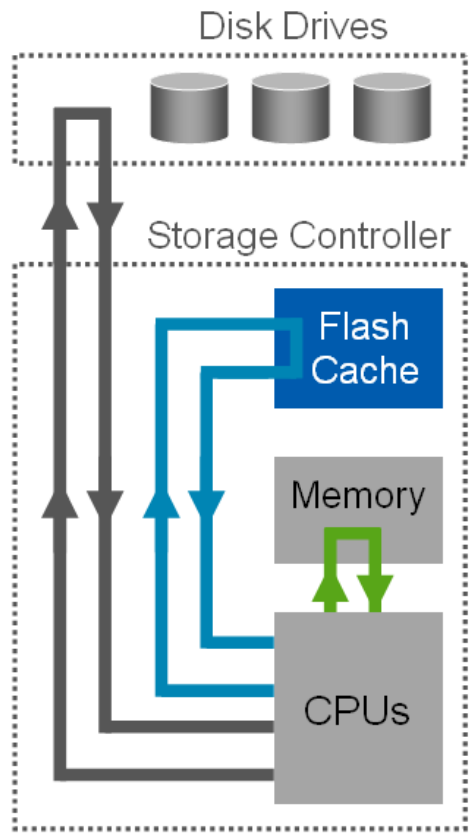
- **Thin Copies**
- **Policy-based**
- **Automatic**

Intelligent Caching



High Performance Dense Storage

- Make slow drives fast
- Eliminate Tiers

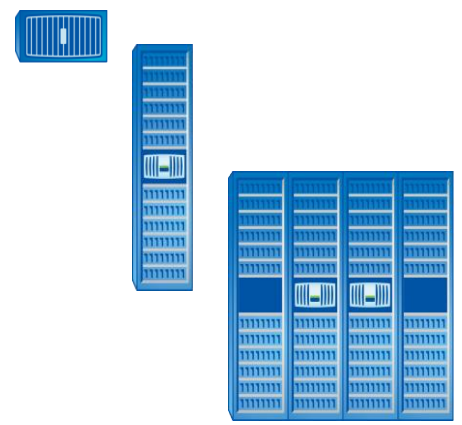


Unified Architecture

Unified Protocols

- NFS
- CIFS
- FC
- FCoE
- iSCSI

Unified Product

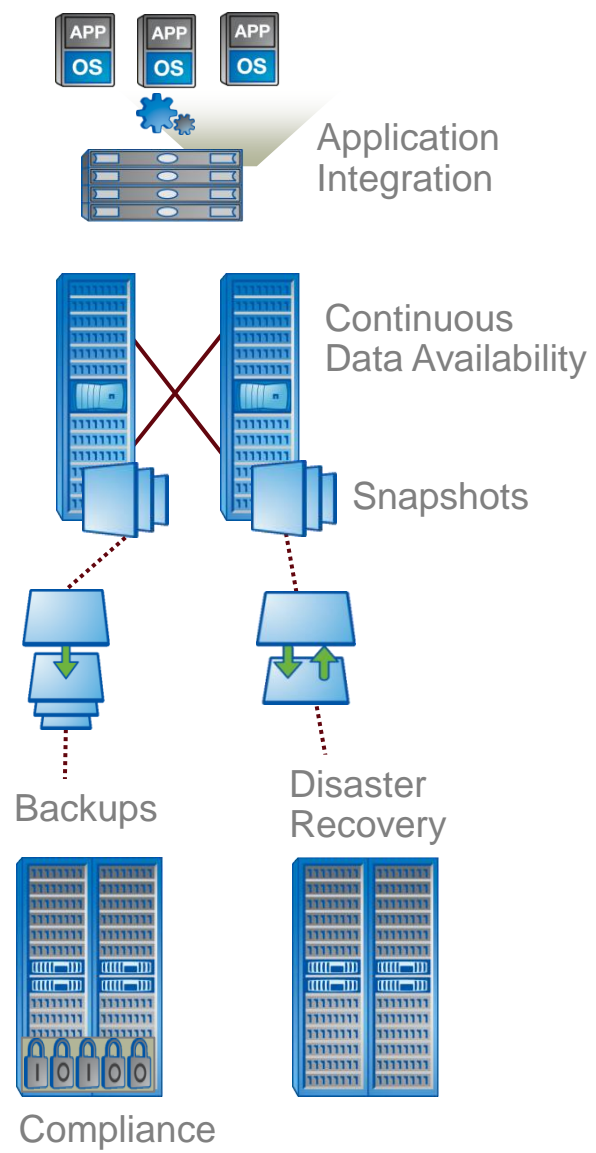


Unified Management

- Same tools
- Same processes
- Learn once
- Grow as you grow

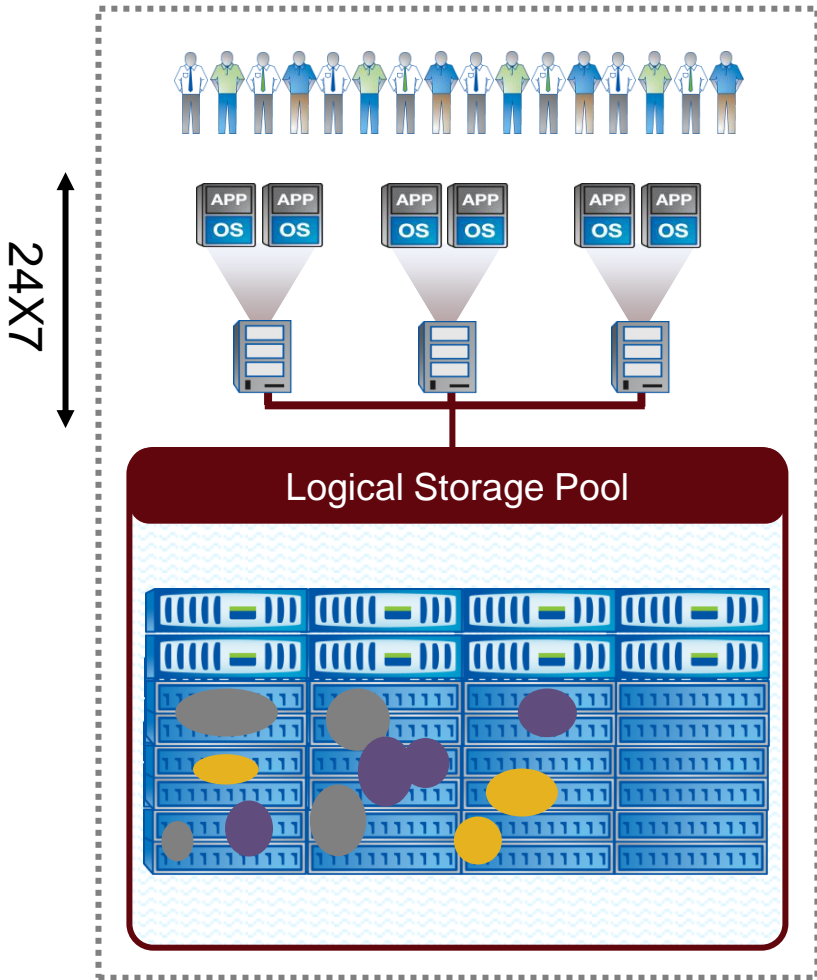
Unified Architecture Reduces Complexity

Integrated Data Protection



- Short-term and long-term backup
- Disaster recovery
- Compliance data
- Policy-Based
- Automated
- Network & space efficient

Non-Stop Operations



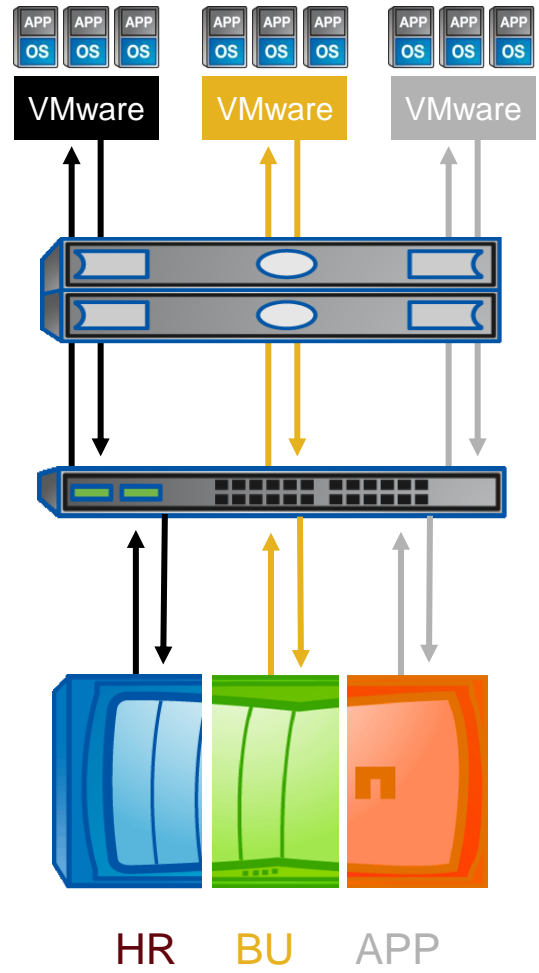
Service challenges

- Equipment failure
- Equipment upgrades
- Equipment replacement

Infrastructure challenges

- Outage windows in multi-tenancy
- Load balancing and asset utilization
- Data migration

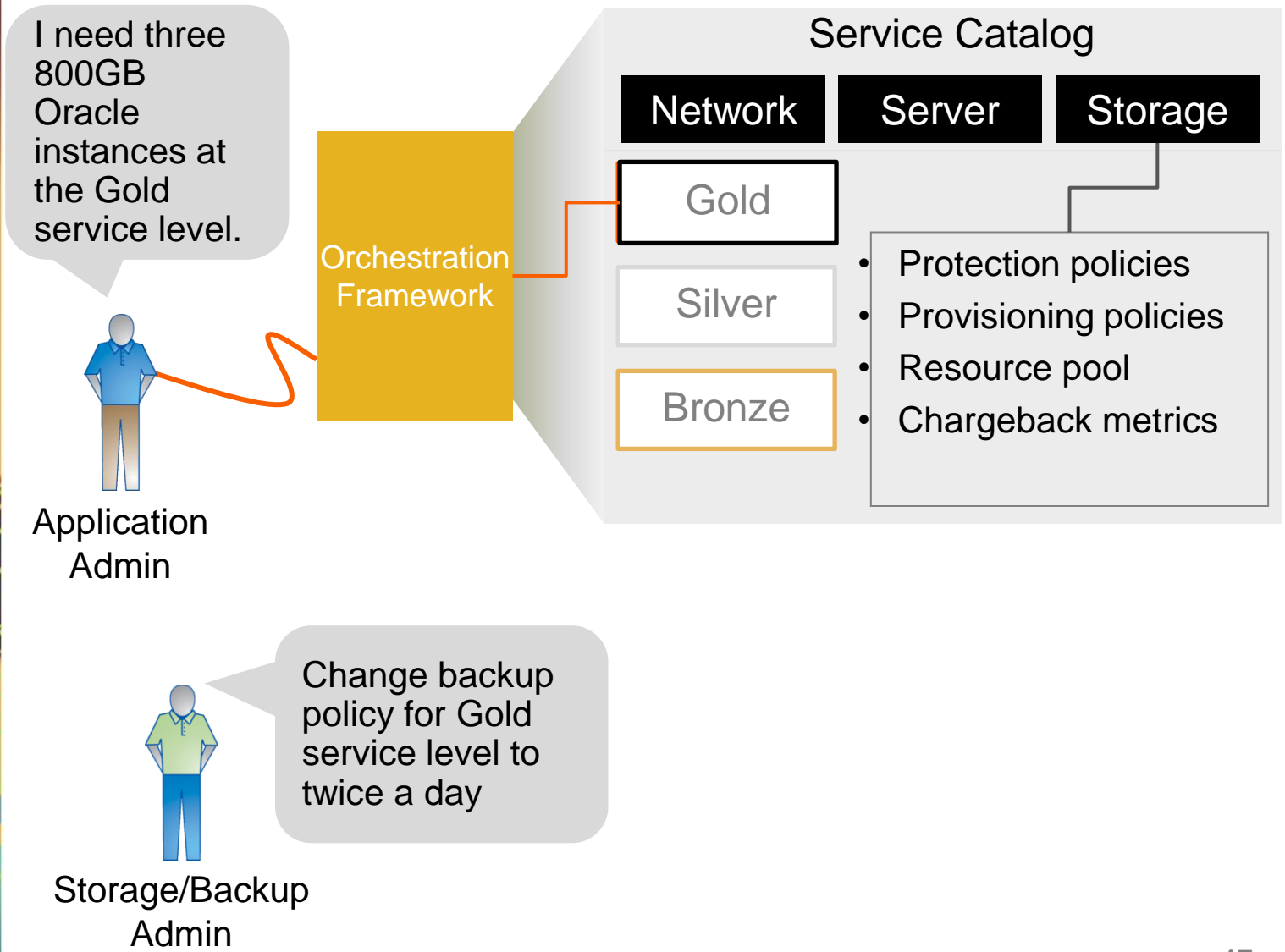
Secure Multi-Tenancy



End-to-end Orchestration & ITSM

- Securely separates applications residing on the same infrastructure
- Particularly important for HIPAA and other applications that are subject to compliance and security regulations.
- Shared hardware means greater utilization and efficiency along with equipment, operations, and utilities cost savings.

Service Automation and Analytics



Summary

- Storage technologies have evolved rapidly to support a shared IT infrastructure and a new economy
- New considerations should be made in RFP's
 - Scale up and scale out
 - Storage efficiency
 - Intelligent caching
 - Unified architecture
 - Integrated data protection
 - Non-stop operations
 - Secure multi-tenancy
 - Service automation & analytics
- Ask the right questions, get the right answers