

Call Guide

IBM® Storwize V7000

Winning Against HP EVA



IBM® Storwize V7000 vs. HP EVA

Ramp up storage productivity. Dial down costs.

TARGET AUDIENCE

Midsize Businesses—Executive IT and IT-related decision makers and influencers

PROGRAM PURPOSE

Create leads and drive demand for the IBM Storwize V7000, which is a powerful, easy to use, innovative midrange disk system—with a specific **competitive focus** *against HP EVA storage systems*

- **EDUCATE** customers that IBM Storwize V7000 **comes standard with all the features and functionalities** they need to improve productivity at a lower cost—*the HP EVA storage systems charge extra for add-ons*
- **COMMUNICATE** the need for IBM's powerful virtualized storage system to stay competitive in an increasingly competitive business environment
- **HELP** customers see that IBM Storwize V7000 **is the answer to their storage challenges** and integrates multiple technologies found on enterprise class level storage systems at no extra charge
- **INFORM** customers that IBM Storwize V7000 has a low total cost of ownership—*it's lower than that of HP EVA*
- **REMIND** customers that IBM is the optimal choice for controlling costs of data storage, optimizing storage infrastructure, and simplifying storage management

OVERVIEW

*Smarter midsize companies **reduce the costs** of managing their growing data with **IBM storage systems** that include all the **latest technology** at **no extra charge**.*

In storage management today, managing increased complexity and explosive data growth is challenging. Midsize organizations are faced with a number of **pain points**:

- Disruptive migrations
- Difficulty deploying tiered storage
- Inability to share storage among servers
- Reduced productivity and increased cost caused by isolated server and storage management tools
- Inability to use virtualized storage, as a tool for optimizing expenditures, resources, and capabilities

IBM Storwize V7000 is a virtualized storage system that provides **unmatched performance, availability, advanced functions, and highly scalable capacity** never seen before in midrange disk systems—to help businesses respond to a rapidly changing marketplace.

The **IBM Storwize V7000 is the best solution** *compared to the HP range of EVA storage systems.*

BENEFITS: IBM Storwize V7000 offers a powerful, cost-effective storage system, which merges hardware and software components to create a single point of control that enhances overall storage efficiency:

- **Control Cost:** Control the cost of your growing data storage needs
- **Maximize Performance:** Optimize your storage infrastructure
- **Simplify Management:** Simplify your storage management

DETAILED BENEFITS OF IBM STORWIZE V7000

On a smarter planet, midsized businesses can have unprecedented IT performance while still reducing costs.

IBM Storwize V7000: *All the technology you need—right out of the box.*

The IBM Storwize V7000 is a powerful storage system that combines hardware and software components to provide a single point of control to help support improved storage efficiency and reduce cost.

IBM Storwize V7000 **improves application availability** and **resource utilization**

- IBM Storwize V7000 enables—at no additional cost:
 - **Storage virtualization¹**
 - **Consolidation**
 - **Automated tiering**
- IBM Storwize V7000 includes—at no additional cost:
 - **Thin provisioning²**
 - **FlashCopy³**

IBM Storwize V7000 offers **easy to use, efficient** and **cost-effective management capabilities** for both new and existing storage resources in an IT infrastructure.

IBM Storwize V7000 is available at a **low entry point**, and is comes in **modular packaging**—it is easy and cost effective to expand and modify for future storage needs.

¹**Storage virtualization:** Enables companies to logically aggregate disk storage so capacity can be efficiently allocated across applications and users to achieve optimal utilization.

²**Thin provisioning:** Provides automatic migration of frequently accessed data elements to high performing solid state drives (SSDs)

³**FlashCopy:** Creates a near instant copy of active data that can be used for backup or for parallel processing activities; supports backup for recovering corrupted data.

BENEFIT 1 SPEAKING POINTS | COST CONTROL

Control the cost of your growing data storage needs

You can manage your growing storage needs, at no additional charge—*HP EVA charges you extra.*

You don't have to pay for extra add-ons after purchasing the base storage system—*HP charges you extra.*

- IBM has **FlashCopy** included at no additional charge—*HP charges extra for its Business Copy Bundle.*
- IBM has **IBM Virtualization Manager** included at no additional charge—*HP charges extra for CommandView.*
- IBM has **thin provisioning** included at no additional charge—*HP's charges extra for Virtual Provisioning.*

Unlike the HP EVA 4400, IBM Storwize V7000 provides a standard one year software warranty to help keep the customer costs down and provide the best support in the industry.

- IBM Storwize V7000 provides a standard one year software warranty for all models, so the customer is protected right out of the box with no additional software warranty costs.
- Unlike IBM, *the HP EVA does NOT provide a standard software warranty.*
 - *HP only provides a 90 days warranty covering software media defects for a period of 90 days from delivery.*

Save money and space by consolidating your older EVA and other competitive storage systems on the IBM Storwize V7000, since disk proliferation is dramatically reduced because available resources are used more efficiently:

- TCO is reduced by up to 51%.
- The number of systems that need to be maintained are reduced, lowering maintenance costs.
- Footprint cost are reduced, as the number of systems are reduced.
- Management costs are reduced, as the number of systems that need to be managed are reduced.

The IBM Storwize V7000 supports **automated tiered storage**—*the HP EVA does NOT have this feature.*

- IBM's automated tiered storage, Easy Tier, can help improve application throughput by up to 200%

Source: IBM testing

BENEFIT 2 SPEAKING POINTS | MAXIMIZE PERFORMANCE

Optimize your storage infrastructure

IBM Storwize V7000, **unlike the HP EVA**, includes for no additional charge:

- Industry-leading **storage virtualization** and **thin provisioning**
- External storage for investment protection
- Compact packaging, which is up to **50 percent smaller than HP EVA**

IBM Storwize V7000: **Supports 216 drives in 18 units of rack space**, vs. the HP EVA 4400, which can only support 96 drives (Storwize can support 120 more drives). Source: HP Quick Specs and IBM V7000 specifications

The Storwize V7000: SAS 2.0 has a **back-end bandwidth capable of 12,000 MB/s**—the EVA4400/6400/8400 only uses a back-end bandwidth capable of 2,000/4,000/6,000 MB/s respectively.

Source: IBM System Storage Competitive Sales Tool (<https://w3-03.ibm.com/sales/competition/compdlib.nsf/SearchView/4F68C0CF2311C10D002573720020B21B?OpenDocument>)

IBM Storwize V7000: **Thin provisioning is included standard**:

- *Thin provisioning on HP EVA is called Dynamic Capacity Management and it NOT as robust as IBMs thin provisioning.*
 - *It has limited operating systems support for only Microsoft Windows, HP-UX and Linux.*
 - *HP's thin provisioning can't support high performance data, IBM's can, so you don't have to choose between performance and efficiency.*
 - *EVA DCM can only support both the expansion and shrinking of volumes if the feature is supported by the operating system or storage firmware.*
 - *For example, Windows 2003 supports expansion, but not shrinking, whereas Windows 2008 will support both expand and shrink operations.*

IBM Storwize V7000: **Entry offering has up to 4x performance** of HP's largest EVA8400 offering

Sources: 1) IBM Techline CompeteCenter (<https://w3-03.ibm.com/sales/competition/compdlib.nsf/41b3dc2211cc2f6ac12566a200259ba4/501fc296f4c4fc0d852577c20038a314?OpenDocument>)

2) HP StorageWorks 8400 Enterprise Virtual Array (EVA8400) Performance White Paper

BENEFIT 2 SPEAKING POINTS | SIMPLIFY MANAGEMENT

Simplify your storage management

IBM Storwize V7000 **delivers the most modern storage management interface available**—making storage administration easier than ever—*Unlike HP EVA 4400*

- The IBM Storwize V7000's graphical user interface (GUI) design features intuitive icons and informative graphics that help you find exactly what you need—exactly where you expect it to be, eliminating complexity of install and management
- Navigating your storage environment is trouble-free with IBM Storwize V7000, thanks to the simple-to-follow icons, *HP's management interface is far less intuitive; therefore, it is more difficult to use*

Why the HP EVA is much more complicated:

- **Configuration is not easy:** installation must be done by authorized HP Representative
- **Automatic restoring is not always automatic:** If you need to restore a configuration with different drive capacities, manual intervention may be required
- **Adding disk drives & creating disk groups:** Special guidelines must be followed
- **Replacing a disk drive:** Disks must be ungrouped one disk at a time, the ungrouping process may take up to several hours
- **Conclusion:** With HP, customers will need to make significant changes and adjustments for daily operations & growth

IBM FastBack for Storwize V7000, makes it's easier than ever before to **protect and recover data** on your business-critical Windows and Linux servers connected to the Storwize V7000 storage platform.

IBM FastBack for Storwize V7000 software gets applications and users back up and running within minutes following any data loss, while full data recovery is performed in the background.

ADDITIONAL PRODUCT INFORMATION

- **MM Webcast (featuring external analyst)**
 - **Title: Client Webcast: "Taming the Information Explosion with IBM System Storage" - MM**
Abstract: In this webcast replay you'll hear from an IBM® storage executive and a recognized storage analyst will discuss a host of offerings in our storage portfolio. Our webcast will also include information about about several offerings from IBM that provides the scalability, manageability and enterprise-level capabilities that meet both your business needs and IT budgets.
Length: 30 minutes
<http://www.ibm.com/links/?cc=es&lc=en&prompt=1&url=http://events.unisfair.com/rt/ibm~midb>
- **MM Analyst paper – Tanaja: Midrange Redefined – the IBM Storwize V7000**
<http://public.dhe.ibm.com/common/ssi/ecm/en/tsl03020usen/TSL03020USEN.PDF>
- **MM Analyst paper - Clipper: IBM Brings Enterprise Functionality to Mid-Range Storage**
<http://public.dhe.ibm.com/common/ssi/ecm/en/diw03025usen/DIW03025USEN.PDF>
- **MM Analyst paper – Mesabi: IBM Easy Tier Enables Storwize V7000**
<http://public.dhe.ibm.com/common/ssi/ecm/en/tsw03061usen/TSW03061USEN.PDF>

- **MM Analyst paper – IDC: A New Era in Midrange Storage**
<http://public.dhe.ibm.com/common/ssi/ecm/en/tsl03019usen/TSL03019USEN.PDF>
- **IBM Storwize V7000 Whiteboard Demo**
http://www.youtube.com/watch?v=S7wNDdJtH1Y&hl=en_US&fs=1&
- **IBM Storage Five Essential Technologies Video**
http://www.youtube.com/watch?v=PP5xK5N-o_M&hl=en_US&fs=1&
- **IBM Storwize V7000 Business Advantage Calculator** (high level tool to determine benefits)
https://roianalyst.alinean.com/ibm_stg/AutoLogin.do?d=432494161287811817
- **Storage e-Kit (in North America):** Access the online eKit to learn more about the IBM Storwize V7000 and download whitepapers from one easy on-line resource.
<https://roianalyst.alinean.com/stg/docs/IBM%20Storwize%20v7000%20Solution%20-%20TCO%20White%20Paper.pdf>
- **Videos: IBM Storwize V7000 GUI and ease of use Video**
http://www.youtube.com/watch?v=QZGBP4XuUg&hl=en_US&fs=1&
- **Title: Alinean: IBM Storwize V7000 Total Cost of Ownership Analyst Paper**
<https://roianalyst.alinean.com/stg/docs/IBM%20Storwize%20v7000%20Solution%20-%20TCO%20White%20Paper.pdf>
- **IBM Tivoli Storage Manager Fastback (TSM Fastback) online demonstration -**
https://www14.software.ibm.com/webapp/iwm/web/signup.do?source=swg-spsm-tiv-sto-tl&S_PKG=tsm-fastback-launchpad&S_CMP=rnav
- **IBM Tivoli Storage Manager Fastback Try and Buy -**
https://www14.software.ibm.com/webapp/iwm/web/preLogin.do?lang=en_US&source=swg-fastback5&S_CMP=rnav
- **IBM Storwize V7000 Financing Options -** http://www-03.ibm.com/financing/us/lifecycle/acquire/hardware/storwize.html?cm_sp=MTE16710

THE CONVERSATION GUIDE

Suggested Messaging to Direct the Conversation

Target Audience

Size: Midmarket companies

Key Industries: Cross-industry

Roles/Titles: Executive IT and IT-related decision makers and influencers, CIOs, IT VPs, members of IT executive architecture committees, operational executives responsible for business infrastructure, IT technical recommenders who play a part in acquisition decisions, IT directors, managers and (storage) architects

Gatekeeper Messaging—As Appropriate

Partner with Gatekeeper—Build Rapport

1. Become an ally
2. Help them, help you
3. Schedule a callback if needed

This is <____> from IBM/ [XYZ Company] in partnership with IBM. I could use your help. Our industry leading storage system—called Storwize V7000—cost effectively merges hardware and software components to create a single point of control that enhances overall storage efficiency. Unlike HP EVA 4400, the IBM Storwize V7000 delivers the most modern storage management interface available—making storage administration easier than ever.

I wanted to know if <Contact Name> is the right person for me to talk to about how [XYZ Company] & IBM might be able to assist your company.

IF DECISION MAKER IS NOT AVAILABLE—Schedule a call back time

IF NO - Ask for the name of and contact information for the correct person

Opening the Conversation

The Opening

1. State why you are calling
2. Explain what you want to accomplish
3. Schedule CB needed

<Contact Name>, I'm <____> from IBM/ [XYZ Company] in partnership with IBM. Our industry leading storage system—called Storwize V7000—may help answer many of the business concerns your company may be facing—such as increasing amounts of data and growing inefficiencies. IBM's Storwize V7000 will help maximize your storage infrastructure and simplify your storage management—plus help control your IT costs. Unlike HP EVA, which makes you pay for add-ons, IBM Storwize V7000 offers advanced functions, such as FlashCopy, IBM Virtualization Manager, and thin provisioning—at no extra charge.

IBM has been offering integrated IT solutions for more than 40 years. You may think that IBM is only for large corporations, but we have tailored solutions for businesses of your size.

IF YES—INTERESTED IN LEARNING MORE—Could you first tell me a little about your business? (See Profiling Below)

IF NO—Use Overcoming Early Objections

PLEASE NOTE: If a relationship has already been established, **acknowledge that relationship during the opening of the call.**

<u>Early Objections</u>	<u>Overcoming Early Objections</u>
<ol style="list-style-type: none"> 1. No need / Not interested 2. Send me literature 3. No time 4. Assumes IBM doesn't fit them 5. Cannot afford to purchase new technology this year 	<ol style="list-style-type: none"> 1. It's good to hear your IT needs are being met. Can you tell me, are you currently managing your data to reduce costs associated with complexity and storage inefficiencies? What type(s) of servers are you using? 2. I'll be happy to do that. So that I can direct the right information to you, can I ask you just a few questions to better understand your data needs? 3. I'm sorry to interrupt you at such a busy time. Would there be a better time for me to call back to discuss how IBM can help to improve your storage utilization, reduce your storage costs, and increase your operational efficiency? 4. IBM and its Business Partners are skilled at integrating new capabilities into the existing IT infrastructures of midsize companies in all industries. The offerings can work in your current environment as well as extend and scale securely, without interrupting your business. So, if it's okay with you, I'd like to get a better understanding of your workload requirements to see if perhaps we can be of some help. Would that be okay? 5. I understand how that is a challenge. We've spoken to a number of IT directors faced with a similar problem. What many find is that IBM Global Financing can help them meet their needs without requiring an increase in overall IT spend. Would you like to learn more about programs from IBM Global Financing?
<u>Qualify Needs</u>	<u>Qualify Needs</u>
<p>This information will need to be verified with an IT professional in the office.</p>	<p>So that I can better understand your requirements, what hardware platforms are you currently using to support your business?</p> <ul style="list-style-type: none"> ▪ IBM / HP / Sun / Other? <p>What business analytics software are you currently using?</p> <ul style="list-style-type: none"> ▪ IBM / Microsoft / Oracle / spreadsheets (likely Microsoft Excel but different than Microsoft analytics) / Other?

IBM® Storwize V7000 vs. HP EVA

Ramp up storage productivity. Dial down costs.

QUALIFY THE OPPORTUNITY—BANT QUESTIONS

BANT Questions

- ✓ Budget
- ✓ Authority
- ✓ Needs
- ✓ Timing

Would you like to learn more about how IBM's innovative storage system helps provide solutions that **increase performance, storage efficiency, and manageability**—while still being flexible and affordable?

BUDGET: What best describes your budget for this type of solution? (\$10K to \$50K, \$51K to \$100K, \$101K to \$250K, \$251K to \$500K, over \$501K):

AUTHORITY*: How would you describe your role in making decisions related to these opportunities? (Decision Maker, Influencer, Researcher, Participant):

NEEDS: What is the most important characteristic for you when deciding on data servers? (speed, size, flexibility, costs):

TIMING: When do you plan on taking your next step towards optimizing your data servers? (0-4 months, 5-12 months, 13 to 18 months, over 18 months)

**IF INFLUENCER OR BELOW, get Decision Maker's name (fill in Contact Info below)*

BUSINESS & DEPARTMENTAL CONTACT INFORMATION

Ask for or confirm the following information. If Decision Maker cannot be reached, ID the right contact with Gatekeeper AND build report with Gatekeeper/Influencer

Type of Business / Industry	
Business / Location Address (Street)	
Business / Location Address (City, State, and Zip)	
Primary Contact—Decision Maker Name	
Primary Contact—Decision Maker Title	
Primary Contact—Decision Maker Direct Phone / Email	
Secondary Contact Name	
Secondary Contact Title	
Secondary Contact Phone / Email	

May we have permission to contact you in the future via telephone or email concerning IBM solutions that may help your organization meet its IT requirements? **(Capture Yes / No)**

CAMPAIGN SPECIFIC —LEAD QUALIFICATIONS & CALLS-TO-ACTION (CUSTOMIZABLE BY GEO)	
<p>Finalize Details or Set Up Lead for Follow-up</p> <p>“Hot” lead: Specific offering interest and/or project defined. Timeframe to pursue: 0-4 months, budget identified or implied</p> <p>“Warm” lead: Specific offering interest and/or project defined. Timeframe to pursue: 5-12 months, budget identified or implied</p> <p>“Cold” lead: Timeframe to pursue: 13+ months, budget identified, implied or neither</p>	<p>Fulfill Call to Action</p> <p>Thank you for your time today, <prospect name>. As a follow-up to our conversation, I’d like to email you some useful web links:</p> <ul style="list-style-type: none"> ▪ An in-depth product overview: “Midrange Redefined—the IBM Storwize V7000” http://public.dhe.ibm.com/common/ssi/ecm/en/tsl03020usen/TSL03020USEN.PDF ▪ “Five Essential Storage Technologies” http://www.youtube.com/watch?v=PP5xK5N-o_M&hl=en_US&fs=1& ▪ Analyst paper: “IBM brings Enterprise Functionality to Mid-Range Storage” http://public.dhe.ibm.com/common/ssi/ecm/en/diw03025usen/DIW03025USEN.PDF <p>Set Expectations</p> <p>I just want to verify your email address and telephone number. I have them as [verify information provided]. I will have a specialist call you / send you the link.</p> <p>Capture Additional Decision Maker</p> <p>Is there anyone else within your organization that makes IT decisions? <i>Reminder: Capture name / title / phone number / email</i></p>

COMPLEMENTARY OFFERINGS**IBM Financing**

With IBM Financing Advantage, there is the option to lease hardware, software, and services at competitive rates with affordable and flexible low rate financing. Also, it may be possible to lower the total cost of IT investment with IBM Certified Pre-owned Equipment.

- IBM Global Financing, Customer Overview: <http://www-03.ibm.com/financing/us/lifecycle/plan/gb/index.html>
- IBM Global Financing, PartnerWorld Overview: http://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/igf_com_fin_index

IBM Maintenance

Midsize companies are increasingly realizing that the quality of their IT service and support is just as important as the solution. IBM Maintenance and Technical Support services offer a broad portfolio of hardware maintenance and support for operating systems (O/S) and O/S-associated software, designed to help clients maximize the availability and performance of their IT environment.

IBM maintenance and technical support services can help clients:

- Increase the value of their IT systems while reducing support costs
- Minimize downtime risks and protect against outages
- Free up IT support spending for other IT investments
- Improve IT staff productivity
- Automate or eliminate time-consuming tasks
- Achieve faster time to value
- Overcome problems that arise in multivendor systems

For Further Information

Maintenance & technical support services: <https://www-304.ibm.com/partnerworld/wps/mem/overview/SVU65>