Accelerating NVMe Capacity Adoption with Enterprise Storage-as-a-Service

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The NVMe Promise(s)

- **Performance**
  - Reduced latency
  - Vastly increased concurrency

- **Economics**
  - Economics of scale for enterprise applications
    - No “special” interface required for dual/multi-channel applications
Why Aren’t We Delivering on the Economic Promise of NVMe?

- Enterprise Storage is Inherently Conservative
- Industry Analysts are Recommending Point Adoption
  - Very well known industry analysts advising users to adopt NVMe only for applications that can show clear and immediate value with increased performance
- Why are industry analysts saying this?
  - It mostly comes down to price/cost
    - Plus concerns over NVMe-oF maturity
- To date, NVMe has been priced as a premium CapEx option
Premium Pricing is Slowing NVMe Adoption

What challenges have you experienced using NVMe SSDs?

- Cost prohibitive: 67%
- Not enough slots for NVMe drives in existing hardware (only 4 of 24 slots in a 2U Server): 50%
- Current hardware doesn’t support NVMe SSDs: 39%
- Concerns over Fail-over support (Dual-Port SAS today): 33%
- I have not experienced any challenges with NVMe SSDs: 5%

Sure, device cost is the leading single issue, BUT ALSO...

- Support for NVMe in existing equipment reported by 89% of respondents
How Enterprise Storage-as-a-Service Can Help

- **Simplify upgrades**
  - More on that in a minute

- **Reduce risk of buyer’s remorse**
  - If you don’t own it and it’s easy to upgrade, you’re not worried about obsolescence

- **Deliver economic benefits to the user**
  - Device prices NVMe vs. SAS have already crossed over
  - End user capacity pricing, not so much
As the industry pioneer in Enterprise STaaS, here’s how Zadara handles technology upgrades:

• They’re free
• No hidden costs, support plans, or complicated “we’ll give you pro-rated credit...” deals
• On-premises, or in the cloud, or both
• Just request the upgrade

We think everyone else should do this too. But they won’t.

Dedicated
- CPU cores
- Memory
- Storage
- Cache

Elastic in all directions

Seamless, rapid failover
Customer Story: K3 Starcom

- Starcom is the UK’s leading supplier of integrated business systems for the retail, manufacturing and distribution sectors
- Specialist in ERP hosting, system integration and cloud services
  - Microsoft Tier 1 Cloud Solution Provider
  - Private, public, and hybrid clouds
- Adopted Zadara enterprise storage-as-a-service in 2015
  - Started with SAS 10k RPM HDDs
  - In 2017 moved to 1.6 TB SSDs
  - In 2019, moved to 3.8TB SSDs
  - Expect to move to NVMe in 2019

No cost, on-demand upgrades allow Starcom to jump to lower capacity cost curves for immediate business impact. Their monthly bill will go down(!)
Summary

- NVMe capacity is ready for explosive adoption
- Key factors are holding that adoption back
  - Price
  - Complexity
- By addressing these limiting factors and making it easier for users to quickly benefit from ALL the advantages of NVMe capacity
  - Performance
  - Economics
- Enterprise storage-as-a-service can accelerate broad adoption
Thank You!