How to Win vs. Traditional Storage with Hyperconvergence Software

★ OPPORTUNITY

- Over 350,000 VMware customers

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

- Most still use a legacy architecture 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 are using traditional SAN or NAS arrays as the underlying shared storage.

- 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 eliminate storage management and focus on the virtual machines (VMs), but this isn't possible with traditional infrastructure.

Hyperconvergence collapses servers, storage and networking into a single server tier, simplifying infrastructure management in virtualized environments dramatically. While appliance-based hyperconvergence solutions solve the management and complexity challenges of traditional storage, but are just as expensive. Why? Because you have to repurchase the software license when you refresh the hardware, and the only way to add capacity is to add a node. Most appliances also can't run mixed workloads efficiently on the same cluster, forcing customers to provision excess capacity.

Maxta Hyperconvergence Software gives IT the freedom to choose both the hardware and hypervisor, and not have to pay for the software license each time they refresh. That reduces capital and operating costs by up to 70 percent and frees IT from the refresh and upgrade cycles of both traditional storage and hyperconverged appliances. Maxta's application-centric architecture also makes it possible to run mixed workloads on the same cluster with no performance penalty.

💬 DISCOVERY QUESTIONS

- How much of your infrastructure is currently virtualized? (Profile total hosts, and current type of 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?

- Have you evaluated any hyperconvergence solutions?

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
- Current storage is a SAN or NAS (e.g. Dell-EMC VNX/Unity or EqualLogic, NetApp, HP Compellent or 3PAR, Nimble, Tintri, Tegile, etc.)
- Facing storage capacity or performance constraints
- Upcoming refresh cycle or planned expansion
- One or more sites with 3+ host servers each
- Potentially evaluating hyperconverged solutions already

💣 PAIN POINTS

- **Ongoing cost** of $2 to $2.50/TB per year for traditional arrays
- **Capacity planning** is difficult with separate server and storage silos
- **Buying storage** ahead of need adds to capital costs, low overall utilization
- **Complex to manage** storage provisioning for VMs
- **Performance** can be unpredictable
- **Data migration** can take months when upgrading storage arrays
- **Hyperconverged appliances** negatively affect refresh cycles

⚙ BUSINESS DRIVERS

COMPLEXITY

- It takes days or weeks to provision storage for VMs.
- Applications run in silos on different clusters, storage.
- Storage arrays require specialized skills to manage.

COST

- Datacenter infrastructure is underutilized.
- Storage refresh cycles are hideously expensive.
- Hyperconvergence appliances create vendor lock-in and a refresh tax.

Sales Play

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 traditional storage, with Maxta, IT can manage VMs, not storage. And there's no vendor lock-in or expensive, lift-and-shift storage refreshes. 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.

Why Maxta Hyperconvergence Software?

- **Run mixed workloads on the same cluster.** Maxta's application-centric approach optimizes performance and availability per VM, so you don't need to manage storage.

- **Make more efficient CapEx investments.** Scale compute and storage independently, either by adding capacity to a node or by adding additional nodes.

- **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.

- **Deliver application resiliency and data integrity without the cost of enterprise storage.** Maxta pools storage across host servers, eliminating the need for an expensive storage array.

🏆 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.

- And the ability to easily run mixed workloads on the same cluster.

- Freedom from rebuying software every time hardware is refreshed – the "refresh tax".