IBM.

IBM Storage Utility

IBM delivers a new way to procure storage capacity—with a direct link to your business initiatives

Highlights

- Link costs directly to business for a better way to procure storage

- Calculate costs monthly based on usage as storage needs change

- Work directly with IBM to identify current and future capacity needs

- Receive the entire solution on day one to get started quickly

- Simply provision the storage you need as business dictates

Data creation continues at an explosive rate and does not appear to be slowing down. Meanwhile, customers look to their IT partners to solve this problem, asking: "How can I buy my storage capacity so that it lines up with my business needs?" "How can I meet my yearly IT budget cuts?" "How do I get this capacity growth under control?" IBM Storage Utility answers these key questions and defines a new way to procure your storage capacity so that it lines up with your business initiatives and takes the guesswork out of capacity planning. With IBM Storage Utility, you can buy capacity your way.

Although progress has been made with flash and cloud technologies, businesses continue to struggle with storage procurement. IBM now offers another choice, one designed to align capacity needs to business initiatives. With the IBM Storage Utility offering:

- You pay only for what you use.

- There is no need to overbuy.

- If your data needs shrink during any month, your monthly capacity bill will follow your capacity usage with a minimum that reflects your current "base" needs.

- Additional capacities are instantly available simply by provisioning what you need.

- There is no need for a vendor to enter or disrupt your data center to add buffer capacity.

- You can eliminate the cumbersome procurement cycle when adding new capacity within the contract period

For the last 30 years, the standard method has been for organizations to calculate their current application capacity needs and then guess the rest—hoping the guess is enough to meet future needs. The organization then works up an RFQ, RFP or some other tortuous procurement method to get the capacity they need as quickly as possible. The organization then invites all the vendors it knows and some it doesn't to pitch their solution—at which point the organization usually finds it will need much more capacity than originally thought—or budgeted. Then, only a few months later, the organization realizes its needs have changed—and that what it originally requested is no longer adequate. A year past the initial start, your new capacity is finally in place—and the organization hopes it won't have to go through the same process again next year.

IBM Storage Utility

IBM Storage Utility puts an end to the typical storage refresh cycle. It is a solution designed for all end users regardless of industry. It includes the storage, infrastructure and array software designed to keep your enterprise delivering on your business goals. It is created to give you what you need quickly, provide access to all your capacity instantly, reduce upfront costs and move storage costs to a quarterly bill. The entire capacity is delivered on day one, ready to use so your business and IT staff can react instantly as business needs shift.

IBM Storage Utility enables you to procure storage your way, by paying for capacity only as you consume it. Unlike other vendors' solutions, which rely on small storage buffers to stay ahead of your capacity needs, the IBM solution eliminates the need to guess about buffer capacities and growth. The choice is yours to pay for capacity as your business initiatives consume it.

An additional benefit with IBM Storage Utility is that there is no need to worry about a vendor technician disrupting your computer room environment to refresh or add capacity to the buffer as you grow. The IBM solution delivers three years of your planned capacity needs on day one. To predict and control your future needs, IBM utilizes IBM Storage Insights to help you easily meet your capacity needs without interrupting your data center.

What is IBM Storage Utility?

The IBM solution is a different way to procure storage capacity for your business requirements that is linked to your business initiatives, calculated monthly on use and billed quarterly.

How does it work?

- IBM works with you to establish your current and future capacity needs.

- Once the configuration is agreed upon, IBM ships the entire solution, so you can get started quickly.

- As your needs change, you can simply provision the storage up or down as requirements dictate.

What business value does it bring?

- You pay only for what you use, with the average use measured daily over a monthly period, then billed quarterly.

- IBM Storage Utility eliminates the need to overbuy capacity.

- If your data needs shrink during any month, your monthly capacity bill will follow your capacity usage, with the minimum being your current "base" needs.

- Additional capacities are instantly available—simply provision what you need.

- There is no need for a vendor to enter or disrupt your data center to top up buffer capacity.

- You can eliminate the need to go through a lengthy procurement cycle to add new capacity within the contract period.

- The IBM solution is ideal for all industries and organizations with more than 250 TB of storage needs and growing.

- IBM Storage Utility offering allows you to move high upfront costs to a predictable quarterly charge aligned directly with your business use.

Which solutions are available on IBM Storage Utility?

- IBM FlashSystem 9200, FlashSystem 7200 and FlashSystem 5100, DS8900F, TS7770, HA solutions and associated expansion units

- The full VersaStack solution family including pay as you use for compute (via Cisco)

- IBM Cloud Object Storage

- IBM Elastic Storage Server

- IBM Spectrum Protect Suite

How do I get it?

- Contact your local IBM representative or your preferred IBM Business Partner.

- IBM representatives and partners will work directly with you to understand your capacity needs and build a plan for your specific business needs.

- IBM delivers the systems with 100 percent of your projected capacity, allowing you to quickly move forward with your initiatives.

How is this different for the other utility or on-demand solutions?

- IBM Storage Utility delivers all capacity and required software licenses up front. There is no incremental buffer capacity to keep updated and ahead of your capacity needs. With IBM, if an unexpected need for capacity comes up, you are covered.

- Because you receive capacity to meet your requirements up front, there is no need for anyone to enter your computer room to continually expand or update your buffer with additional hardware or software.

- All capacity is instantly available on day one for provisioning. There are no RAID groups to rebalance and no pools to rebuild. IBM Storage Utility offering ensures that you always have instant access to extra capacity at any time.

- IBM Storage Utility allows you to buy storage your way.

Why is IBM Storage Utility better for you?

- Reduces initial investment costs required for large, three-year capacity deployments

- Requires significantly smaller quarterly charges based on capacity consumption

- Speeds access to capacity for business initiatives

- Avoids data center disruptions as capacity requirements ramp up

- Eliminates the need to pay up front for storage capacity you haven't used yet

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Why IBM

IBM delivers best-of-breed, enterprise-class block, file and object data storage provided in the cloud, on-premises or in a hybrid cloud format. Whether this capacity is an add-on to stand-alone traditional storage or a converged infrastructure solution focused on a specific industry, IBM now gives you the agility to buy storage your way. Now you can enjoy the same simple, fast and highly available storage solution in a powerful pay-as-you-grow delivery model with an instant-on storage utility solution.

With IBM Storage Utility, your capacity assets are ready to go as business dictates—simply provision and use as your demand for new capacity increases. IBM Storage Utility offering is an on-premises solution that delivers a cloud-type experience with the benefits of an on-premises IT, allowing your business to plan for growth and new revenue streams. With IBM, you have the agility you need to put business applications to use right away—in minutes—without waiting weeks or months for a conventional procurement process. You also have an improved ability to keep operational costs under control and within budget.

For more information

To learn more about IBM Storage Utility, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/us-en/marketplace/storage-utility-offering

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