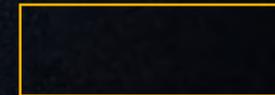


Six uncomfortable questions to ask your All-flash vendor next time you see them



#MyKindOfFlash

Get the answers your business deserves before you purchase your next All-Flash array



Introduction

The storage purchasing process isn't all bad

There are expensive steak dinners and box seats at sports games. Lots of college-athletes-turned-sales-reps eager to be your best friend. And don't forget about the marketing schwag!

But if you sit down with an IT operations manager responsible for deciding storage strategy, you'll discover that most actually hate the way they are forced to buy storage.

Why the frustration?

There are probably some interesting answers that can be traced back to the mainframe days. But the simple explanation is that the traditional storage sales process is based on confusion, misdirection, and empty promises. It takes a tremendous amount of steak and sports to compensate for this.

See past the smoke and mirrors

This eBook is a simple guide to getting some clarity from your storage sales rep. These fundamental questions are designed to quickly get to the bottom of what you are buying. This could make your sales rep (and new 'best friend') a bit uncomfortable. But in the end, you'll be more informed and more in control of the storage purchasing process.

WANT TO KNOW MORE?

Get in touch with your Kaminario All-Flash expert today on: +1-855-876-2441 or email info@kaminario.com

Question 1

Can you assure an exact useable capacity figure?



You buy data storage to store actual data that you plan on using. Obviously.

Therefore, isn't it important to know how much useable storage capacity you're actually getting? (Useable capacity relates to the raw capacity of the system you buy and the data reduction technology the vendor employs.)

The smarter storage perspective

Vendors are notorious for playing games with their data reduction claims. As a customer, you can ignore claims about reduction ratios because of the inconsistencies of vendor reporting. You should only care about how much useable capacity your host and applications see – both now and as the storage fills up. That's all that matters.

Get the answer you deserve

Simply ask your prospective vendor:

“Can you guarantee the capacity that my hosts will see? If not, why the heck not?!”

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Kaminario's Assured Capacity program offers a simple way to think about purchasing flash capacity: You get what you buy – a cost-efficient assurance that we will expand a customer's system at our expense to achieve promised effective capacity.

It really is that simple.



Question 2

Can you assure my production performance levels?



You're buying all-flash storage to supercharge application performance. And yes, flash is faster than disk. But not every all-flash array is equipped to deliver consistently high performance for complex workloads.

The smarter storage perspective

Pretty much all vendors claim 'Game-Changing Performance'. Sounds great, but what exactly does it mean? You need to ensure your all-flash solution delivers consistently high performance for mixed workloads as the environment scales to accommodate more users, more devices, and more applications. You need assurance beyond a Proof-of-Concept or a 30-day term. You need it for the life of the system.

Get the answer you deserve

Simply ask your prospective vendor:

“Can you assure consistent IOPS at low latencies with mixed workloads? If not, again, why the heck not?!”

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You deserve to know what performance you'll get from your all-flash solution regardless of the workload.



Rest assured that the K2 storage platform will perform as promised – even across mixed workloads. Otherwise, we'll provide added compute at no cost.

Question 3

What happens if you don't meet the promised 99.999% availability



'Five nines (or more)'. It's the industry standard for enterprise storage. You'll find it in pretty much every marketing document or spec sheet for every vendor.

The smarter storage perspective

And it's that kind of reliability that IT strategies are built upon. It seems obvious that such a common metric would come with some kind of guarantee, right? In reality, almost no one actually guarantees availability. So what else should you know about the lack of guaranteed reliability?

Get the answer you deserve

Simply ask your prospective vendor:

“ What happens if you don't hit the 99.999% availability you promise? ”

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Our confidence in the platform's ability to deliver enterprise-class availability levels makes the Assured Availability program easy to execute.



We either deliver 99.999% uptime – or zero-cost support extensions.

Question 4

What happens when my storage needs to grow and I don't want a forklift upgrade?

Businesses are built to scale. Your data center infrastructure needs to grow too.

The traditional way to scale storage was based on the dreaded 'forklift upgrade'. This kind of disruption is completely incompatible with the pace of modern business.

The smarter storage perspective

As a result, storage vendors have gotten clever with how they talk around the subject of scaling. In particular, providers of scale-up solutions obscure their limitations with promises of "free upgrades" – as long as you shell out for a fixed-term premium support contract and your growth needs align precisely with their predetermined upgrade schedule. Needless to say, the natural growth pattern of any business is never that tidy in the real world.

Get the answer you deserve

Simply ask your prospective vendor:

“ Can you guarantee that I can scale my environment at a predictable cost whenever I need to – without a forklift upgrade or data migrations? ”

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Grow your flash storage infrastructure seamlessly over time.



Leverage new hardware technologies as they become available. Phase-out older hardware without disruption and keep your infrastructure current in perpetuity.

Question 5

How much will my maintenance renewal cost after the pre-paid term is up?

Legacy storage vendors invented the 'maintenance flip' to drive repeated hardware refresh cycles for their customers. This is when support costs dramatically increase after the initial pre-paid term is up. This adds operating expense and makes it easy to justify replacing good systems with new gear prematurely.

The smarter storage perspective

Put simply, this move sucks.

You should have visibility of support pricing for the life of your solution. What will maintenance cost if you choose to renew in year four, for a two-year contract? Or in year five for a three-year contract? And what if you want year-to-year renewals after that? Basically, why is it so hard for vendors to define long-term costs?

Get the answer you deserve

Simply ask your prospective vendor:

“ Can you assure my maintenance renewal costs after my pre-paid term is up, in perpetuity? ”

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Do you know what your storage maintenance and support cost will be for year 4, 5, 6, 7... 10? You should.



Don't let your vendor engineer you into a storage refresh corner. Plan your storage maintenance and support costs with 100% visibility.

Question 6

What happens if an SSD wears out after my warranty expires?

All-flash arrays use only a few types of Solid-State Drive (SSD) as storage media. But all SSDs naturally wear over time as data is repeatedly written and erased. Vendors generally try to manage these endurance levels by optimizing how SSDs write to disk.

The smarter storage perspective

Most SSD vendors offer a five-year guarantee under normal use. So what happens if you want to continue using your system after five years? Do you want the added unpredictability of buying replacement SSDs if one fails or wears out? If some vendors can warranty SSDs for the life of the system, shouldn't all be able to?

Get the answer you deserve

Simply ask your prospective vendor:

““ Can you assure SSD wear and failure for the life of my array? ””

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You shouldn't have to worry about the intricacies of Solid-State Drive (SSD) wear to understand your maintenance costs.



Our SSDs are covered as long as your storage array has an active support contract.