



You make **possible**



Accelerate your Hybrid Multicloud Deployments in 2020

Eric Herzog, CMO & Vice President Worldwide Channels, IBM Storage Systems @zoginstor

PAR-2984

CISCO *Live!*

Barcelona | January 27-31, 2020



Cisco Webex Teams

Questions?

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How

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- 2 Click “Join the Discussion”
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- 4 Enter messages/questions in the team space



Agenda

- Hybrid Multicloud Introduction
- Storage for Hybrid Multicloud

2020+

Chapter 2 of Digital Transformation

Journey to the Cloud



Building a Smarter Business



Cyber Security and Resiliency



2020+

Chapter 2 of Digital Transformation

IT is adapting



Compute
Physical
Virtual
Container



Networking



**Applications
and
Workloads**

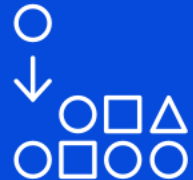
Data is challenging



Location



Connectivity



Visibility



Security



Performance

IBM Storage Award-Winning portfolio

Software-Defined/
Cloud Storage

Storage Systems

Storage for AI & Big Data



IBM Spectrum Discover



IBM Spectrum Scale



IBM Cloud Object Storage

Elastic Storage
Server



ESS

Cloud Object
Storage



Storage for Hybrid Multicloud



IBM Storage Insights



IBM Spectrum Virtualize

Storwize



Storwize V5000/
V7000

FlashSystem



FlashSystem
9100



SAN Volume
Controller



IBM
Spectrum
Accelerate



FlashSystem
A9000/R

DS8000



DS8900F

Tape



TS7700

Networking

Modern Data Protection & Cyber Resiliency



IBM Spectrum Protect



Hybrid Cloud



Snapshots



Tape



VMs



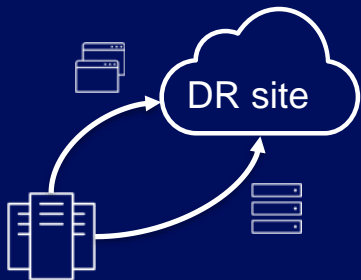
Containers

Storage for Hybrid Multicloud

Storage choices matter because cloud use cases matter

Business Continuity

leveraging public cloud
resources



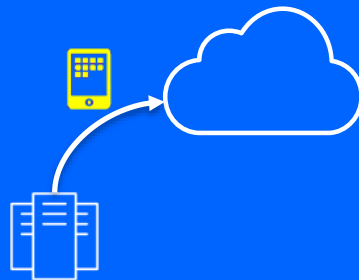
DevOps Analytics

Temporary data copies
from on-prem to cloud



Workload migration

Transparent data
migration to cloud



Hybrid multicloud

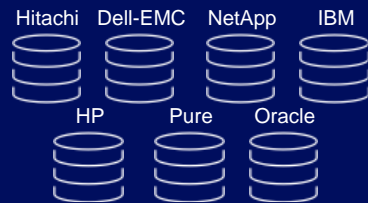
Operating infrastructure
both on-prem and in
public cloud





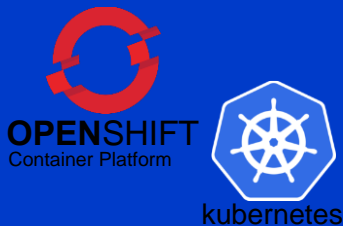
IBM Spectrum Virtualize

Agility



Transparent
Data movement
without system
downtime

Bridge



From traditional
to new
technologies

Cloud



Storage
capabilities that
can be deployed
across hybrid
multicloud



Data reduction (guaranteed)



Reduction
up to 5:1

Highest
performance
2:1 with IBM
FlashCore

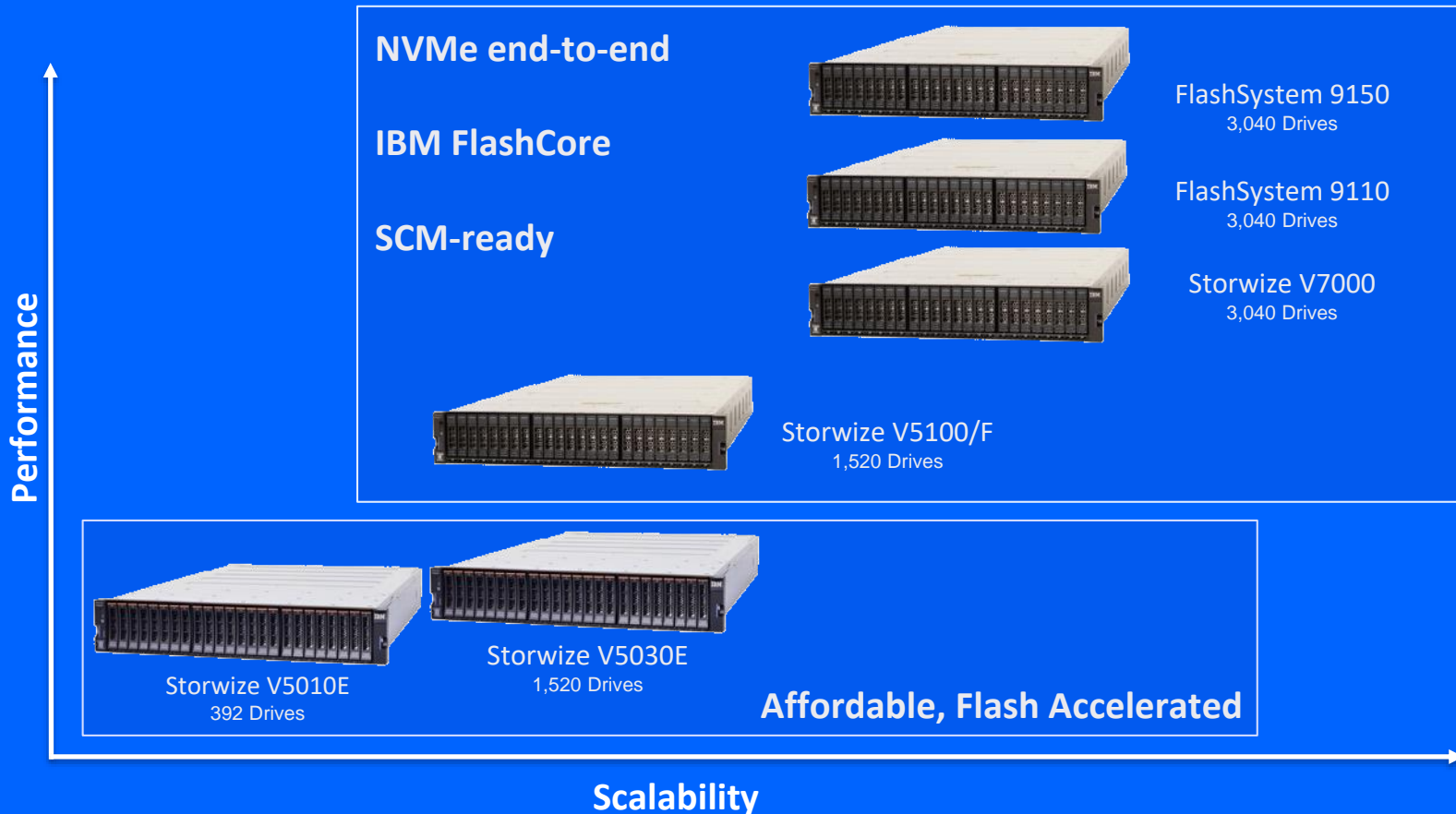
Encryption



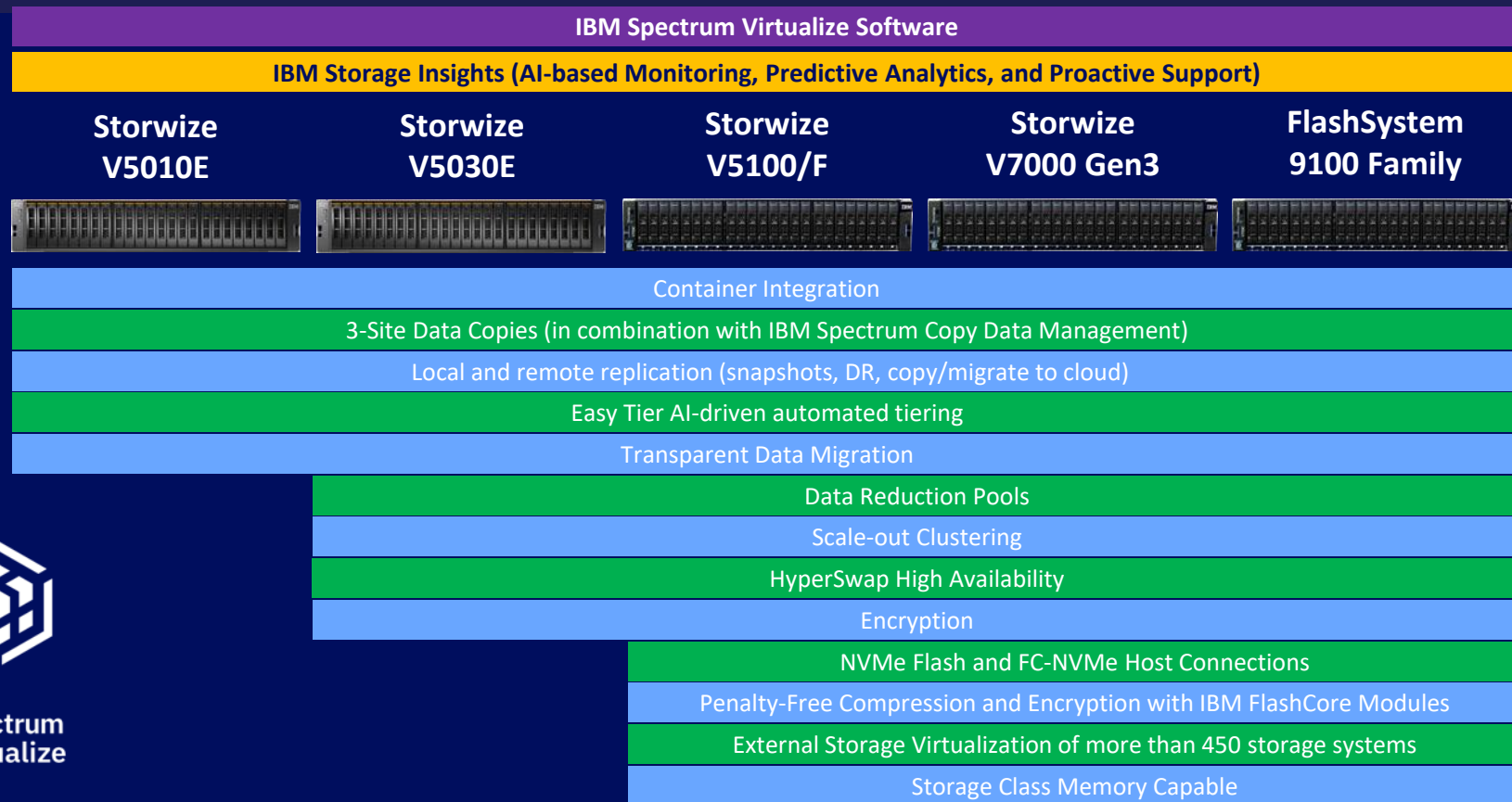
Encryption
regardless of
vendor

FIPS 140-2 with
IBM FlashCore

IBM Storage Built with Spectrum Virtualize



IBM Storage Built with IBM Spectrum Virtualize



IBM
Spectrum
Virtualize

*NVMe
accelerated
flash solutions*

Asymmetrical wear levelling

Outstanding data reliability



IBM Storage Insights

AI-empowered Storage Analytics, Storage Resource Management, and Support Platform



IBM Storage Insights

- Trending analysis
- Capacity planning
- Best practice insights
- Performance data
- Support integration
- Alerting
- Open / Closed ticket status



- 24 x 7 Support
- Enhanced response times
- Remote management and code load
- Faster time-to-resolution



IBM Storage Systems Portfolio



Proactive Client Notification
Technical Advisor

Cloud Paks – Enterprise-ready cloud software

A faster, more secure way to move your core business applications to any cloud through enterprise-ready containerized software solutions

IBM containerized software

Packaged with Open Source components,
pre-integrated with the common operational services,
and secure by design



Container platform and operational services

Logging, monitoring, security,
identity access management



Complete yet simple

*Application, data and AI services,
fully modular and easy to consume*

IBM certified

*Full software stack support, and ongoing
security, compliance and version compatibility*

Run anywhere

*On-premises, on private and public clouds,
and in pre-integrated systems*

IBM
public cloud



AWS



Microsoft
Azure



Google
Cloud



Private



IBM Z
IBM LinuxOne
IBM Power
IBM Storage

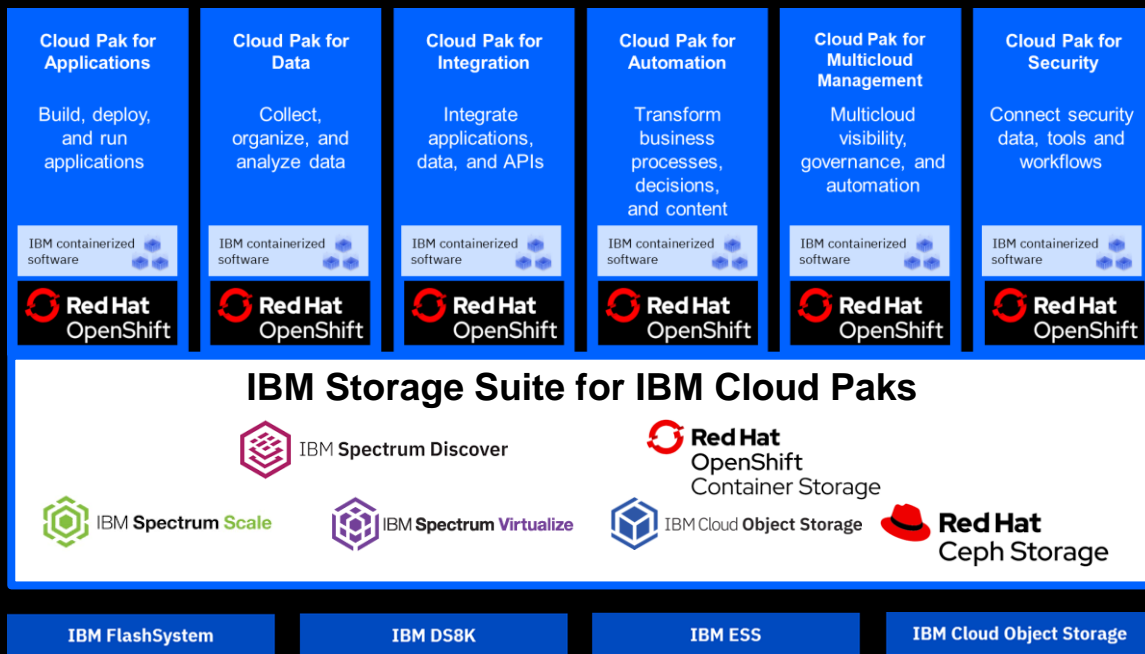
End-
points



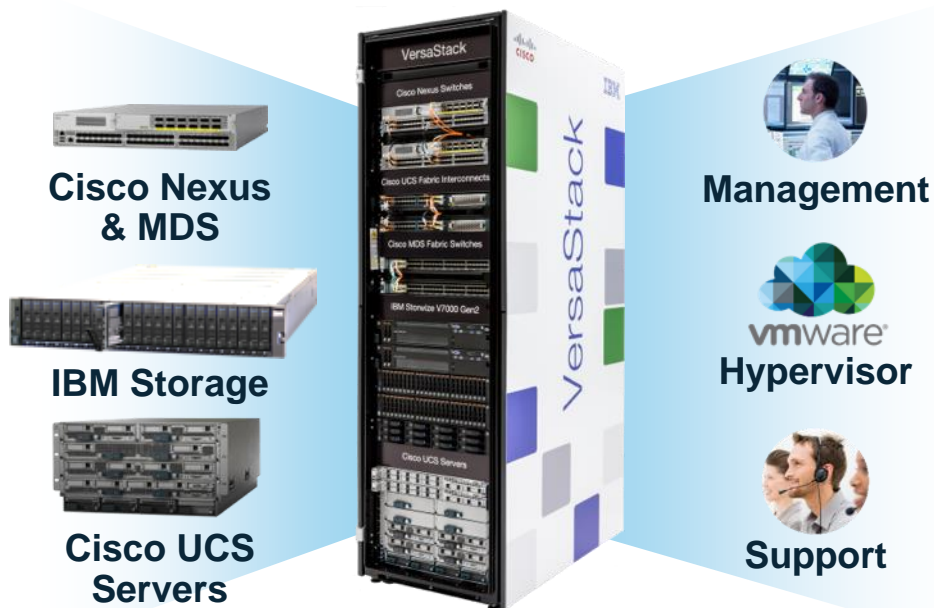
IBM Storage Synergy with Red Hat & Cloud Paks

Software defined storage to help build powerful, agile, secure storage for hybrid multicloud environments

- ✓ A single solution for all data resource needs – Block, File and Object
- ✓ Industry leading Open Source Red Hat storage to award-winning IBM Spectrum software
- ✓ Enterprise Kubernetes backup and restore capabilities to enable clients in VM and container environments
- ✓ Modular, flexible and easy to consume with consistent data storage services
- ✓ Licensing aligned with Cloud Pak metrics
- ✓ Tested and validated with IBM Cloud Paks



VersaStack solves data and cloud issues



Time to Value

Reduced CapEx and OpEx.

Scalable compute & storage with Investment Protection

Simple and comprehensive management

cisco *Live!*

Easy



61% reduced management cost with UCS Director

Efficient



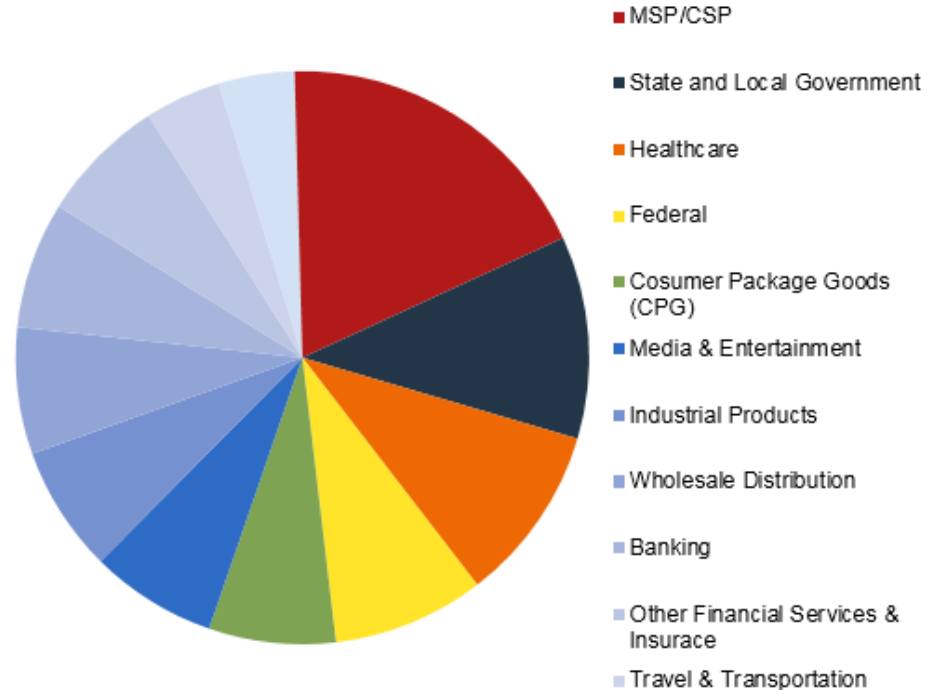
293% ROI, **4-month** payback

Versatile



84% faster provisioning times

Strong client & service provider adoption



[Client Success Videos](#)

cisco *Live!*

Embracing flash storage to enhance data-driven municipal services

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

Solution Components:
[IBM FlashSystem 9110](#)
[IBM Spectrum Virtualize](#)

Protects clients' mission-critical applications and data in a multi-tenant private cloud

Frees 3 FTEs from software development and maintenance tasks

Saves 2 FTEs in backup operations, enable staff to focus on value-add opportunities

7,500 VMs will be protected across complex, multi-tenant private cloud

Solution Components:

[IBM FlashSystem 9110, IBM Spectrum Virtualize, IBM Spectrum Protect Plus, Storwize V5000](#)

Bringing public-cloud scale and speed to secure private-cloud infrastructure

3x faster deployment and scaling of customized private clouds for clients

Saves 1 FTE in costs per year, enabling competitive pricing

Attracts new clients by combining the best features of public and private clouds

Solution Components:

[VersaStack, IBM Spectrum Virtualize Software for V7000, IBM Storwize V7000](#)

IBM's Award-Winning Storage Portfolio



IBM recognized in the below markets for our listed solutions:

IBM Spectrum Protect

2011 - 2017, 2019

IBM Named A Leader:

[Magic Quadrant for Data Center Backup and Recovery Solutions](#)
(October 2019)¹

IBM Spectrum Scale & IBM Cloud Object Storage

2016 - 2019

IBM Named A Leader:

[Magic Quadrant for Distributed File Systems and Object Storage](#)
(September 2019)¹

IBM FlashSystem, Storwize, DS8000

2019

IBM Named A Leader:

[Magic Quadrant for Primary Storage](#)
(September 2019)¹

IBM Cloud Object Storage

2019

[Critical Capabilities for Object Storage](#)

IBM Receives Highest Scores for Analytics, Archiving, Backup & Cloud Storage Use Cases
(January 2019)¹



IBM Storwize 5000 Family

2019

10 Coolest Flash Storage & SSD Technologies

IBM Spectrum Storage

2019

10 Software-Defined Storage Pioneers That Are Shaking Things Up



IBM Cloud Object Storage

2019, 2018, 2016

A Leader: Object-Based Storage MarketScape²

IBM Spectrum Scale

2019

A Leader: Scale-Out File-Based Storage MarketScape³



IBM

2019

Winner: Software Defined Storage Vendor of the Year

IBM

2019

Winner: Storage Hall of Fame Induction

Eric Herzog, IBM

2019

Winner: Contribution to the Storage Industry



Eric Herzog, IBM

2019

1 of 9 Enterprise Data Storage Influencers to Follow on Twitter



IBM All-Flash

2019

Leader – Market, Performance, Reliability, Innovation, Service & Support:
All-Flash NVMe-of Arrays

IBM All-Flash

2019

Leader - Market, Performance, Reliability, Service & Support:
Multicloud All-Flash Storage-as-a-Service

IBM Mid-Range Tape Drives & IBM Tape Libraries

2018

Leader – Market, Performance, Reliability, Service & Support, Innovation



IBM

PartnerWorld

2018 - 2019

5 Star
Storage Vendor



IBM FlashSystem 9100

2019

Winner: Technology Subcategory
Storage-Enterprise Category

IBM Storwize V5100

2019

Winner: Revenue & Profit Subcategory
Storage-Midrange Category



IBM All-Flash

2019

B2B Channel Performance:
Year-over-Year Top U.S. Market-Share
Point Change -
All-Flash Array Market



IBM Cloud Object Storage

2019

Global Product Line Strategy Leadership Award



IBM Storwize Family

2019

Finalist: Disk & Disk Subsystems

IBM Cloud Object Storage

2019

Finalist: Disk & Disk Subsystems

IBM TS1160 Tape Drive

2019

Finalist: Backup & Disaster Recovery
Hardware, Software & Services

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VersaStack resources

Cisco Validated Designs

[Link to all CVDs](#)

Cisco UCS for Data Center with All-Flash Storage

- [VersaStack for Data Center with All-Flash Storage and VMware vSphere 6.0](#)
- [VersaStack Data Center with All-Flash Storage and VMware vSphere 6.0 Design Guide](#)
- [VersaStack for Data Center with All Flash Storage Design Guide](#)

Cisco UCS C240 with IBM Cloud Object Storage

- [VersaStack for IBM COS on Cisco UCS C240 for Concentrated Dispersal Mode](#)
- [VersaStack for IBM COS on Cisco UCS C240 for Concentrated Dispersal Mode Design Guide](#)

VersaStack with IBM Cloud Private

- [Cisco UCS C240 with IBM COS](#)
- [IBM Cloud Private CVD](#)

Cisco UCS S3260 with IBM Cloud Object Storage

- [VersaStack Design Guide for IBM Cloud Object Storage with Cisco UCS S3260 Storage Server](#)

Cisco UCS with IBM SAN Volume Controller

- [VersaStack with Cisco UCS M5 Servers, IBM SVC, and vSphere 6.5 U1](#)
- [VersaStack for IBM Cloud Private with Cisco UCS and IBM Storage](#)
- [Design Guide for Cisco ACI, IBM SVC, IBM FlashSystem 900, and IBM Storwize V5030 with VMware vSphere](#)

Cisco UCS Mini with IBM Storwize V5000

- [VersaStack Deployment Guide for IBM Storwize V5000 2nd Generation, Cisco UCS Mini with VMware vSphere 6.0 Update 2 and Direct Attached SAN Storage](#)
- [VersaStack Design Guide for UCS Mini, IBM Storwize V5000 2nd Generation and VMware vSphere 6.0 U2](#)
- [VersaStack Design Guide for Cisco UCS Mini and IBM Storwize V5000 with VMware vSphere 5.5](#)

Cisco UCS with IBM Storwize V7000

- [VersaStack Design Guide with Cisco UCS and IBM Storwize V7000 and VMware vSphere 5.5](#)
- [VersaStack Deployment Guide for Cisco UCS and Direct Attach IBM Storwize V7000 with VMware vSphere 5.5 for Data Center](#)
- [VersaStack Deployment Guide with Cisco UCS and IBM Storwize V7000 for Data Center Scale Out](#)

Cisco UCS with IBM FlashSystem V9000

- [VersaStack Design Guide with Cisco UCS and IBM FlashSystem V9000 and VMware vSphere 6.0](#)
- [VersaStack Design Guide with Cisco UCS and IBM FlashSystem V9000 and VMware vSphere 5.5](#)

Desktop Virtualization

- [VersaStack with Cisco UCS and IBM FlashSystem A9000 Storage for 5000 VMware Horizon Users](#)

VersaStack Hybrid Cloud

- [VersaStack Hybrid Cloud Design Guide with Cisco CloudCenter and IBM Spectrum Copy Data Management](#)
- [VersaStack Hybrid Cloud Deployment Guide with Cisco CloudCenter and IBM Spectrum Copy Data Management](#)

Redbooks

[Link to all Redbooks](#)

[VersaStack Solution by Cisco and IBM with SQL, Spectrum Control, and Spectrum Protect](#)

[VersaStack Solution by Cisco and IBM with IBM DB2, IBM Spectrum Control, and IBM Spectrum Protect](#)

[Implementing a VersaStack Solution by Cisco and IBM with IBM Storwize V5030, Cisco UCS Mini, Hyper-V, and SQL Server](#)

[VersaStack Solution by Cisco and IBM with Oracle RAC, IBM FlashSystem V9000, and IBM Spectrum Protect](#)

[VersaStack with UCS M5, IBM Storwize V5030 running Microsoft SQL on Hyper-V](#)

[VersaStack with UCS B-Series and FlashSystem V9000](#)

Digital Transformation with IBM Storage Solutions

Converged infrastructure solutions simplify IT

Combining servers, converged storage and networking into one integrated platform reduces costs, increases agility and maximizes compatibility between devices

IBM and Cisco converged infrastructure solutions deliver 293% ROI in a typical enterprise use case



Save time

Boost productivity by eliminating up to half the time spent on design, deployment and management with a converged architecture. Go faster so your team to focus on other projects.



Lower TCO

Simplify hardware infrastructure with a converged system that drastically reduces the number of devices that require setup, management, power, cooling, cabling and floor space.



Simplify scalability

Easily scale compute, network and storage capacity independently as needed through infrastructure automation and a simplified, validated architecture.

[Click here](#)

Check out our IBM Storage presentations at the World of Solutions **IBM Theatre Stand #45**

Day	Time	Session Title	Speaker Name & Title	Prize
MONDAY	12:30-12:40	Building a Secure Data Defense with IBM Storage and Cisco	Eric Herzog, CMO & VP of Channels, IBM Storage	Bose Wireless Headphones
	3:30-3:40	NAS Modernization at WPP with IBM Cloud Object Storage, Cisco & CTERA	Oded Nagel, Chief Strategy Officer, CTERA	Bose Wireless Headphones
TUESDAY	12:00-12:10	Enabling Data Mobility for Hybrid Multicloud Environments with Cisco & IBM Storage	Olivier Fraimbault	GoPro
	2:00-2:10	Faster, Smarter & Simpler: Hybrid Multicloud All-Flash, NVMe Storage Powers VersaStack	Eric Herzog, CMO & VP of Channels, IBM Storage	Bose Wireless Headphones
	5:00-5:10	Understanding the Importance of Storage Networking in Your Hybrid Multicloud Strategy	Manuel Jimenez, IBM SAN Offering Management	Bose Wireless Headphones
	7:00-7:10	Accelerate your Hybrid Multicloud Deployments with IBM Storage	Eric Herzog, CMO & VP of Channels, IBM Storage	Apple AirPods
WEDNESDAY	1:00-1:10	Enabling Data Mobility for Hybrid Multicloud Environments with Cisco & IBM Storage	Olivier Fraimbault	Apple AirPods
	2:00-2:10	VersaStack technology	Brian Christopherson, TechData	Bose Wireless Headphones
	4:00-4:10	Modern Data Protection for Containers & Hybrid, Multicloud Environments	Steve Ricketts, Product Marketing Manager, IBM Storage	Apple AirPods
THURSDAY	12:00-12:10	Understanding the Importance of Storage Networking in Your Hybrid Multicloud Strategy	Manuel Jimenez, IBM SAN Offering Management	Apple AirPods
	1:00-1:10	Modern Data Protection for Containers & Hybrid, Multicloud Environments	Steve Ricketts, Product Marketing Manager, IBM Storage	Bose Wireless Headphones
	4:00-4:10	Building a Secure Data Defense with IBM Storage and Cisco	Tony Sater, Program Director, Storage Offering Management, IBM	Bose Wireless Headphones

Storage Made Simple for Hybrid Multicloud

11 February 2020

Stockholm, Sweden

Register [here](#)

Livestream: 9:00 AM US ET

[Register here!](#)



Join **Ed Walsh**, IBM Storage General Manager, and **Eric Herzog**, IBM Storage CMO and VP of Global Channels and discover how IBM keeps on setting new standards for performance, capacity and hybrid cloud connectivity, by introducing new solutions to make storage simple.



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Demos in the
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Walk-In Labs



Meet the Engineer
1:1 meetings



Related sessions



Thank you





You make **possible**