



Once upon a time,  
all these were fabulous...

# Today it's a different story

Dear <Firstname> <Surname>,

Your storage system may have been leading-edge back in the day. But now there's no time for nostalgia.

Businesses today need an infrastructure that will dramatically increase efficiency and reduce costs.

## IBM Virtualised Disk Solution

### Increasing efficiency

Traditional storage systems are inefficient, underutilised and cumbersome, making them complex and costly to run.

IBM Virtualised Disk Solution (IBM VDS) responds and adapts instantly to your business requirements, significantly increasing utilisation levels. This delivers a great deal more return for every Terabyte purchased.

### Simplifying management

Increased disk utilisation simplifies storage infrastructure management. With fewer drives, you'll have more control and you'll significantly reduce space, cooling and power costs. There's no need to continually buy and configure additional kit, putting less pressure on your IT team. As a result, storage-related causes of application downtime can be virtually eliminated.



### Increasing flexibility

IBM Virtualised Disk Solution releases storage. Increasing capacity is simple: You can add one virtualised disk, or over 1000 because it's one of the most scalable and flexible mid-range solutions available.

### Controlling costs

Maximising value from your diminishing IT budget is vital if you need to support an ever-expanding storage environment. By investing in your future you can minimise storage expenses and control costs.

### It's time to let go of the past

- If your storage infrastructure is growing exponentially
- If your storage infrastructure management is increasingly complex
- If your operating costs are spiralling while your budget is dwindling
- If your current systems are massively underutilised.

With prices starting from just €25,000 for a 12TB VDS, investing in your future is more affordable than you think.



BP Logo  
to go here



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