



Business in a Flash

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Revolutionizing Data Center Economics

Status Quo

Violin All-Flash

Storage



Over-Provisioned

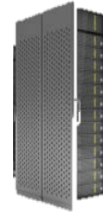


Up to 90% Reduction in Storage Costs

Servers



Under Utilized



Up to 80% Reduction in Cores/Servers

Apps



Licensed By Core



Up to 70% Reduction in Software Licensing

Data Center



Limited Real Estate



Up to 90% Reduction in Power/Space/Cooling



Top 10 Global Telco

Telco is focused on increasing revenue from Data and cell phone minute billing:

- Latency in existing storage was costing 100's of millions in lost billable revenue
- Performance issues had put on hold customer migration to 4g
- Workload is expected to increase up to 20 fold



Violin Delivers the \$\$\$

- Telco will bill an additional \$140M/year
- Violin is only 66% of the CAPEX of existing solution
- Violin is the only solution that achieves their SLA
- Violin provides 12x performance improvement
- Violin provides 95% reduction in Power & Cooling
- Violin provides 98% reduction in Space
- Flexibility to scale performance further



Fortune Global 500 Retailer

- Needed data to be used for tracking inventory to global footprint, analyze sales and adjust pricing according.
- Loading 50 million SKUs nightly without completing the jobs
 - Impact to the next business day operations
 - Business was using stale data
- Goal: Reach 450 million SKUs nightly



Violin Delivers the \$\$\$

- 50 million SKUS now process in **3 hours** **versus 8 hours**
- Avoided a 2-year, \$10-20M application re-write to address latency issues
- Optimized global product inventory and logistics
 - Achieved predictability in inventory levels



Violin Delivers the \$\$\$ for Juniper Networks



- 96% Less Space
- 67% Less Power
- 33% Lower TCO
- 5,645% More Performance



Summary

- 3 x 6264 (iSCSI)
- 2 x 6264 (FC)

LEGACY STORAGE

- 8 Floor Tiles
- 436 Disk Drives
- 62 thousand IOPS
- 160 TB Capacity
- \$4.07 M – 5 year TCO

VIOLIN MEMORY

- 0.36 Floor Tile ✓
- 0 Disk Drives ✓
- 3.5 million IOPS ✓
- 350 TB Capacity ✓
- \$2.74 M – 5 year TCO ✓



Violin Memory: Revolutionizing Data Center With *Economics*



50% savings in total cost of hardware, software and support



NATS saved £9M over 4 years.



\$2M savings in billable hours from legal team and CAPEX savings



Achieved \$400K in operational savings



Achieved over \$600k in revenue with Maestro and Array tiering



ERP system is running 4X faster on the Violin platform



ROI in 11 months & reduced nightly reports times by 3x for Oracle Business E-Suite



ROI <1 year with 90% reduction in billing app reporting time



Reduced the cost per IOP by nearly 9x (from £8.88 to £1.03)