



Enterprise-quality Data Deduplication for the Midmarket

With better reliability and a faster recovery time than tape, the TS7610 provides affordable data backup and recovery for both the midmarket and remote offices. It is significantly better than non-deduplicated disk, storing more data on less disk, while consuming fewer energy, cooling, and space resources. With its simplified GUI, the TS7610 enables an improved management for backup without having to implement radical changes.

Data deduplication is a fast growing opportunity within the storage market and is estimated to be worth around £780 million¹. The average deal size for this opportunity is £25,000. Forecasts predict deduplication will be applied to 75% of backups, providing a HUGE market opportunity.

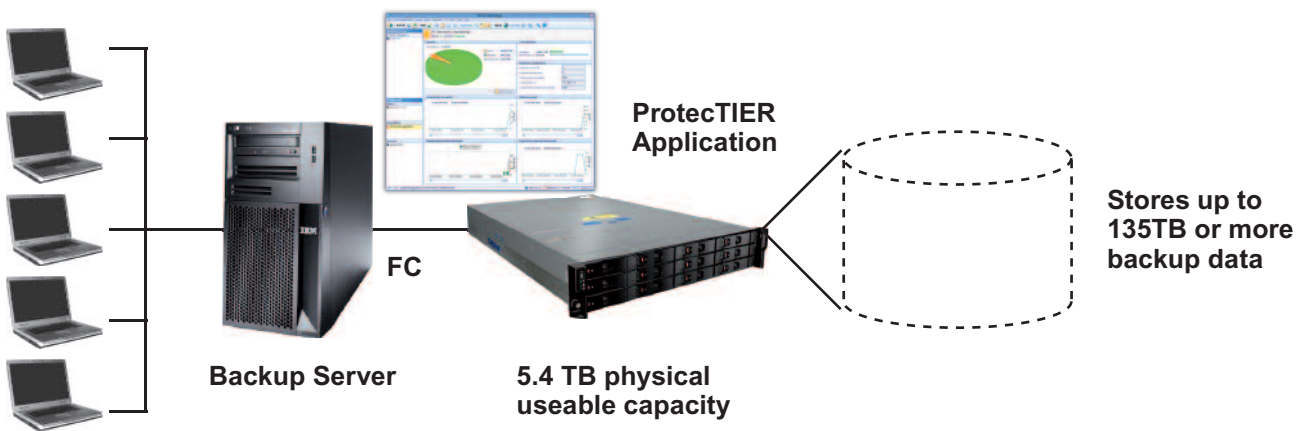
For your midsized customers who use traditional tape-based or JBOD technologies, but are struggling with the rapid growth of data and shrinking backup windows: The TS7610 ProtecTIER®

Deduplication Appliance Express provides the ability to improve the reliability and performance of their backup/recovery operations while reducing overall cost and complexity.

Priced with midsized organisations in mind, the TS7610 ProtecTIER Deduplication Appliance Express is an integrated server and storage hardware platform, with the ProtecTIER software preinstalled, and has a preconfigured repository and virtual tape library (VTL) interface.

The TS7610 solution increases backup performance, speeds up recovery operations, optimises storage infrastructure reducing TCO, and enables customers to achieve a high level of business resiliency without changing existing backup policies, practices and procedures in 2 easy-to-deploy configurations (4TB & 5.4TB).

TS7610 ProtecTIER Deduplication Appliance Express



Why your customers should buy it

- Improves backup and recovery operations without changing existing backup infrastructure policies, practices or procedures
- Increases reliability and reduces failure rate of backup and recovery
- Reduces infrastructure costs by leveraging ProtecTIER's patented deduplication technology – HyperFactor®. Through efficient deduplication of redundant data in a backup environment, customers are able to protect more data while having to store less of it.
- Increases speed of backup and recovery – disk-based backup has been proven to improve the performance of backup, while performing recoveries is even faster, enabling backups to finish within their window and get systems online quicker.
- Simplified management of backup/recovery infrastructure – ProtecTIER provides an easy-to-use graphical user interface.
- Changes economics of backup/recovery – ProtecTIER's acquisition cost is 50-80% lower than standard VTL solutions across a range of environments, and has shown that its TCO has been dramatically lower than using disk without deduplication.

Competitive

- EMC/Data Domain
- Quantum
- FalconStor

Top reasons why IBM is better:

- Customers don't have to make radical changes to their existing infrastructure
- Widest portfolio of data protection solutions to meet the needs of the customer
- Services, support and financing helping customers achieve objectives technologically and financially

Incentives

Earn up £168² for an unbundled sale and £185² for a bundled sale from 1st October 2010.

[Learn more](#)

Target audience

Midsized customers with the following characteristics:

- 1,000 employees or less
 - Less than 3TBs of full backup data each week
 - Having difficulty completing backup and recovery operations
 - Experiencing rapid data growth
- Backup administrators, IT Directors, IT Managers, Storage Administrators, Database Administrators
- No specific target industry – anyone that has a SAN experiencing backup/recovery problems

Customer pain points

- Can't complete backup operations within given backup window
- Restores from tape are time consuming and prone to errors
- Backup and restore job failures caused by existing unreliable infrastructure
- Large management burden and cost associated with traditional backup processing
- Increasing difficulty of protecting rapidly growing amounts of data

Key questions

1. What issues are you experiencing that prevent you from completing your backup or recovery operations in a given timeframe?
2. What amounts of data growth have you experienced over the last three years? What do you think it will be during the next three years? How will this growth impact your ability to adequately protect critical data?
3. With the data growth you're experiencing, what impact have you seen in your backup & recovery?

4. Have you investigated "deduplication" products? If yes, which ones? What do you see as their respective strengths and weaknesses?
5. What are your success measurements for a deduplication product?

Clothing

Support

The TS7610 is supplied with a 1 year base warranty, providing a Next Business Day onsite target response Mon – Fri, office hours (0800-1700) for reported hardware faults.

Customers with business critical support needs, or who require service support during evenings or weekends can upgrade and extend warranty cover from a wide range of services options available from IBM via IBM Business Partners. Service upgrade options include:

- Upgrading from Next Day to Same Day onsite target response
- Upgrading from 5 days x 9 hours cover to 7 days x 24 hours per day
- Upgrading from target onsite response to "Committed Services", where the service level is guaranteed e.g:
 - 4 or 6 hours Customer Engineer and Parts onsite
 - 6 or 8 hour Fix

Committed Services are backed by contractual T's & C's under which Customers may claim a service credit from IBM if their service expectations are not met.

Base warranty can be upgraded to 1 year 7x24 Same Business Day target onsite response for approximately £3283.

Post-warranty support, 7x24 Same Business Day target onsite response, can be contracted for less than £2003 per month.

Warranty Service Upgrades, Post-warranty Support and a range of other services, including Software Support can be simply contracted using the IBM ServiceSuite contract. ServiceSuite is available directly from IBM or via IBM Business Partners. ServiceSuite is available with flexible options for term, rolling T's & C's and invoicing.

[Learn more](#)

Financing with IBM

[Learn more](#)

Key resources

Channel

[IBM ProtecTIER Deduplication Sales Kit](#)

[Josh Krischer Report](#)

[Clipper Group Report](#)

Customer

[End User Web page](#)

[TCO Analyst Paper Review Replay](#)

1 Based on conversion rate of 1.00 USD = 0.65 GBP. Correct at 14/09/10

2 Based on estimated value of £0.14 per KYI point

Call the Partner Team on 08705 322 223