Faster, Smarter & More Affordable Storage for Hybrid, Multicloud World

Eric Herzog, IBM Storage CMO & Channels VP
End Users love IBM Flash

Search for more at www.ibm.com/case-studies
Protects clients’ mission-critical applications and data in a multi-tenant private cloud

**Business challenge**

Cloud Temple wanted to protect its clients’ virtual machines, improve customer service, and cut costs in a multi-tenant private cloud.

**Transformation**

The company deployed IBM Spectrum Protect Plus to manage the back up of approximately 7,500 Vmware virtual machines to IBM FlashSystem 9100 and IBM Storwize V5000 storage systems

**Increased**

Rates of compression and deduplication of data during the backup process, accelerating protection while cutting the rate of growth in storage capacity requirements.

**Simplified**

Management with a single flexible storage resource using IBM Spectrum Virtualize

**Fast, reliable, scalable**

“With IBM solution, we are confident that our clients’ critical systems and data are protected and be rapidly recovered. In addition, we now spend less time organizing backups and can concentrate on keeping our clients’ outsourced systems in optimal working order.”

— Christophe Lesur, General Manager Cloud Temple

Drives international growth while saving $1.1 million USD with IBM Power Systems and IBM Storage

**Business challenge**

Industrial workwear retailer Carhartt wanted to grow its international customer base.

**Transformation**

Carhartt upgraded their IBM Power Systems to consolidate its physical servers; and deployed IBM FlashSystem 9100 and IBM Storwize V7000 to reduce complexity and cut the IT management workload, as well as improve technical storage performance.

https://www.ibm.com/case-studies/carhartt-systems-hardware-consolidation-power

**$ 1.1 million**

USD saved through improved performance and reduced upkeep

**70%**

Reduction in physical data center footprint

**75%**

Faster report times streamline business processes

“*At first, users thought the reports were not running correctly, as they couldn’t believe how fast results were coming through!*”

— Michael Karasienski, Systems Architect, Carhartt
Embracing flash storage to enhance data-driven municipal services

Business challenge

Fosen IKT delivers data-driven services to five municipalities in Norway. How could it continue to satisfy client demand for new services without harming the performance of existing applications?

Transformation

Fosen IKT deployed IBM FlashSystem 9100 and IBM Spectrum® Virtualize to increase throughput and create headroom for continued application growth.

Up to 50%

shorter application response times, helping Fosen IKT meet stringent SLAs

29%

data compression, reducing storage requirements and enabling data growth

Cuts

power consumption, delivering operational cost-savings

“Key workloads on our accounting platform—such as payroll, budgeting and financial reporting—are now up to 50 percent faster.”

— Terje K. Nilsen, ICT Consultant, Fosen IKT

https://www.ibm.com/case-studies/fosen-ikt-computer-services-flash-system
Middle-Eastern Government Agency

Improving citizen safety through large-scale open-source data analytics

Business challenge

To help ensure citizen safety, this Middle-Eastern government agency needed to analyze enormous volumes of data at speed.

Transformation

On behalf of the government agency, Circinus (Channel Partner) built a highly flexible, scalable and secure solution by selecting IBM LinuxONE with IBM FlashSystem 9100 and IBM Storwize V5030 to provide high-speed data storage

Acelerate

Ingestion and analysis of time-sensitive data to support intelligence work

Protects

Vital government services with high-availability architecture

100% Encryption

Helps ensure security for sensitive intelligence reports

"Its easy scalability and integration with other systems will be invaluable as we grow the solution to improve our services and meet future demands."

— Andy Kowal, CTO, Circinus (Channel Partner)
Large Bank in Nordics

“We were pleasantly surprised by the concentration of Computational power and storage density engineered on the FS9100.

With the Flash Core Modules on the FS9100 compared to our prior significant All-Flash investment on competitors products, we see an across-the-board reduction in latency.

Most batch processing has been reduced several factors delivering critical positioning almost instantly. In addition the OLTP performance significantly outperforms even RDBMS branded appliance platforms.

Furthermore, the compressibility of the data has no impact to the performance of the solution resulting in both beneficial costs since compression is always implemented and performance is predictably low including data-at-rest encryption.”
IBM Storage Leadership and Flash Memory Summit Awards

Artificial Intelligence

2016 FMS
Cybersecurity demonstration, that included IBM’s FlashSystem 900 and SparkCognition cybersecurity software, utilizing IBM Watson AI, named the recipient for “Most Innovative Flash Memory Business Application.”

Unstructured Data

2017 FMS
NVMe over Fabrics demonstration that included IBM’s Spectrum Scale. This solution can deliver 15 million IOPS at a latency of around seven microseconds, named the recipient for Most Innovative Flash Memory Business Application.

Structured Data

2018 FMS
“Customers demand new levels of performance, data reduction and ROI from their storage investments,” “We are proud to recognize the IBM FlashSystem 9100, which delivers unmatched performance with 100μs latency, 2.5M IOPS and 34GB/sec bandwidth and up to 5:1 data reduction through block-level deduplication, hardware-based compression technology, SCSI UNMAP support, pattern matching, and thin provisioning for an impressive cost effective storage solution.”

Jay Kramer, Chairman of the Awards Program and President of Network Storage Advisors Inc.

http://www.conferenceconcepts.com/English/Conferences_Summits/Conferences_Summits.html
IBM Storage Portfolio Awards and Recognition

IBM recognized in the below markets for our listed solutions:

**IBM Cloud Object Storage**
- 2019
  - Critical Capabilities for Object Storage
    - Highest Scores for Analytics, Archiving, Backup & Cloud Storage Use Cases (January 2019)

**IBM Storwize, XIV, DS8000**
- 2013 - 2018
  - A Leader: Magic Quadrant for General-Purpose Disk Arrays (November 2018)

**IBM Spectrum Scale & IBM Cloud Object Storage**
- 2016 - 2018
  - A Leader: Magic Quadrant for Distributed File Systems and Object Storage (October 2018)

**IBM SSA Portfolio**
- 2014 - 2018
  - A Leader: Magic Quadrant for Solid State Arrays (July 2018)

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**IBM Spectrum Storage**
- 2019
  - 10 Software-Defined Storage Pioneers That Are Shaking Things Up

**IBM FlashSystem 9100**
- 2018
  - 10 Coolest New Enterprise Storage SSDs and Flash Storage

**IBM Tape**
- 2006 - 2018
  - #1 Branded Tape Revenue

**IBM Cloud Object Storage**
- 2016 & 2018
  - A Leader in Object-Based Storage by IDC MarketScape

**IBM FlashSystem 9100**
- 2018
  - Finalist: Enterprise Storage

**IBM Spectrum Storage**
- 2018
  - Finalist: Software-Defined Storage

**IBM PartnerWorld 2018 - 2019**
- 5 Star Storage Vendor

**IBM Spectrum Protect Plus**
- 2018
  - Product of the Year Finalist: Storage Arrays

**IBM Cloud Object Storage**
- 2018
  - Product of the Year Finalist: Software-Defined and Cloud Storage

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[Check out the latest version at http://ibm.biz/Storage_Awards]