



ABOUT THE AUTHOR

George Teixeira is the CEO, President and Co-Founder of DataCore Software where he is responsible for the creation and execution of the vision and strategic direction for the company. George is an expert in the areas of virtualization, cloud and software-defined technologies with over 20 years of industry experience.

To learn more visit:

www.datacore.com

The Top 10 Reasons To Adopt Software-Defined Storage

Learn the Reasons Why 10,000 Customers Have Chosen DataCore Software

1. No Hardware Vendor Lock-In Enables Greater Buying Power

With DataCore, you gain the freedom to buy from any hardware vendor, putting you in a better position to negotiate the best deal and “right sizing” your purchase to buy what you need instead of what just one vendor has to offer. It’s easy to add, replace or migrate across storage platforms with a minimum of IT pain and best of all you can avoid disrupting users and business applications.

2. Future-Proof Your Storage with Software-defined Flexibility; Be Ready for Whatever is Next

A flexible DataCore software defined storage infrastructure lets you bring in new storage and technologies non-disruptively, so you can be ready to integrate whatever comes next. Whether it is incorporating new flash or cloud storage into your infrastructure or gaining the competitive advantage that the next new storage innovation brings, your infrastructure is ready to bring it in and put it to work. On the other hand, hardware vendors have no interest in allowing you to bring in new technology to work with the storage you’ve have already purchased from them. Their reason for being is to sell you, each year, year after year, on ripping and replacing your last purchase from them with the newer model.

3. Get the Most from What You Already Own Before Buying More

Virtualization = Highly Efficient Utilization. Flexible and smart, DataCore virtualization software lets you optimize the utilization of your storage resources, extending the time to hardware refresh. This is another huge advantage over a hardware-defined infrastructure that forces you to over provision, oversize and buy more hardware to meet unknown demands before you have fully utilized what you already have. When you do buy new storage hardware, the DataCore advantage is that there is no waste—so you buy only what you need.

4. New or More Functionality? No Problem

Want auto-failover protection, remote site replication, snapshots, thin provisioning, data mobility or auto-tiering of storage devices? DataCore Storage virtualization software makes it simple to add powerful functionality onto existing or dissimilar hardware.

5. Standardized management that works infrastructure-wide

DataCore’s single interface and its universal set of features and functions minimize training and allow IT to more cost-effectively use and manage storage from a large variety of storage devices.

6. Improve Performance of Critical Applications

Empower your storage to new performance levels. Speed up response times for critical databases, mail servers and other storage intensive workloads. DataCore’s self-tuning, adaptive caching software leverages available CPU horsepower and commodity DRAM memory technology to dramatically improve performance. Customers regularly report 200-500% performance gains. In addition, the caching software complements the latest technologies like Flash/SSD if needed to attain even higher performance.

7. Protect more critical data and virtual machines without complexity

With DataCore, it is easy to safeguard critical data and VMs at remote sites for reliable and rapid disaster recovery. High-speed, metro-wide mirroring adds a higher level of protection than

any single ‘box’ solution can supply, and DataCore’s auto-failover and auto-failback requires no human intervention... You can also reduce or eliminate traditional data protection backup windows with snapshot and CDP technologies that allow efficient, instant, and consistent backups and restores for virtualized environments..

8. Unique Infrastructure-wide Auto-Tiering Enables Optimal Performance and Cost Efficiency

Unlike those who offer limited tiers between a 2 tier levels within a single vendor’s ‘box’, DataCore provides fully automated, infrastructure-wide Storage Tiering that spans 15 tier levels across many devices and ‘boxes’.. It reduces the time and effort administrators need to spend to optimize and meet SLAs, DataCore allows you to create storage profiles and simple ‘set and forget’ controls as it automatically optimizes workloads and data to be allocated to the most cost and performance efficient tier of storage available that meet the needs.

9. Protect Investments: Stop the ‘Rip & Replace’ Cycle

Storage hardware providers want you to constantly buy new models and ‘Rip and Replace’ your storage assets. Feature sets are tied to each model. With DataCore software, you can add features as you need them without having to replace your storage hardware.

10. Proven in thousands of customer sites

Nearly 10,000 customers around the world with over 25,000 licenses deployed have realized the value of DataCore software to empower their storage investments. Check out datacore.com/testimonials to learn why so many businesses are choosing a software-defined future.

With DataCore’s solution customers report these impressive results:



75%
reduction
in storage
costs



10x
performance
increase



4x
capacity
utilization



100%
reduction in
storage-related
downtime



90%
decrease in time
spent on routine
storage tasks



TechValidate™

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