

Product Brief

SimpliVity Enables the Move to Integrated Virtualization Solutions

Date: August 2012 **Author:** Mark Bowker, Senior Analyst

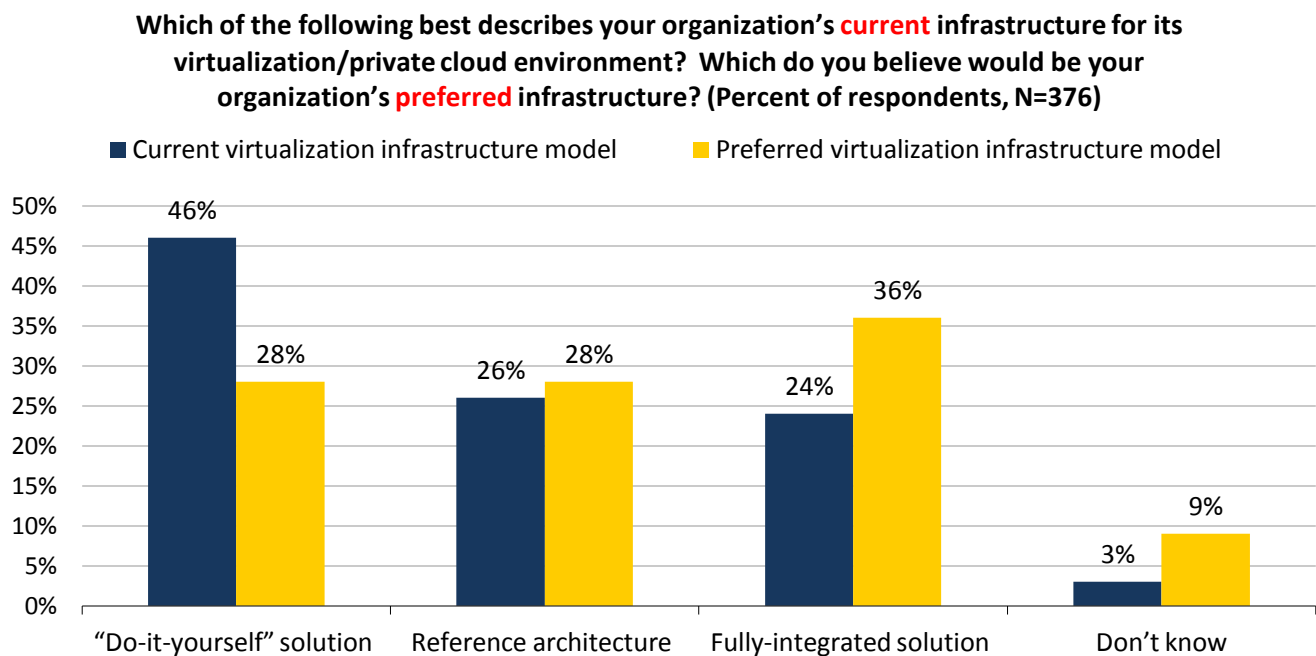
Abstract: IT Organizations are realizing benefits in terms of efficiency, cost, time, and resources by moving from the traditional DIY (do it yourself) approach to virtualizing their environments, to an approach that leverages integrated and turnkey solutions. SimpliVity’s OmniCube solution makes it easy for organizations to make the shift from a complex to a simple infrastructure, enabling them to simultaneously improve the management of their virtualized environment while dramatically simplifying their infrastructure.

Integration Saves Time, Improves IT Effectiveness, and Accelerates Economic Value

The way IT consumes infrastructure for their virtualized environments is quickly changing. The DIY (do it yourself) mentality is taught, practiced, and ingrained into our heads—it is simply the way IT has succeeded for years—but we all know this comes with risk, involves countless trial and error lessons, and is not the most efficient nor effective use of time and IT resources. ESG published [Virtual Computing Infrastructures](#), a market landscape report that demonstrates the shift in IT infrastructure consumption model and discusses how businesses can benefit from an integrated and turnkey approach as they shift away from DIY.

IT organizations are interested in moving away from the traditional to more of a planned approach leveraging reference architectures and even more interesting integrated solutions. As shown in Figure 1, while most organizations today still run and deploy IT infrastructure in a DIY fashion, the interest in and usage of pre-configured solutions are on the rise¹.

Figure 1. Organizations’ Current and Planned Virtualization/Private Cloud Environments



Source: Enterprise Strategy Group, 2012.

¹ Source: ESG Research Report, [2012 IT Spending Intentions Survey](#), January 2012.

As IT's interest in these solutions grows, the IT vendor market is seeing new innovation come to market. Major system vendors are taking the solutions they have always delivered in the server, storage, networking, and software realm and gluing them together with varying degrees of success. While this approach has proven success in some market segments and use cases, a perhaps more interesting approach is the one taken by a company such as SimpliVity that has the innovation, luxury, and knowledge to design and build an integrated solution without being weighed down by years of products that are designed and engineered separately. The SimpliVity OmniCube is a turnkey integrated solution that deserves some attention as IT plans its next steps for virtualization success.

SimpliVity OmniCube

For all its great success stories, the full potential of server virtualization remains bogged down by extreme complexity in the underlying infrastructure. SimpliVity strives to help IT organizations grapple with this complexity by flattening and greatly simplifying the infrastructure in an easy to consume, scalable, and highly efficient OmniCube. The Omnicube:

- Is an integrated platform designed for virtualization and aimed at improving and simplifying infrastructure required in a virtualized environment.
- Builds virtualization in at the server layer with a common hypervisor and a storage layer that delivers the data management functionality, performance, protection, and capacity required in a highly virtualized environment.
- Turns IT infrastructure into invisible, manageable hardware where operations and information are managed on a per VM basis and the infrastructure responds as it should.
- Provides an ideal IT building block comprised of server , storage, and network resources in a scalable 2U form factor.
- Uncovers newfound means of capacity optimization, data mobility, caching, WAN optimization, and global data tiering.
- Leverages standard x86 hardware and has a custom hardware card for each node to offload and accelerate processing.
- Integrates with existing virtualization infrastructure investments.
- Allows a single administrator to globally manage any number of OmniCubes, anywhere, all on a VM-basis, from a single pane of glass: vCenter.

OmniCubes are deployed in a network of two or more, called the OmniCube Global Federation which provides the means for scalability, efficient data transfer across data centers, and high availability within the data center. While ESG Lab has not formally tested and analyzed the OmniCube, we were impressed during a product demonstration with its ability to provide efficient data movement, resource sharing, and seamless scalability in a compact form factor. The OmniCube is built with the VM administrator in mind and immediately enables VM admins to shift their mindset to higher value tasks with the confidence and trust in deploying IT infrastructure that is designed to perform well in a highly optimized fashion.

Infrastructure Reduction and Simplified Management

The modern data center is highly virtualized and requires IT infrastructure that is designed for simplicity, efficiency, and reliability. ESG frequently speaks with IT organizations from whom we consistently receive feedback regarding the great success server virtualization is having in terms of consolidation and cost containment, but we are also constantly reminded of the new problems that arise. ESG recently spoke with an IT leader and discovered that server virtualization has been a great success for his organization, but has spawned new challenges:

“We love server virtualization and all new requests are deployed on a virtual machine. We have had great success in server consolidation, but now I am left with a data center full of storage. We need to fix it.” – CIO

The extremely interesting dynamic of what SimpliVity delivers to IT is the vast reduction in IT hardware and the built-in functionality that typically comes at a premium with other solutions available in the market today. Deduplication, data compression, intelligent data placement, efficient data protection, performance tiering, and WAN optimization are all top of mind and engineered into the OmniCube. This removes complexity, eliminates the management of different

vendor solutions, and delivers a condensed environment that can perform on par and potentially exponentially improve current server virtualization infrastructure deployment models.

The market is not about to stand still, as SimpliVity continues to innovate and revise its solutions. Server, network, and storage market leaders Dell, HP, IBM, VCE and others are not about to let off the gas with their integrated solutions. Although the solutions these companies offer vary based on target market, use case, and economic entry point, the value proposition is similar. SimpliVity will have to prove themselves against these market leaders and ignite customers as well as its go to market channel with education and ways to make the OmniCube purchasing decision a no brainer.

The Bigger Truth

With virtual machines as the focal point of the SimpliVity OmniCube design focus, IT organizations that are extending their investment in server virtualization and ramping up their cloud computing initiatives are welcomed with a simplified and economical design. The OmniCube turns what can be a complex stack of infrastructure into a powerful building block designed to remove complexity, incorporate features that are in demand, and deliver performance to match IT requirements. This versatility of SimpliVity arms IT with the ability to align the OmniCube with its currently deployed architecture and opens up the door for opportunities to extend the architecture to the public cloud.

The IT infrastructure model is changing. DIY IT infrastructure is going to be replaced with solutions that are much easier to deploy and manage. SimpliVity is well aligned with this transition and ready to help its customers achieve the next wave of efficiency and optimization in their data centers in an easy to consume manner without breaking the piggy bank.