

DS5000™ Quick Reference Guide

Control Unrelenting Change



DS5000

Pain Points

- ***Need to reduce storage cost***
- ***Poor application availability***
- ***Shortage of skilled administrators***
- ***Poor storage utilization***
- ***Inability to share storage among servers***
- ***Rapid growth in storage***

Overview

IBM System Storage™ DS5000 disk system is designed to help customers protect their storage investment against risks of change and growth while delivering continuous and reliable access to information. It does this through field-replaceable interface cards (the DS5000 is 8 Gb FC and 10 Gb iSCSI “ready”), sustainable and scalable high performance, and online administration and scalability.

Target Audience

The DS5000 is targeted at customers in all industries. It's ideally-suited for customers with performance-oriented applications (Oracle, SAP, SQL, Exchange) and consolidation/virtualization initiatives (VMware). Typical sponsors are CFO, CIO, CTO and IT Management.

Client Value Proposition

For larger SMBs to large enterprises who need to protect their storage investment against risks of change/growth while improving productivity and scalability of their storage

infrastructure, IBM provides the DS5000, a modular disk system that delivers relentless performance, bullet-proof reliability, multi-dimensional scalability and unprecedented investment protection. Unlike storage offerings from companies such as EMC and HDS, IBM's offering provides proven performance in industry-standard SPC-1 and SPC-2 benchmarks, a track record of exceptional reliability and availability, and is backed by IBM's world-wide service and support organization.

Benefits

Business Impact: Excessive storage costs, poor return on storage investment

Benefit: The DS5000 is designed to help customers get more out of their storage investment. With real world performance that's scalable and sustainable, and built-in future proofing that adapts to evolving infrastructures, the DS5000 is designed to protect your customer's storage investment against risks of change and growth.

Business Impact: Loss of revenue caused by application downtime

Benefit: The DS5000 is a modular storage system with datacenter-class reliability and support. The DS5000 is designed to deliver continuous and reliable access to information through redundant components, automated failover, proactive diagnostics, online administration and a no-single-point-of-failure architecture.

Business Impact: Lack of administrators may drive up costs and limit flexibility

Benefit: DS Storage Manager is as powerful as it is intuitive. Wizards walk part-time administrators through routine tasks, ensuring configurations are done right the first time. And centralized administration of all DS3000, DS4000 and DS5000 disk systems allows management expertise to go a long way.

Business Impact: Dedicated and poorly utilized storage systems drive up support and management cost

Benefit: Consolidation (storage/server) is proven to increase utilization and decrease management costs, but not all storage systems can handle the diverse workloads created by multiple servers. The DS5000's outstanding real-world performance is designed for mixed, concurrent workloads, providing each attached server with the performance of a dedicated system.

Business Impact: Declining application performance due to growth or increased utilization

Benefit: The DS5000's real-world sustainable performance scales linearly as capacity increases and

does not degrade as utilization increases. This combination makes the DS5000 a great fit for environments that must maintain SLAs through massive growth or increased utilization.

Key Questions

1. What is the availability of your key applications? Is storage impacting this availability?
2. How fast is your storage environment growing? Is this a concern? What pushes you to adding more storage?
3. Do you have any new virtualization or consolidation initiatives?
4. What technology changes do you envision for your infrastructure in the next 4 years?

Competitive Differentiators

Key competitors:

- EMC, HP, HDS

Top reasons why IBM is better:

- Real-world performance: linear scalability, sustainable though increased utilization, balanced for mixed workloads
- Performance proven with industry-leading Storage Performance Council benchmark results
- Unparalleled adaptability designed to help customers protect their storage investment against risks of change and growth

Seller Call-to-Action

1. Include DS5000 in server proposals to add value and ease implementation
2. Propose DS5000 to customers with virtualization/consolidation (VMware) initiatives
3. Justify DS5000 with its real-world performance proven by SPC benchmarks



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