BRIGHT LIGHTS, BIG CITY:
Storage Awards 2015 winners announced

INHERITING ISSUES:
Legacy backup migration

DOES SDS FIT THE BILL?
Storage and the Investigatory Powers Bill

HADOOP STRATEGIES
Must big data mean big risk?

FROM GATEKEEPER TO ENABLER:
The changing role of the CIO

COMMENT - NEWS - NEWS ANALYSIS - CASE STUDIES - OPINION - PRODUCT REVIEWS
STORAGE REDEFINED

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Despite the inexorable rise of software-defined storage, virtualisation and other ‘hardware-agnostic’ approaches, the real world of day-to-day IT still faces challenges around legacy systems and data. Indeed it could be argued that with every new layer of complexity in any storage architecture, we are introducing more potential points of failure if one of those systems finds itself unable to talk to some ageing piece of hardware. As backup vendors never cease to remind us, the best backup process in the world is of little use if you can’t restore the data that’s been backed up. Yet there is no doubt that most businesses have systems in place that - if we’re 100% truthful - we can’t be totally sure we can restore, until the moment of truth.

Kroll Ontrack’s Paul LeMessurier offers some interesting insights into this topic in an opinion article in this issue, citing some examples that should make us all stop and think: “Knowing what data you own, where it is stored and how to access it quickly in the face of regulatory or legal investigations is now a vital element of day-to-day information management and corporate governance. Think about the recent challenges faced by the financial services sector, for example, including PPI mis-selling and price fixing cartels - organisations are required to search for documents including emails or documents from years before.”

Paul argues that there are essentially five different potential approaches to dealing with legacy backups and their migration - and the chances are that most of our readers are already deploying some combination of these in their own environments, albeit without necessarily having an over-riding strategy in place for the whole business. Perhaps most worrying though is option five - do nothing, and, as Paul puts it: “…hope the company does not have to restore any data from any of its legacy backup tapes. However if companies are required to provide data for whatever reason they will need to find a solution very quickly, which may be difficult and very expensive.”

David Tyler
david.tyler@btc.co.uk
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**CAPITA TO STORE 100,000 GENOMES**

Solid State Solutions (S3) - part of Capita Technology Solutions - has been appointed to provide storage for the 100,000 Genomes Project interim environment, which aims to help provide diagnoses and more effective treatment for NHS patients.

The 100,000 Genomes Project is being delivered by Department of Health owned Genomics England, which was set up to explore how NHS patients could benefit from genomics - the study of the structure, function and meaning of DNA, including looking at how diseases are inherited through genes passed down from one generation to the next. The project will sequence 100,000 genomes from around 70,000 people. Participants are NHS patients with a rare disease, plus their families, and patients with cancer.

S3 will provide a ‘scale out’ storage system using the EMC Isilon system and will initially provide storage for seven petabytes of data. This allows multiple users to access the same data at the same time which will improve the ability to analyse genomes.

Patient confidentiality and protection is a cornerstone of the 100,000 Genomes Project; data will be stored and accessed with strict research governance and ethical frameworks, which include consent and confidentiality. Data will be held within a secure, monitored data environment and access to this environment will be granted only for specific and approved purposes by Genomics England.

S3 has a long standing market presence in Life Sciences and has been involved from the very first genome project in 1993. S3’s focus in this sector means that it helps to keep customers up to date with the latest technology that can help them in their work. S3’s storage platform delivers a long term solution that is reliable, easy to use and has all the functionality, features and benefits of IT while minimising the cost.

www.capita-ites.co.uk

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**ENTRY-LEVEL LUSTRE FROM DDN**

DataDirect Networks (DDN) has unveiled its new entry-level, turnkey Lustre storage appliance at the recent International Supercomputing Conference (ISC). As a founding member of OpenSFS, DDN was the first storage vendor to support Lustre and sells open-source Lustre file systems.

The DDN EXAscale 7000 (ES7K) leverages Lustre 2.5 pre-installed and fully optimised for DDN’s high-density storage appliances. ES7K delivers enterprise-level features including simple management and monitoring interfaces, and HPC-level performance that optimises both mixed and parallel I/O performance. Built specifically for organisations with data-intensive, high-performance storage requirements, the ES7K provides a simple, cost-effective way to leverage the benefits of DDN’s high-performance storage architecture with open-source Lustre file systems.

The ES7K offers unique DDN-developed Lustre features that are fully backed by Intel support. Simple to install, configure and manage, the ES7K scales out to deliver massive storage performance density with a broad feature set and the flexibility of open source.

www.ddn.com

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**NIMBLE FLASH**

Nimble Storage has announced a broad range of new enterprise-grade capabilities to the Nimble Storage Adaptive Flash platform. These include the ability to deliver an all-flash service level for applications with stringent requirements around responsiveness, an auto-flash service level for mainstream applications, and a disk-only service level for applications requiring low-cost capacity, all within a single storage platform. Additional capabilities include software-based encryption and a REST API-based extensibility framework.

Unlike legacy and flash-only storage architectures and systems that are deployed in disparate storage silos to support applications based on their unique characteristics and requirements, the Nimble Adaptive Flash platform offers a single storage architecture that dynamically caters to the needs of enterprise-wide workloads across performance, capacity, and data protection - delivering on the full potential and benefits of storage consolidation.

www.nimblestorage.com/consolidation

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**BACKUP MONITOR**

NetJapan and Server-Eye Krämer IT Solutions GmbH have agreed to jointly develop a custom sensor to facilitate monitoring of NetJapan’s backup and availability solutions as well as other critical services.

Server-Eye works proactively as a third eye, alerting IT professionals to potential system errors and enabling them to respond to IT disasters more efficiently. The sensor checks for the successful completion of all NetJapan backups and other important background services, alerting users to any errors or system failures.

www.netjapan.com/uk
QLogic 25Gbps Ethernet, leading the Industry!

The 2550100 Alliance, recently announced by QLogic, brings a group of server, storage, networking and software companies together to systematically bring solutions to market based on new 25Gb, 50Gb and 100Gb Ethernet technology.

Find out more about the Alliance and how to join at www.2550100.com
NEW SD SOLUTION

Seagate is integrating IBM Spectrum Scale software with its ClusterStor High Performance Computing storage to deliver a new software defined storage appliance. The new appliance will help users manage the demands of data-intensive workloads, such as genomic research, computer aided design, digital media, data analytics, financial model analysis and electronic design simulations. “The newly engineered system will bring the capabilities of IBM Spectrum Scale together with the unique performance efficiency and scalability of Seagate’s ClusterStor systems, helping clients to manage demanding, data-hungry high performance computing applications more efficiently than before,” said Ken Claffey, VP and General Manager, Seagate Systems Group.

www.seagate.com

EFD FOR MOBILES

Available in capacities up to 128GB1, the iNAND 7232 from SanDisk is a new, advanced embedded flash drive (EFD) for mobile devices. “From North America to China, consumers are demanding higher and higher capacity storage,” said Christopher Bergey, SanDisk’s vice president and general manager of Mobile and Tablet Solutions. “Our iNAND 7232 storage solution not only enables mobile OEMs to cost-effectively deliver the robust storage mobile users want, it is also our most advanced embedded storage solution to date.

www.sandisk.com

MISSING OUT ON ARCHIVE BENEFITS?

Organisations of all sizes and across industries are drowning in data, unable to effectively mine their data archives for key insights that could ultimately improve business outcomes. However a subset of organisations are in fact successfully leveraging their data archives and the benefits are impressive - as much as an additional $10M (£6.4M) in revenue from streamlined IT and customer service operations. These are the findings of a new study, “Mining for Insight: Rediscovering the Data Archive,” an IDC white paper published by Iron Mountain.

The research reveals that organisations with a well-defined data archive process stand to realise value from two potential avenues: cost savings and added revenue from monetising archives. On the savings front, more than half of the organisations polled realised $1M (£640,000) or more in savings over the past year from risk mitigation and avoidance of litigation, with the top 21 per cent reporting savings of more than $10M (£6.4M). Similarly, 44 per cent of organisations reaped $1M (£640,000) or more in savings stemming from reduced operational or capital costs, with the top 18 per cent capturing more than $10M (£6.4M).

More striking is an organisation’s ability to draw new revenue from an effectively managed data archive. While 39 per cent of companies surveyed benefited from an additional $1M (£640,000) or more in revenue, the top 15 gained more than $10M (£6.4M).

On average, companies polled saw an additional $7.5M (£4.8M) in new revenue streams from their data archive. Despite this the majority of organisations - 76 per cent - believe they are already maximising the value of their archives, making data archiving a real blind spot for business leaders.

www.ironmountain.co.uk/DataRedefined

PANASASA S SCALES-OUT HYBRID NAS

Panasas has introduced ActiveStor 18, its latest generation hybrid scale-out NAS appliance. ActiveStor 18 increases scalability to more than 20 petabytes (PB) and 200 gigabytes per second (GB/s) by adopting 8 terabyte (TB) drive technology. ActiveStor 18 also offers increased CPU power and twice the storage cache capacity to further accelerate mixed workload performance.

By delivering performance and data protection that increases with scale, ActiveStor accelerates time-to-results for the most demanding high performance workloads in energy, government, life sciences, manufacturing, media and entertainment and university environments. Whether advancing genomic research using next-gen sequencing technology, rendering visual effects for an animated film, designing advanced aircraft with complex CAE/FEA models, or optimising the extraction of oil and gas deposits through seismic processing-based analysis, ActiveStor customers know their data is accessible, secure, and easily managed.

“Panasas ActiveStor benefits from its deep roots in technical computing where performance, scalability and data protection, as well as ease of management, are tested by the most challenging compute workloads,” said Steve Conway, IDC Research vice president, high performance computing/data analysis. “As industries such as media and entertainment, manufacturing and life sciences find their storage needs moving further into the technical realm, Panasas is well positioned to meet their requirements.”

www.panasas.com

www.panasas.com
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Advanced technology has significantly transformed the way enterprises operate. Business units, particularly software and web development teams but also marketing, HR and finance, want to take advantage of the new generation of cloud services, proving that interest in cloud technology is no longer solely the domain of IT teams.

Consequently few business unit leaders wait for CIOs to deliver solutions against a set of requirements. This results in CIOs and IT departments losing control and having to deal with the pitfalls that come from having both systems and data outside a company’s infrastructure. Finding a solution that meets the needs of all stakeholders is one of the greatest challenges facing enterprises today.

CIO: CHANGING FROM GATEKEEPER TO ENABLER

The rise of ‘shadow IT’ means that CIOs must develop a hybrid cloud infrastructure that meets the needs of their business before the business itself beats them to it, suggests Ian Finlay, Chief Operating Officer at Abiquo.
“Despite the benefits cloud computing offers businesses, IT departments are understandably nervous about allowing business units access to a wide range of self-service solutions. This, coupled with budget limitations and corporate policies means IT departments end up acting as gatekeepers and restricting the services to which employees can have access.”

With businesses increasingly open to growth opportunities, being able to respond to dynamic market conditions and competition, serve new geographies, and rapidly develop new products and services means cloud solutions are becoming more attractive.

RESTRICTED ACCESS
Despite the benefits cloud computing offers businesses, IT departments are understandably nervous about allowing business units access to a wide range of self-service solutions. This, coupled with budget limitations and corporate policies means IT departments end up acting as gatekeepers and restricting the services to which employees can have access.

Consequently, employees are procuring their own solutions in order to meet their specific business requirements without the knowledge of their IT departments. According to Centrify, more than two-thirds of organisations admit that unauthorised cloud applications are being implemented without IT’s knowledge or involvement. This “shadow IT” could pose a significant threat to an organisation’s information security and availability, potentially impacting its revenue. Shadow IT will continue to grow unless business units and departments are provided with flexible tools as part of the services IT offers.

BRIDGING THE GAP
The major challenge facing IT departments is to regain control and enable employees to work flexibly with applications that meet their requirements, keeping company data secure and making sure CIOs can deliver the compliance and reporting requirements demanded. In order to do this, CIOs and IT departments need to bridge the gap between IT’s need for control and business units’ need for flexibility by offering flexible and dynamic self-service solutions.

By doing so, IT becomes an enabler of business change rather than a barrier, and by choosing the best hybrid cloud platform to offer both on-premise and cloud solutions, organisations will avoid pitfalls created by using a variety of different systems and cloud offerings within an organisation. CIOs need to understand that the demands placed by each business unit to become stronger, more innovative and competitive require a service-based approach. This will position CIOs as business enablers, supporting greater efficiency and innovation to fuel growth and increase revenue, while also future-proofing the organisation’s technology infrastructure to maintain a competitive edge.

FUTURE PROOF
CIOs must immediately future proof their business and choose an appropriate hybrid cloud infrastructure that meets their business’ requirements, before the business beats them to it. They need to embrace shadow IT within the enterprise rather than trying to shut it down; it’s clear that a single cloud strategy is no longer sufficient in meeting a variety of needs.

Hybrid cloud - combining public cloud infrastructure and external cloud services with private cloud deployments and on-premise IT systems - can provide flexibility, structure and security, and enables CIOs to gain control over the IT environment, assuring data governance, as well as allowing various areas of the business to evolve with the right technology to support them. Now is the time for CIOs to shake off the gatekeeper reputation and step into the role of business enabler, with hybrid cloud facilitating this evolution.

More info: www.abiquo.com
Case Study

RICOH

With its focus on helping people to share information, Ricoh originally started out by marketing two communication products: sensitised paper and cameras. Since then, the company has developed a number of innovative image processing technologies over the years and capitalised on these to offer many revolutionary products and services that help customers improve productivity and create knowledge. Ricoh’s main products, including copiers and MFPs, represent the accumulation of technologies in electro photography, imaging, chemistry, optics, network, software, and a slew of other areas over many years. Combining such technological excellence built over the years with newly developed technologies, Ricoh aims to continue to create new value that has never been seen before and deliver it to the world.

Now one of the world’s leading printing and document management companies, Ricoh is using Oracle’s SPARC T5 servers with Oracle ZFS Storage Appliances and Oracle Database to analyse data from RICOH @Remote, its real-time support service for customers in more than 100 countries and regions. The service monitors and collects thousands of data points from several million multi-function printers, including number of pages printed, toner levels and print settings, and provides reports on configuration and operating status.

MINE OF INFORMATION

By mining this data, Ricoh saw an opportunity to enhance customer satisfaction by transforming its service model from reactive to proactive and provide its customers with an even better experience by using the data to predict and detect potential problems before they happen, optimise the frequency of maintenance and inspection visits, and minimise device downtime.

Recognising that unifying the data across the company would provide the most accurate view and analysis, Ricoh built a private cloud accessible by the entire RICOH @Remote group that would allow high speed access from internal networks. SPARC T5 servers with Oracle Solaris and Oracle ZFS Storage ZS3 Appliances are being used for data analysis with the ZFS Storage ZS3 Series also acting as an operational data store for data from RICOH @Remote.

“Our RICOH @Remote data is housed in Oracle Database, which made a private cloud based on Oracle's SPARC T5 servers and ZFS Storage ZS3 a natural choice for accumulating, processing and analysing big data from RICOH @Remote,” said Toshiaki Sato, deputy general manager, Development Process Innovation Center, Ricoh Company, Ltd. “Oracle also has rich insights about analysing big data and building cloud infrastructure and we knew that the solution would be ideal for accommodating future growth.”

Using Oracle hardware and software has provided Ricoh several advantages, including faster data transfer rates and eliminating storage performance bottlenecks with 40Gbps InfiniBand and simultaneous parallel processing that supports the demanding transaction requirements of big data analysis. Oracle ZFS Storage ZS3 also provides a cost-effective and highly-scalable backup infrastructure for Ricoh’s private cloud and real-time performance analysis via the DTrace Storage Analytics tool.

The Oracle-based cloud also provides Ricoh the headroom needed to accommodate future growth. Oracle Advanced Compression and Hybrid Columnar Compression has compressed Ricoh’s actual data to less than 30 percent and with the scalability of Oracle ZFS Storage Appliance, Ricoh will be able to cost-efficiently scale its backup infrastructure as RICOH @Remote data grows.

More info: www.oracle.com

Powering the Private Cloud

RICOH HAS IMPLEMENTED AN INTERNET OF THINGS SOLUTION THAT ALLOWS THE PRINT/DOCUMENT MANAGEMENT PIONEER TO COLLECT AND ANALYSE DATA FROM MILLIONS OF DEVICES AND HELPS ANTICIPATE DEMAND FOR THEIR SUPPORT SERVICES
The Award Goes to Infortrend

Disk Based Product of The Year at Storage Magazine’s Storage Awards

Infortrend EonStor DS 4000 series, with its outstanding performance and enterprise-class solutions, was awarded the title of “Disk Based Product of the Year: Small/Mid-range” at the 2015 Storage Awards. Meanwhile, Infortrend EonStor DS 3000 series won the top spot for best IOPS per dollar ratio ($0.24) by delivering an impressive and reliable performance score of 218K in the latest round of SPC-1 evaluation.

Highlights of EonStor DS Family

- Up to 1.5M IOPS and 11,000 MBps throughput.
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- Extensive data services include remote replication, snapshot, etc...
- All-around 12G SAS support options
- SFF storage option with our 2.5" drive dedicate model

IOPS Per Dollar on Top SPC-1 Results

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<th>Rank</th>
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<tr>
<td>1</td>
<td>Infortrend EonStor DS 3024B #1</td>
<td>$0.24</td>
</tr>
<tr>
<td>2</td>
<td>Brand in 2nd place</td>
<td>$0.32</td>
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<tr>
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<td>Brand in 3rd place</td>
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<td>6</td>
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<td>$0.90</td>
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Source: Top SPC-1 Results - price-performance ($/SPC-1 IOPs) Updated: June 12, 2015

For Special Offers
To celebrate our awards, Infortrend is running a flash-bundle storage promotion. Contact us for more details: call 01256 305 220 or email sales.eu@infortrend.com

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**EVENT PREVIEW: IP EXPO EUROPE 2015**

IP EXPO EUROPE: SIX EVENTS UNDER ONE ROOF

FROM NSA WHISTLE-BLOWER EDWARD SNOWDEN TO A RARE HEAD-TO-HEAD BETWEEN MICROSOFT AND GOOGLE, THIS YEAR’S IP EXPO EUROPE EVENT PROMISES SOMETHING FOR EVERYONE. STORAGE MAGAZINE TAKES A CLOSER LOOK

IP EXPO Europe is Europe’s leading IT event, designed for those looking to find out how the latest IT innovations can drive business growth and competitiveness. Now in its 10th year, the event showcases brand new exclusive content and senior-level insights from across the industry, as well as unveiling the latest developments in IT. It covers everything you need to run a successful enterprise or organisation.

This year sees an extended programme with three new themes and areas covering the growing IT needs of business. It will encompass six events under one roof, including Data Analytics Europe, DevOps, Cyber Security and Cloud and Infrastructure focus areas which featured in 2014.

Building on 2014’s record attendance, business successes and thought leading content, this tenth IP EXPO event will also include a range of innovative industry seminars, meet-ups, and other opportunities to connect and collaborate as well as world class speakers, as detailed below.

Mark Steel, CEO of IP EXPO Europe, says: “The IT industry is a very exciting place to be at the moment and our expanded range of hot topics and themes - including security, workforce, mobility, cloud and use of data for competitive advantage - is a reflection of the advancements across IT and of the growing range of content that businesses are looking to engage with in one place.”

**CONTENT IS KING**

The speaker programme will cover all aspects of next-generation IT requirements, including cyber security, data centre, DevOps, data analytics, and unified communication in addition to Cloud and Infrastructure. Outline topics that will be covered over the course of the two-day event include:
EVENT PREVIEW
EVENT PREVIEW: IP EXPO EUROPE 2015

- Cloud and Infrastructure Europe; Cloud, Infrastructure, Storage, Virtualisation
- Cyber Security Europe; Protection, Detection, Mitigation, Intelligence
- Data Centre Europe; Design, Power and Cooling, Co-Location and Hosting, DCIM, SDX
- Data Analytics Europe; Data, Insight, Hadoop, Platform,
- DevOps Europe; Automation, Architectures Continuous Development, Rapid Deployment
- Unified Communications Europe; Cloud, Mobile, Social, Video

GOOGLE VS MICROSOFT?
The event organisers recently announced the addition of Mark Russinovich, Microsoft Azure CTO, and Barak Regev, Head of Google's EMEA Cloud Platform, to the 2015 keynote speaker line-up. Russinovich and Regev will go head to head on the major IP EXPO Europe keynote panel session 'The Future of the Cloud' and join a prestigious speaker line-up that includes SAP's Chief Technologist, Mark Darbyshire, F-Secure's Mikko Hypponen, and Silent Circle Founder, Phil Zimmerman.

Mark Russinovich is Chief Technology Officer of Microsoft Azure, Microsoft’s cloud platform. He is considered one of Microsoft’s most important software engineers and a widely recognized expert in distributed systems. He is the driving force behind Microsoft’s cloud platform Azure and has lead Microsoft to become the biggest code contributor to Docker.

Barak Regev is Head of Google’s EMEA Cloud Platform, and a key reason behind Google’s incredible cloud growth; a renowned cloud evangelist focusing on the advantages of strong data storage and analytics capabilities to drive cloud as the next cycle in computing.

Bradley Maule-flinch, Director of Strategy for IP EXPO Europe, says: “Russinovich and Regev are considered two of the most important Cloud heavyweights in Europe and EMEA. We are very excited to welcome them to our Keynote Theatre this year. "As Cloud technologies continue to develop and become the norm for many businesses, learning from the experts is more important than ever. We look forward to hearing what both these Cloud pioneers will have to say.”

The keynote panel session ‘The Future of the Cloud’ will take place at 12:00pm on Day One, 7th October, at the IP EXPO Europe keynote theatre.

WHISTLEBLOWER LIVE
In addition, infamous former NSA employee Edward Snowden will deliver a keynote speech live via satellite on Wednesday 7th October. Famous for his ‘whistleblowing’ against NSA in 2013 which has since fuelled thousands of debates over mass surveillance, government secrecy and national security, Snowden will be interviewed live by renowned journalist and broadcaster, Andrew Neil, and will speak out on his views about the current state of cybersecurity worldwide. He is expected to discuss the truth about our privacy on the Web and the implications of recent major security breaches on the future of cyber and national security.

“With global brands exhibiting and quality content and constructive expertise, designed to add value to a range of projects being undertaken across the industry, we are really excited about the opportunities that this year’s event will provide for exhibitors and visitors alike,” comments Mark Steel, CEO of IP EXPO Europe. “We anticipate the best event ever, a further reflection of what we have achieved over the previous nine years and the momentum the IT industry is building in the UK.”

IP EXPO Europe 2015 takes place on October 7th-8th at London’s ExCel convention centre. For opening times, travel information and accommodation options, see the exhibition website.

More info: www.ipexpoeurope.com

Renowned ‘whistleblower’ Edward Snowden will be delivering a live keynote via satellite at IP EXPO Europe 2015
It is widely expected that the UK Investigatory Powers Bill will be implemented by the government this Autumn. A feature of the recent Queen’s speech, the first of the new parliament, and then validated by the findings of an independent report, commissioned by the Home Office and carried out by David Anderson QC, the bill upholds the right of police and security agencies to gather communications data in bulk and to monitor phone and internet usage. Now colloquially referred to as the ‘Snoopers’ Charter’, the ethical implications of the bill are already being heavily debated by privacy campaigners and opposition politicians alike. Regardless, whether morally just or not, there is a far more practical issue facing the IT industry and enterprises affected by the bill which has so far been ignored - how will this bill add to the already unsolved challenge of the big data explosion?

In this digital world, data is the new currency. Big data means companies of all shapes and sizes are collecting more information about us, creating profiles based upon the websites we browse or the brand of good we purchase. This mass of seemingly innocuous data is then analysed and turned into real business intelligence, harnessed by companies to drive sales and performance.

However, from a business perspective, we already have more data than we can cope with, and forcing internet service providers (ISPs) and mobile operators to collect even more will simply exacerbate the situation. The industry has gone into overdrive to solve this data challenge, exploring new technologies that can efficiently crunch large quantities of data within tolerable elapsed times. Indeed, innovation has spanned the spectrum of advanced data analytics and search-based applications to parallel-processing databases and data-mining grids. More recently, cloud-based infrastructure has been playing its role in alleviating the pressure but, nevertheless, there is simply so much data, businesses are finding it difficult see the wood for the trees.

What is becoming clearer, though, is that storage is the critical bottleneck. While other aspects of data centre infrastructure have received heavy investment, storage has not been given the same attention. Consequently, many businesses are still reliant on traditional legacy setups, static solutions that were never developed to cope with the avalanche of big data - nor are those same systems deployed at the ISP level going to be able to house the amount of data the Home Secretary’s new bill is mandating for. Further complicating the situation is proprietary hardware and the fact that storage systems were once designed to deploy from a single location. Not only does this make the architecture rigid to changing demands, but it also means they can’t meet the highest standards of data security.

Thankfully, there is another way - Software Defined Storage (SDS). Developed to give storage the same operational efficiency as the rest of the data centre, SDS empowers businesses with high-performance agile infrastructure. It’s flexible and scalable, meaning it can adapt to the varying pressures of Big Data without choking, thus ensuring mass data collection can be turned into valuable, actionable business intelligence. SDS also provides consistent high performance and streamlined data flow - achieved through capabilities including automatic deduplication - ensuring information is easily retrievable and that high-density applications can be deployed on demand.

SDS represents sustainable and affordable IT investment, capacity can be added with ease. For example, if a company can see their SAN is nearing its limit, they are able to simply buy more and cluster. Equally, being hardware-agnostic, SDS solutions will fully integrate with their existing data centre hardware, no matter the make.

Ultimately, faced with the challenges presented by Big Data, the continued proliferation in data generation, and the requirements of the surveillance bill, businesses can no longer rely on legacy storage technology. Its rigid structure and high upgrade costs mean it is simply not suitable for today’s data-everywhere world.

More info: www.nexenta.com

TARKAN MANER, CEO AT NEXENTA, DISCUSSES THE IMPACT THAT THE PROPOSED INVESTIGATORY POWERS BILL WILL HAVE ON STORAGE REQUIREMENTS, AND HOW SOFTWARE-DEFINED STORAGE COULD HELP

DOES SDS FIT THE BILL?
Named a leader two years in a row in the Gartner Magic Quadrant for Solid-State Arrays

All-flash storage is what we do. Which is why we’ve become the natural choice for accelerating the next-generation data center. Pure Storage FlashArrays are purpose-built to deliver the full advantages of flash, pushing the speed limit for business with disruptive innovation that’s hard to imitate.

Pure Storage is a leader again in the Gartner Magic Quadrant for Solid-State Arrays. Find out why, visit: purestorage.com/gartner
EDUCATING NEATER

EARLY VDI EDUCATION ADOPTERS, UPLANDS COMMUNITY COLLEGE, HAVE INVIGORATED THEIR VDI AND APPLICATION ENVIRONMENT AND STOPPED PERFORMANCE BOTTLENECKS

In an all too familiar story of lagging remote desktops, Neil Harris, ICT Support Manager, Uplands Community College takes you through their journey to cost-effective resolution and unassailable leaps in performance for thin clients.

A centre of excellence and technical specialism senior school and sixth form college, Uplands Community College (UCC) in East Sussex aims to offer its one thousand students and 200 staff a consistent onsite and remote learning environment.

Six years ago Neil was instrumental in the march towards a flexible Virtual Desktop Infrastructure (VDI) through VMware’s Horizon VDI. The install gave students remote access to a central source for software application delivery and for document storage while providing dynamic desktop provisioning as numbers fluctuated with each intake. It also secured student’s irreplaceable coursework which had previously been subjected to austere storage limits. But, like so many others, the college’s VDI experience came at a price - the heavy demands it places on storage hardware to provide high performance, non-stop availability and manageability that can accommodate ongoing fluctuations.

STRETCHING LIFE EXPECTANCY

Neil explains: “We always knew that VDI would come with high performance requirements for the underlying storage. Put simply, it’s extremely resource hungry. For years we managed to secure the VDI environment successfully using DataCore’s Software-defined Storage platform,
"For students and staff, the ageing hardware started to impact each day with regular performance bottlenecks especially at morning login as the ageing hardware struggled to cope with peaks of data throughput. Tipping the experience further still was the install of new Windows applications, alongside the intensive student use of graphic applications and video streaming."

repeatedly deferring storage hardware refresh cycles." DataCore’s SANsymphony solution flexibly pooled and stretched the capacity of former existing arrays. However 'stretch' can only go so far, and some of the hardware initially repurposed for storage was now reaching end of life with an unacceptably high price tag for extension of support.

For students and staff, the ageing hardware started to impact each day with regular performance bottlenecks especially at morning login as the ageing hardware struggled to cope with peaks of data throughput. Tipping the experience further still was the install of new Windows applications, alongside the intensive student use of graphic applications and video streaming. Budget had also fluctuated according to student numbers, so to stem the decline the college conducted a seamless overhaul to address the weakest links in the VDI chain, and to do so with a keen eye on the overall spend.

Neil worked with the colleges’ existing education advisor, M-Tech Systems Ltd. They formally assessed the infrastructure and identified the weakest points for the thick and thin clients to lie with the integrated SAS drives within the ageing HP DL storage hardware. They recommended an upgrade to the latest version of SANsymphony-v10 merging the colleges’ two separate SANs into one highly available, easily maintained, highly performant pool. This could be achieved simply by slotting in low cost, high performance Flash storage that could be added into a standard server and cost a quarter of the price of dedicated storage.

This Flash storage took the form of affordable OCZ RevoDrive 960GB Solid State Drive Flash slotted in directly into the storage pool to feed hungry applications. This, together with the unique way SANsymphony utilises its own caching technology rather than committing to disk, would provide unassailable leaps in performance for thin clients.

WAITING TIMES REDUCED
No longer were users stalled by long and unpredictable waits in peak times - their applications and desktops were served from the SAN within less than a second. Desktops remain highly available, assured and highly performing. Back in the server room, IT has easier VDI management. DataCore’s SANsymphony-V provides centralised management and automating storage related tasks across the college. Neil is now able to recreate all the desktops across 100 virtual machines in under 20 minutes by simple point and click. ICT can now continue cost monitoring without fear of over-provisioning, with DataCore’s thin provisioning capabilities, SANsymphony presents pre-defined virtual volumes from the central storage pool to the applications, while the capacity is allocated automatically when really needed.

Neil urges other education establishments not to give up on their remote desktop journey. "Since using DataCore, our storage-related spending has been reduced by over 50%, and we provide a first rate user experience which we now have achieved - with a few tweaks along the way."

More info: www.datacore.com
Data breaches are increasing in pace and magnitude. Recently, health insurer Anthem disclosed that as many as 80m current and former policy holders had their personal information stolen, including names, medical IDs, Social Security numbers, addresses and salaries.

Much of this hijacked information can be used by hackers to steal victims’ identities, take out loans, open new credit card accounts, etc. One Anthem customer said that fighting to protect his identity ‘could very well be a lifelong battle.’ The Anthem attack follows on the heels of the Sony breach, in which hackers gained access to the company’s entire communications network, and before that came Target, Home Depot and Staples, to name just a few.

Companies today have more information than ever and, when properly protected, that data is vital to their success. But when compromised this data can pose a huge liability. This is why it’s critical for companies to put in place security solutions that control and audit everyone who accesses their big data systems, not only because hackers are getting more sophisticated, but because the amount of data that’s at risk is increasing constantly.

Look at the Hadoop market - a technology that is at the core of most enterprise-scale big data deployments. The global Hadoop market, powered by the demand for big data analytics, is forecast to grow from $2 billion in 2013 to $50.2 billion by 2020, according to Allied Market Research.

However, security concerns related to Hadoop adoption have threatened to slow the growth of big data technology. Why? Because Hadoop clusters often contain sensitive personally identifiable information (PII) and other highly regulated data, so auditing and controlling access to Hadoop...
“Hadoop is a secure platform and the major vendors in the market, including Cloudera, Hortonworks and MapR, do a good job in providing baseline protection for their customers. But, given the overwhelming need for bulletproof security today, there is an opportunity to extend what they and other providers offer.”

and its underlying server infrastructure is critical to address both security and compliance requirements for regulations such as SOX, PCI and HIPAA. In addition, Hadoop deployments often introduce duplicate identity silos that can increase both risk and cost because they’re not easily protected by an organisation’s existing identity infrastructure.

Hadoop is a secure platform and the major vendors in the market, including Cloudera, Hortonworks and MapR, do a good job in providing baseline protection for their customers. But, given the overwhelming need for bulletproof security today, there is an opportunity to extend what they and other providers offer.

You could compare it to the Windows desktop market. You would never say Windows desktop is not secure. And yet a healthy ecosystem of security vendors has developed around the market, providing a wide range of add-on features, such as anti-virus and anti-malware tools. In the case of big data and Hadoop, we are talking about mission-critical information - the keys to the kingdom - and that’s why more and more customers are clamouring for additional big data security.

Centrify has built new features around privilege management to address customer concerns and further extend the security capabilities offered by Hadoop platform vendors. We allow an organisation to leverage its existing investment in Active Directory to audit and secure access across Hadoop clusters, nodes and services. This approach also simplifies and streamlines Hadoop deployments by allowing them to utilise existing identity infrastructure and skill-sets.

More and more companies are investing in Hadoop for big data. Consequently, more and more companies are looking to reduce their identity-related risks and improve their regulatory compliance. With Hadoop environments now storing most, if not all, of an organisation’s critical data, a third-party solution that can track user activity back to an individual, thereby making data more secure, is absolutely vital, as is a solution that can report on who did what across Hadoop clusters, nodes and services.

Big data and Hadoop are the next great technology ecosystem. And new platforms inevitably give rise to add-on solutions including security solutions that enhance the overall value proposition. As a result we are likely to see a whole new set of vendors starting to build tools to support this environment.

More info: www.centrify.com
INHERITING ISSUES

THERE ARE A NUMBER OF OPTIONS AVAILABLE TO AN ORGANISATION LOOKING TO EFFECTIVELY MANAGE LEGACY BACKUP MIGRATION, SAYS PAUL LE MESSURIER, PROGRAMME AND OPERATIONS MANAGER AT KROLL ONTRACK - BUT THE 'DO-NOTHING OPTION' IS NOT RECOMMENDED

The management of legacy data has become a critical business issue for organisations both large and small across all industry sectors. Knowing what data you own, where it is stored and how to access it quickly in the face of regulatory or legal investigations is now a vital element of day-to-day information management and corporate governance.

Think about the recent challenges faced by the financial services sector, for example, including PPI mis-selling and price fixing cartels - organisations are required to search for documents including emails or documents from years before.

The question of how to manage and access data on legacy backup tapes when reviewing your backup strategy or upgrading, replacing or consolidating your backup infrastructure requires very careful consideration. The same applies when inheriting archive backup tapes as a result of a merger and acquisition. In our experience, there are five options available to organisations, each with its own advantages and disadvantages:

1. Maintain the legacy backup software infrastructure in case the company has a request to find specific data for compliance, regulatory or legal reasons. This will incur software licence and annual maintenance costs over a period of years, possibly until retention date expiry, just in case the company needs to restore data for whatever reason.

The company will need to ensure it retains staff with experience in the legacy backup software infrastructure that is used. Time taken to receive, mount and restore the tapes themselves take up additional resources, especially when investigations highlight additional complications when it is
Unclear what is on which tapes. And all the time internal staff are working on restoring data from legacy tapes, there is an opportunity cost where they are not available to work on other projects or operational tasks.

The maintenance costs of dealing with older tape drives and ensuring they are operable also need to be built into this first scenario, along with the replacement of hardware that has failed and is only noted when restore jobs are undertaken.

This approach introduces an additional risk that data cannot be restored in time to meet regulatory or legal requests due to antiquated back-up infrastructure, degraded tapes or missing skills.

2. Use commercial software tools that allow IT to migrate and manage legacy tapes. This approach removes the need for legacy backup software and infrastructure and experienced staff who can operate the legacy system. However, this option will incur software licence and annual maintenance costs for the software tools as well as resources to operate the software. The process will become more complex if a variety of backup solutions or versions have been used over the years.

3. Employ managed data services to transfer and migrate to an outsourced archiving centre. In this case the company will hand the archived backup tapes to a service provider who will transfer data or content into their archiving centre. The company then can request a restore of specific data from the outsourced service provider. This takes the problem off the hands of the company and also avoids the cost of legacy backup infrastructure. It will incur costs for the outsourced service provider ingesting data off the backup tapes into the archive centre as well as on-going hosting costs. This option may not be suitable for companies who have highly sensitive data that they do not want to leave their premises and their control.

4. Choose tape processing services to catalogue and extract data from the legacy backup tapes. This will involve a specialist provider possibly creating a catalogue of the tapes or converting the legacy backup software catalogue into a standard format. From that point the company can request ad-hoc services from the specialist provider to restore data from backup tapes as and when required. Alternatively the company can sign a multi-year service agreement with the specialist provider for a certain number of restores a year. The specialist provider may also be able to host the catalogue giving the company access to search through the catalogue using a web browser. This avoids the cost of legacy backup infrastructure and the company pays for only the number of tape restores they need. Using a tape restoration service means companies can avoid many of the risks and costs involved in other scenarios, because data can be restored from archive tapes regardless of back-up software used or even the tape type.

5. Of course there is the fifth and final option of doing nothing. Don’t go for any of the above options and hope the company does not have to restore any data from any of its legacy backup tapes. However if companies are required to provide data for whatever reason they will need to find a solution very quickly, which may be difficult and very expensive. Or else they will risk the possibility of facing some type of sanction for not being able to provide data for regulatory or legal reasons.

More info: www.krollontrack.co.uk

"Knowing what data you own, where it is stored and how to access it quickly in the face of regulatory or legal investigations is now a vital element of day-to-day information management and corporate governance. Think about the recent challenges faced by the financial services sector, for example, including PPI mis-selling and price fixing cartels - organisations are required to search for documents including emails or documents from years before."
Skullcandy describes itself as “the original lifestyle and performance audio brand inspired by the creativity of youth culture”. Skullcandy designs, markets and distributes audio and gaming headphones and other accessory related products under the Skullcandy, Astro Gaming and 2XL brands.

Skullcandy was launched in 2003 and quickly became one of the world’s most distinct audio brands by bringing unique technology, colour, character and performance to an otherwise monochromatic space; helping to revolutionise the audio arena by introducing headphones, earbuds and other audio and wireless lifestyle products that possess unmistakable style and exceptional performance.

The company’s products are sold and distributed through a variety of channels in over 80 countries worldwide. Skullcandy pioneered the distribution of headphones in speciality retailers focused on action sports and the youth lifestyle and hundreds of independent snow, skate and surf retailers. Through this channel they reach consumer influencers, individuals who help establish and maintain the credibility and authenticity of the brand. Building on this foundation, the company has successfully expanded its distribution to select consumer electronics, mass, sporting goods and mobile phone retailers.

Skullcandy depends heavily on data analysis to make intelligent business decisions. Data analysis is made possible by using a virtualised data centre based on VMware vSphere, which hosts large client databases, a data warehouse, forecasting systems and business analytics.

Storing and analysing all of that data on a legacy system came at a steep price. Brent Allen, Director of Infrastructure, commented: “Spinning disk carries high management overhead for planned data
"Some storage vendors actually fake their latency. But data throughput is hard to fake. None of us had even seen our 10GB pipe exceeded. Then we went past that to 20GB. Pure exceeded that, too. We were blown away by data throughput at that level. Pure's performance is great-in fact, it's over-performing, doing even more than what we need."

Growth. Unplanned, large and dynamic data additions to production systems mean bunk beds in the racks parallel to your spinning disk.

LAYING DOWN THE FLASH GAUNTLET
The IT team decided on flash to improve performance and researched all-flash solutions. At a conference, Allen's team challenged Pure Storage and several other vendors to compete in a storage performance duel using Skullcandy's production data. The IT team copied as much of their production environment as possible, including several of their larger SQL and Oracle databases. Then they guided the vendors through different tests designed to measure performance scalability in Skullcandy's environment.

Pure Storage was the only vendor to meet or exceed every expectation and excelled while balancing performance, scalability and simplicity—all with reasonable cost. "The goal of the evaluation was find a storage solution that could meet the performance needs of our expanding production systems for the next three years," said Allen. "Pure Storage went beyond the three year model on into our more radical five-year+ models."

IT'S ALL IN THE PERFORMANCE
With Pure, Skullcandy saw huge performance gains. Benefits included ultra-low latency and lightning-fast throughput. Over one 30-day period, the IT team saw just eight small spikes where latency exceeded a millisecond—a vast improvement contrast to the peak of 5000ms they experienced with their legacy storage.

Throughput rates have also been astonishing. Allen said: "Some storage vendors actually fake their latency. But data throughput is hard to fake. None of us had even seen our 10GB pipe exceeded. Then we went past that to 20GB. Pure exceeded that, too. We were blown away by data throughput at that level. Pure's performance is great-in fact, it's over-performing, doing even more than what we need."

FlashArray's high performance has supported Skullcandy's corporate efforts to identify and improve the availability of the products customers like most. The improved speed and reliability with Pure has enabled Skullcandy to scale its analytics system, allowing the company to understand what customers want at a level of granularity that was not possible before.

Skullcandy does not have a dedicated storage administrator, and with its new FlashArray, there is no need. They have also eliminated their storage management overhead. Interactions with the Pure support team have focused on fine-tuning the FlashArray. In addition to live support, Skullcandy's IT team appreciates how Pure's real-time dashboard provides helpful feedback with live stats, including latency, IOPS and bandwidth.

Regarding Pure's management and support, Allen said: "Maintenance agreements are extremely expensive with other vendors, but Pure is adding value. It's not just an insurance policy. Pure gives us what we need, and it's enjoyable to make that investment."

More info: www.purestorage.com

More info: www.storagemagazine.co.uk
BRIGHT LIGHTS, BIG CITY...

LONDON’S WEST END WAS HOST TO THE 2015 STORAGE AWARDS, AS OVER 400 INDUSTRY LUMINARIES JOINED STORAGE MAGAZINE FOR THE EVENT OF THE YEAR

Once again London’s glitzy Grand Connaught Rooms played host to many of the best known luminaries of our industry, as the 2015 Storage Awards came to a climax on June 18th. It was another record-breaking year for nominations, entries and numbers of attendees on the night. The grand dining room was almost full to bursting - as were most of the diners at the end of the splendid repast.

Notable winners included ExaGrid’s Graham Woods who took home the coveted ‘Service to the Industry’ award, as well as Tintri’s Sally Reade (Channel Excellence Award) and Toshiba (Storage Innovators of the Year). The full list of winners and runners-up is reproduced below. Congratulations to you all!

www.storageawards.com

Storage Magazine “One to Watch” Award – Product Sponsored by Exablox

WINNER: Proact - Probox

RUNNER UP: Cloudian - HyperStore

Probox is an enterprise class online storage service that allows your teams to easily and securely access, share, and sync files from anywhere, at any time, using any device. Your users get seamless access to all the files they need - on every computer and mobile device. With advanced features like one click sharing and access to files both online and offline, your users can operate where they want, the way they want.

Probox automatically and securely synchronises your data across all your computers and mobile devices. When the time comes to share files with customers or external partners, Probox is better than email. Using Probox to share files means that only the intended recipient can open the file you share, and nobody else.

Storage Magazine “One to Watch” Award – Company Sponsored by Oracle

WINNER: Beta Distribution

“Beta Distribution are delighted to have won this award, and it is an honour that after six years, the channel is now considering us as a credible alternative to the long established storage players out there”.

RUNNER UP: Cloudian

Storage Magazine “Value for Money” Award Sponsored by Nexsan by Imation

WINNER: EASY Software

RUNNER UP: SUSE

EASY SOFTWARE UK once again triumphed at the annual Storage Awards, winning the ‘Value For Money’ category with its solution EASY Contract.

EASY Contract manages contracts by providing automatic reminders of key milestone events within agreements and provides email notifications so that nothing critical is ever missed, securing cash flow and reducing contract risk.

“We are thrilled to have won a prestigious Storrie Award for the ninth year running,” said EASY's UK director of sales and marketing, Howard Frear. “Our winning product, EASY Contract means that the days of trying to remember contract deadlines, terminations or extensions are over and we’re delighted that it’s been recognised in this way.”
"We are incredibly proud of the double award win at the Storage Awards this year; both ‘Storage Marketing Team and Solution of the Year’ awards, recognise the skills and hard work invested by teams across our business, enabling us to continue to provide our customers with the highest level of value-added service and help them grow their business. The double award win is the latest in the series of achievements for CMS Distribution this year, following record earnings and 30% revenue growth for the year ending 31st December 2014 and the launch of our new corporate website in March, providing our customers with an improved view into our vendor offerings and value-added services.” Julia Radtke, Marketing Director CMS Distribution

QLogic is delighted that FastLinQ was recognised as the Connectivity Product of the Year 2015 at this year’s Storage Awards. QLogic’s new FastLinQ 10GbE adapters deliver extreme application performance, and offer a foundation for Next-Gen 25 / 40 / 50 and 100Gb Ethernet. Designed for today’s software-defined data center, and leveraging 13 generations of Ethernet experience, the 3400 and 8400 Series deliver industry-leading storage performance with a broad set of integrated features optimised for virtualised environments. Learn more at: www.qlogic.com/Products/Pages/10GbE_fastlinq.aspx

Graham Woods, Vice President of International Systems Engineers at ExaGrid, was presented with the coveted “Service to Industry Award”. The award comes at a time of exceptional growth for ExaGrid, on the heels of a record-breaking bookings quarter for the company in Q1, and reinforces the company’s visionary leadership - facilitated by Woods - in delivering its disruptive next-generation disk-based backup storage solution.

“We’re delighted that Graham has been honoured with this much-deserved Award for his service to the industry,” said Andy Walsky, VP of International Sales at ExaGrid. "It underscores ExaGrid’s commitment and success in delivering scale-out disk-based backup storage appliances, which lead the industry in their ability to handle significant amounts of data while permanently fixing the backup window.”

Tintri, leading provider of VM-aware storage (VAS) for virtualisation and cloud environments, won two awards at this year’s Storage Awards; Storage Hybrid Product of the Year Award and the Channel Excellence Award for Tintri’s Channel Manager, Sally Reade. Tintri would like to thank all of Storage Magazine’s readers who voted for them.

Since its inception, Tintri’s innovative storage solutions have challenged the status quo, helping customers to move away from traditional legacy storage systems, and providing them with a system built specifically for virtualised and cloud environments eliminating LUNs and volumes. Over the last 12 months Tintri has delivered an impressive triple digit sales growth. Priding itself on its ability to control and view data in a virtualised world, Tintri reduces customer management time whilst increasing performance.
NCE work closely with customers to bring together solutions that combine best of breed technology and this Award, for the MK:Smart Data Hub project, results from a close collaboration between The Open University, NCE, CMS Distribution and Arcserve with their industry leading Unified Data Protection (UDP) software at the heart of the solution. As a Premium Partner of Arcserve, NCE designed a solution that combined the technical strengths of UDP with the commercial requirements of the project; providing the scalability to flexibility given that the project represents a long-term strategy for Milton Keynes - one of the UK’s fastest growing cities.

Imation was honored to receive the “Archiving & Compliance Product of the Year” award in the Storage Awards hosted by Storage Magazine. We’re very proud to note that this is the 12th year in a row that Imation has won an award in this competition, and our 2015 award recognizes advancements made with our Nexsan solutions. Imation was also recognised for its expertise in product development, winning runner-up in the Storage Hybrid Product of the Year category. Imation’s Nexsan product family includes E-Series, NST and Assureon. To learn about our award-winning product portfolio, please visit our Nexsan webpage.

As a leading provider of integrated storage solutions, Toshiba sets many of today’s industry standards for storage technology and offers the industry’s most comprehensive range of storage products, from hard disk drives (HDDs), solid state hybrid drives (SSHDs), and solid state drives (SSDs) to NAND flash memories. Toshiba owns design, development, manufacturing, sales, and other infrastructure functions spanning the enterprise, mobile, and consumer environments for both HDD and SSD products.

VERITAS Technologies Corporation NetBackup solution has won Data Protection Product of the Year at the 2015 Storage Awards. Veritas is the new name of the independent information management business that will be created following the completion of the previously announced separation of Symantec into two companies later this year.

The Veritas name continues to resonate with customers, partners and employees as a synonym for trust and expertise in the information management space. While the name recalls our heritage as a leader in backup, appliances, information intelligence and availability, the new logo signals a transformed Veritas with a renewed focus, uniquely poised to help companies harness the power of their information.
IP EXPO EUROPE
7-8 October 2015, ExCeL London

SIX EVENTS UNDER ONE ROOF

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Storage Monitoring Product of the Year Sponsored by Toshiba

WINNER: Virtual Instruments

Founded in 2008, Virtual Instruments delivers the industry’s only real-time Infrastructure Performance Management solution. The VirtualWisdom platform provides unparalleled visibility into the performance, health and utilization of the entire open systems infrastructure, empowering customers to guarantee the performance and availability of their mission critical applications across physical, virtual and cloud computing environments. 38 of the Fortune 100 use VirtualWisdom.

“VirtualWisdom allows you to dig in and understand why applications are behaving as they are, and where potential problems lie, so we can make strategic investments based on sound performance information.” (Head of Storage, Wm Morrisons)

RUNNER UP: Tintri

Object Storage Vendor of the Year

WINNER: Exablox

Exablox is the company re-imagining storage. Exablox solves businesses’ runaway storage costs and information management nightmares by providing a scale-out cloud-based management solution that is both affordable and easy to use. OneBlox is an inclusive storage offering that combines an elegant hardware architecture and integrated, enterprise-grade software, including continuous data protection, inline deduplication and disaster recovery. Founded in 2010, Exablox is headquartered in Sunnyvale, CA and backed by leading Silicon Valley venture firms. Visit Exablox online at www.exablox.com and join the conversation at www.twitter.com/exablox

RUNNER UP: NetApp

Disk Based Product of the Year: Small/Mid-Range

WINNER: Infortrend

The title of ‘Disk Based Product of the Year: Small/Midrange’ at this year’s Storage Awards was presented to Infortrend’s EonStor DS 4000 Series, in recognition for its outstanding performance and enterprise-class solutions. With powerful dual host board design and all-around 12G/s SAS integration, the series goes well beyond what is expected in mid-range products, reaching new milestones for this segment.

Teddy Lin, General Manager of Infortrend Europe Ltd. said, “We are very honoured to receive this award. We will continue to develop great storage products and enhance our collaboration with the channel to make sure our partners and users are winners too.”

www.infortrend.com

RUNNER UP: ExaGrid

Disk Based Product of the Year: Enterprise

WINNER: Quantum

“Quantum are delighted to receive recognition from the storage user community, which echoes the strong adoption of DXi6900 that we’ve seen in the market. The DXi6900 was designed to meet the challenge of ever more demanding and fluid workflows, providing faster backups, restores and replication while easing the strain on network bandwidth and reducing overall operating expenses. By providing industry-leading performance, capacity-on-demand scalability and cloud-ready capabilities, the DXi6900 enables data centre customers to move beyond legacy backup models that are broken and meet today’s evolving workflow demands.” Eric Bassier, Senior Director of Product Marketing at Quantum

RUNNER UP: NetApp
Thank you to everyone who voted for SanDisk at the Storage Awards 2015. SanDisk are delighted to have taken home the SSD Acceleration Product of the Year award. At SanDisk, we’re expanding the possibilities of data storage. SanDisk offers the industry’s broadest product portfolio with our solid state drives, PCIe application accelerators and flash-optimizing software designed to maximize application performance and efficiency for enterprise IT, systems manufacturers and hyperscale data centers. As a vertically integrated company, we deliver innovative, high quality storage solutions that make the incredible possible.

**SSD Acceleration Card of the Year**

**WINNER: SanDisk**

Thank you to everyone who voted for SanDisk at the Storage Awards 2015. SanDisk are delighted to have taken home the SSD Acceleration Product of the Year award. At SanDisk, we’re expanding the possibilities of data storage. SanDisk offers the industry’s broadest product portfolio with our solid state drives, PCIe application accelerators and flash-optimizing software designed to maximize application performance and efficiency for enterprise IT, systems manufacturers and hyperscale data centers. As a vertically integrated company, we deliver innovative, high quality storage solutions that make the incredible possible.

**RUNNER UP: Oracle**

For the second year running Pure Storage has triumphed at the annual Storage Awards, holding onto its title of “Flash Array of the Year”. Pure Storage, the markets leading independent solid-state array vendor, enables the broad deployment of flash in the data centre.

“We are delighted to have won Flash Array of the Year for the second year running at the prestigious Storage Awards,” Says Lorrayne Gilbert Sr. Marketing Manager - Northern EMEA. “With our all-flash enterprise arrays, businesses applications run faster which improves yields, employee productivity, and customer and partner experiences, allowing them to make smarter decisions and increase innovation across their organisations.”

**Flash Array of the Year Sponsored by Barracuda**

**WINNER: Pure Storage**

For the second year running Pure Storage has triumphed at the annual Storage Awards, holding onto its title of “Flash Array of the Year”. Pure Storage, the markets leading independent solid-state array vendor, enables the broad deployment of flash in the data centre.

“We are delighted to have won Flash Array of the Year for the second year running at the prestigious Storage Awards,” Says Lorrayne Gilbert Sr. Marketing Manager - Northern EMEA. “With our all-flash enterprise arrays, businesses applications run faster which improves yields, employee productivity, and customer and partner experiences, allowing them to make smarter decisions and increase innovation across their organisations.”

**RUNNER UP: SanDisk**

Tintri, leading provider of VM-aware storage (VAS) for virtualisation and cloud environments, won two awards at this year’s Storage Awards. Storage Hybrid Product of the Year Award and the Channel Excellence Award for Tintri’s Channel Manager, Sally Reade. Tintri would like to thank all of Storage Magazine’s readers who voted for them.

Since its inception, Tintri’s innovative storage solutions have challenged the status quo, helping customer to move away from traditional legacy storage systems, and providing them with a system built specifically for virtualised and cloud environments eliminating LUNs and volumes. Over the last 12 months Tintri has delivered an impressive triple digit sales growth. Priding itself on its ability to control and view data in a virtualised world, Tintri reduces customer management time whilst increasing performance.

**Storage Hybrid Product of the Year**

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**RUNNER UP: Nexsan by Imation**

SUSE OpenStack Cloud is the private cloud solution of choice for the enterprise business. Designed for high availability, rapid deployment and ease of use, it delivers the operational agility, scalability and control to drive business innovation. Built on open source software, it avoids the vendor lock-in and high costs associated with proprietary cloud solutions. It has the widest mixed hypervisor support, maximising the value of customer’s existing IT investments.

SUSE is a proven industry leader with a reputation for engineering excellence in delivering open source enterprise solutions with outstanding service and support - the ideal partner for your private cloud platform.

**Cloud Enabler of the Year**

**WINNER: SUSE**

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**RUNNER UP: iomart**
Virtual Appliance of the Year

WINNER: Barracuda
RUNNER UP: iomart

The Barracuda Message Archiver is ideal for organisations looking to reduce their email storage requirements and boost user productivity with mobile or desktop access to any email ever sent or received. The cloud-connected appliance uses the Barracuda Cloud to move information to the cloud as a secondary tier of storage. In addition, the Barracuda Message Archiver also provides a powerful, yet simple platform for eDiscovery and compliance.

The Barracuda Message Archiver is able to import, index, deduplicate, and compress mail from PST files. It then stores them in a central location purpose-built to preserve all messages over time. This makes global message search and retrieval quick and easy in support of regulatory and litigation requirements, regardless of how old the messages are. This comprehensive approach to archiving optimises storage at the same time.

Storage Hosting Company of the Year

WINNER: iomart
RUNNER UP: Rackspace

Cloud company iomart offers a range of storage solutions that deliver unlimited, secure capacity and flexibility for every data requirement. Using Tier 1 vendor technology from partners at EMC, Pure, CTERA, Asigra and NetApp, iomart provides enterprise-grade, fully automated and scalable storage, backup and disaster recovery solutions.

iomart holds PSN Pan Government Accreditation (PGA); is an accredited supplier on G-Cloud; and is part of the Scottish Government Hosting Services framework, allowing it to store and protect official government data.

All iomart services are fully ISO accredited, supported 24x7 and backed by industry-leading Service Level Agreements.

Storage Virtualisation Product of the Year

WINNER: DataCore
RUNNER UP: Nexenta

DataCore, the original founders of Software defined Storage were thrilled to scoop the Software Virtualisation Product of the Year at the 2015 Storage Awards. DataCore’s storage virtualisation and hyper-converged virtual SAN solutions empower organisations to seamlessly manage, protect and scale their data storage architectures, delivering massive performance gains at a fraction of the cost of solutions offered by legacy storage hardware vendors. Backed by 25,000 customer sites around the world, DataCore’s adaptive and self-learning and healing technology takes the pain out of manual processes and helps deliver on the promise of the new Software-Defined data centre through its hardware agnostic architecture. Our customers, when independently surveyed, told researchers that they experience up to 100% reduction in storage downtime; 10x performance increases; 75% reduction in storage costs; 90% decrease in time on routine storage tasks and up to 4x capacity utilisation using DataCore. www.datacore.com

Channel Partner Program of the Year

WINNER: Seagate
RUNNER UP: arcserve

The Seagate Partner Program (SPP) gives our core partners exclusive, members-only access to a central information hub where they find everything they need to deliver best-in-class Seagate storage solutions and products to their customers. Partners can find all the datasheets, brochures and product guides they need to educate their customers on the extensive line of Seagate storage solutions. We also provide exclusivity for partner promotions, product news and industry trends - everything they need to stay current and strengthen their sales. Partners in EMEA also have the opportunity to earn fantastic rewards with SPPRewardsPlus! We provide many ways for partners to collect Rewards Points, like purchasing products, completing online training and providing feedback. They can redeem their points for cash, merchandise, experiences and more.
SUSE Enterprise Storage, powered by Ceph, a highly scalable and resilient software based storage solution, enables organisations to build cost-efficient and highly scalable storage using commodity off-the-shelf servers and disk drives. It is self-healing and self-managing and delivers storage functionality comparable to mid and high-end storage products at a fraction of the cost. It also scales from terabyte to a multi-petabyte storage network. This unlimited scalability enables enterprise IT organisations to deliver the agility businesses demand by non-disruptively adding capacity at the cost they want to pay while enabling storage administrators to minimise the amount of time spent managing storage.

WINNER: NCE Group

Having invested in new resource and skills, broadening their portfolio to include support services for Servers, Networking & Connectivity, established and proven Wiltshire (UK) headquartered Service Provider NCE secured the Storage Service Company of the Year Award once again. No strangers to the stage at the Storage Awards, NCE were represented on the night by Senior Management - including UK Managing Director Andrew Genever alongside members of the Professional Services Team - an area of the business that has seen significant business growth complementing the proven Multi-Vendor out of warranty Field Service (on-site) and Depot Service offerings.

WINNER: Proact IT

Proact is Europe’s leading independent storage integrator and cloud services enabler. Delivering business agility since 1994 we help organisations across the globe reduce risk, reduce cost and most importantly deliver flexible, available and highly secure IT services. Our solutions cover all aspects of data storage, virtualisation, networking and security - with over 3,500 projects successfully delivered and 70PB of data under management in the Proact Enterprise Cloud.

Proact deliver transformational change, our aim is to enable you to make a major shift in the way you run your IT Services. Whether you are being driven by a need for agile innovation to stay ahead of the demands of your customers or you are looking to exploit new opportunities and differentiate from your competitors Proact can help.

WINNER: Q Associates

For the 5th year in succession, Q Associates has scooped one of the major awards at the 2015 Storage Awards event, being named Specialist Storage Reseller of the Year. Q Founder and Managing Director David Cue said “We are really delighted with this award. At Q Associates we are very proud of our specialist storage skills and knowledge. There are so many general IT suppliers out there right now, but there’s always room for the true specialists in a technical market.”

Andy Griffiths, Business Development Director at Q added “This award is very important to us. As an independent award voted for by customers, it recognises the work that we do every day to support our clients. Huge thanks to all who voted for Q Associates this year.”
Thank you to everyone who voted for us to win Storage Distributor of the Year! Hammer is an award-winning, specialist value-add distributor. It has dedicated its 24 year history to data storage, servers and end-to-end IT solutions, offering a world-class portfolio of vendors. Hammer distributes throughout Europe, and ensures customers receive a technical, commercial and competitive business advantage. We have a strong commitment to satisfying ever-changing business needs, driving innovation and customer growth, and facilitating unique ways of adding value.

Hammer's in-depth knowledge of the market, and ability to provide market-leading and cost-effective solutions, mean that even in today’s economic climate, resellers can benefit from not only first-class service, but also a world-class, all-encompassing storage, server and software portfolio.

Oracle ZFS Storage Appliance delivers leading performance and superior efficiency in enterprise-class NAS environments, accelerating business functions, and reducing complexity. This first application-engineered storage system provides unique integration points with Oracle Database which automate storage tuning and data lifecycle management, reduce capacity requirements, and lower TCO.

Coengineered with Oracle software and with countless documented solutions and best practices, ZFS SA removes guesswork from configuring the total system through features including Oracle Intelligent Storage Protocol, Oracle Hybrid Columnar Compression, Plug-ins for Oracle Enterprise Manager and VM Storage Connect, and Oracle Snap Management Utility.

www.oracle.com/zfsstorage

This year’s Storage Company of the Year, Commvault, has been recognised for helping organisations turn their data into a powerful strategic asset. For more than 15 years Commvault has had a singular focus: maximising the value of customers’ data. All of the applications in Commvault’s end-to-end suite of data protection and information management solutions offer flexible entry points and are built from the ground up, on the same platform. For customers, that means Commvault solutions are faster to learn, easier to use and more effective - one integrated platform is all that is needed to keep, find and use all of their strategic data assets. This award demonstrates that Commvault is achieving its aim.

Commvault would like to thank everyone who voted for them for Storage Company of the Year.

Our mission has always been to help our customers achieve what matters most to them. In 1993, we shipped our first data storage system to Patrick Mulrooney, who at that time was a system administrator at Tandem Computers. The network appliance was designed to clean up his infrastructure sprawl. He loved its simplicity. “Patrick’s favourite attribute was that our system rebooted in 30 seconds instead of hours like our competitors,” says NetApp co-founder, Dave Hitz. “While solving his downtime problem, we also gave Patrick a competitive edge.”

More than 20 years later, our story is still about delivering innovation that gives our customers an edge over their competitors. From the edge of the universe with CERN’s Large Hadron Collider, to the edge of human endurance in Formula One auto racing, we help you do things you couldn’t before-at speeds you never thought possible.

WINNER: NetApp

WINNER: Oracle

RUNNER UP: DataCore

WINNER: Hammer Plc

RUNNER UP: CMS Distribution

WINNER: Commvault

RUNNER UP: NetApp and Oracle

WINNER: Storage Distributor of the Year

Sponsored by Tintri

WINNER: Storage Product of the Year

Sponsored by Quantum

WINNER: Storage Company of the Year

Sponsored by SanDisk

WINNER: Storage Magazine Hall of Fame – first inductee

Sponsored by Quantum
Are you receiving the STORAGE MAGAZINE monthly e-newsletter?

Storage Magazine always aims to help its readers as much as possible to do their increasingly demanding jobs. With this in mind, we've now launched a Storage Magazine e-newsletter which is produced every month and is available free of charge. This will enable us to provide you with more content, more frequently than ever before.

If you are not already receiving this please send your request to christina.willis@btc.co.uk and advise her of the best email address for the newsletter to be sent to.
Storage is changing… the good news is your expectations can too.

At Q Associates we live and breathe information technology and we’re passionate about the difference it can make to an organisation when you get it right.

The relentless growth of data has meant that we all have to be smarter about the way that we work. Buying a bigger box, simply doesn’t cut it. The world has moved on.

That’s where we’re different. We aim to collaborate with our clients, combine our skills and knowledge and provide versatile solutions designed for today’s changing market.

If you share our view that harnessing your data could have a profoundly positive affect on your organisation, then we’d love to work with you…

Q Associates
Your IT. Our Business.

For Award Winning storage advice, contact storage@qassociates.co.uk