How to Win vs. Hyperconverged Appliances with Hyperconvergence Software

★ OPPORTUNITY

- Over 350,000 VMware customers

- Most have virtualized many different types of applications and run mixed workloads

- Almost all use a mix of hyper-convergence and legacy ar-chitecture of servers, storage, and storage networking to run virtualized applications

- Data centers are ripe for a fresh round of consolidation

- Hyperconvergence market is growing from $2 billion to $40 billion

◎ TARGET

- Customers with virtualized environments that either have or are considering hyperconverged appliance, such as Nutanix, Pivot3 or HPE Simplicity.

- **Storage/Virtualization Manager**

- **IT Architect**

- **Director/VP IT Infrastructure**

Why Hyperconvergence Software?

Storage provisioning, performance, and capacity planning are a constant struggle for customers who have virtualized many of their applications but still use traditional server, network and storage infrastructure. IT teams want to elim-inate storage management tasks and focus on managing the virtual machines (VMs) and applications, but this isn't possible with traditional infrastructure. Hyperconvergence collapses servers, storage and networking into a single server tier, simplifying infrastructure management in dramatically.

Appliance-based hyperconvergence solutions solve the management and complexity challenges of traditional stor-age, but are just as expensive to procure and refresh, and even more expensive when you need to add capacity. Why? Because just like traditional storage, you have to repurchase the software license when you refresh the hardware. And the only way to add capacity with a hyperconverged appliance is to add another appliance, where with traditional storage you can at least add drives or a shelf to an array. Additionally, most appliances also can't run mixed workloads efficiently on the same cluster, forcing customers to provision a cluster per workload.

Maxta Hyperconvergence Software gives IT choice:

- Choice of software-only or software pre-installed on servers

- The largest choice of server hardware

- Choice of hypervisor

Maxta customers **own their software for life**, so they do not have to pay for the software license each time they refresh hardware. Unlike black-box-like appliances that force the purchase of a new appliance just to increase storage capacity, Maxta customers can increase capacity by adding internal storage (flash or HDD) to existing servers. Maxta's application-centric architecture also makes it possible to run mixed workloads on the same cluster with no performance penalty.

maxta®

WHAT DO I SELL?

Maxta sells hyperconvergence software and offers pre-configured, validated solutions from most major server vendors.

COMPONENTS

Server hardware and internal server storage (SSDs, HDDs)

Hypervisor software (VMware vSphere or Red Hat Virtualization)

Maxta Hyperconvergence Software

👍 QUALIFY

- Has virtualized the majority of servers using VMware or Red Hat, or has a project planned
- Actively evaluating hyperconvergence or already using it
- Upcoming refresh cycle on existing hyperconverged appliances
- Facing storage capacity or performance constraints with existing appliances
- Current HCI customers who don't want vendor lock-in (Nutanix, VMware vSAN, HP SimpliVity, Cisco Hyperflex)
- Upcoming refresh cycle or planned expansion
- One or more sites with 3+ host servers each

💬 DISCOVERY QUESTIONS

- How much of your infrastructure is currently virtualized? (Profile total hosts, VMs, existing hyperconverged appliances or storage)
- What applications have you virtualized?
- What are the primary hypervisors you use?
- Do you have any initiatives to virtualize additional workloads, such as virtual desktops?
- What other hypercoverged solutions are you evaluating?

💣 PAIN POINTS

- **Must refresh compute and storage together**
- **Refresh cost** of $40,000+ for each node
- **Paying for software** each time hardware is refreshed
- **Vendor lock-in** eliminates hardware and even hypervisor choice
- **Prohibitively expensive** in-node capacity, compute and memory upgrades
- **Siloed workloads** lead to lower utilization, higher infrastructure costs

> **We run a pretty tight ship in our engineering department. With Maxta, our infrastructure is hardware agnostic — something other HCI solutions can't offer. I can buy my server from whoever can give me the best deal at the time. And because Maxta is so maintenance-free, I don't have to double or triple or quadruple my staff. If you calculate that cost over years and years, I'm saving a ton of money."**
>
> – Larry Chapman
> IT Manager at
> TruSource Labs

⚙ BUSINESS DRIVERS

COST

- High acquisition cost for hyperconverged appliances – typically $40K+ per node.
- Software must be repurchased at every hardware refresh.
- In-node compute, storage or memory upgrades marked up 4x.

COMPLEXITY

- Forced to scale compute and storage together.
- Can't use existing industry-standard servers.
- Locked in to one hardware platform and potentially one hypervisor.

Why Maxta Hyperconvergence Software?

- **The freedom to choose your hypervisor and hardware.** Maxta is hardware and hypervisor independent, with support for most major x86 server brands. Maxta currently supports both VMware vSphere and Red Hat Enterprise Virtualization, with future plans for more.

- **Run mixed workloads on the same cluster.** Maxta is fully application-centric. Performance and availability are always optimized per VM, so you don't need to isolate workloads on separate clusters.

- **No refresh tax.** Maxta offers a perpetual license, so you only pay for software once. HCI appliances bundle the software, so you have to pay for the software when you refresh hardware – a "refresh tax."

- **No upgrade tax.** Maxta lets you add capacity to a node, or add compute only nodes. The only way to "upgrade" or add capacity with an HCI appliance is to buy another appliance, so you're paying for more compute and storage than you need – "an upgrade tax."

The Maxta Solution

Maxta Hyperconvergence software gives IT the freedom to choose servers and hypervisors, scale storage independent of compute, and run mixed workloads on the same cluster. Unlike appliance-based hyperconvergence solutions, with Maxta there's no vendor lock-in, no "refresh tax" and no "upgrade tax." Customers never have to rebuy software when they refresh the hardware. Maxta's application-centric architecture assures availability and performance, while reducing infrastructure costs by up to 70 percent for the software-defined datacenter. Maxta powers infrastructure for the United States Air Force, Driscoll's, American Fidelity, Lenovo, etc.

🏆 SUMMARY

Maxta Hyperconvergence Software is for IT infrastructure professionals at enterprises and service providers who are looking to reduce cost and complexity by creating a software-defined datacenter. **Maxta's software gives IT:**

- The ability to collapse servers, storage and networking into a single server tier.
- The freedom to choose both the servers and hypervisor they use for hyperconvergence.
- The flexibility to scale storage independent of compute.
- The ability to easily run mixed workloads on the same cluster.
- Freedom from costly capacity and compute 1upgrades – the "upgrade tax."

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