Nominee: X-IO

Nomination title: ISE 800 Series All-Flash Array

What are your product's / solution's key distinguishing features and/or USP?

Introduced in March 2015, the ISE 800 series all-flash array from X-IO Technologies is based on the company's third generation architecture and expands X-IO's Intelligent Storage Element (ISE) portfolio. The ISE 800 series brings a number of unique features to the market that unlocks the performance of an all-flash array without the usual capacity, integration or cost compromises. At launch, the ISE 820 model achieved the number one position for price-performance in the Storage Performance Council's SPC-1™ benchmark delivering $.0.32 per SPC-1 IOPS.

ISE 800 series provides more throughput, greater connectivity and management. This makes it ideal for environments that require low latency and 24/7 data availability for those where growing volumes of data need to be accessed simultaneously. Examples of this include online transaction processing (OLTP) and mission critical database applications.

X-IO's patented Intelligent Adaptive Flash continues to improve performance and efficiency as it enables fully automated tiering, manual data placement and performance throttling to support the specific needs of the business. When combined with X-IO's Quality of Service (QoS) feature it enables greater operational control to provide increased efficiency. Additionally, X-IO has provided enhanced O/S and hypervisor integration, specifically with support for VMware VASA, vSphere Web Client, vRealize Operations and OpenStack cinder driver.

Accelerate Database Management Systems and Applications

- **Achieve greater levels of server consolidation and performance with no storage resource contention.**

- **Run end-of-month batch processing 30x faster without having to wait until the after-hours slow down.**

- **Deliver faster real-time analytics to support business intelligence decisions.**

Get the most productivity from your virtualised desktops

• **Enable more productivity and better user experience with more performance than physical desktops.**

• **No longer worry about boot storms or running deployment operations during the day.**

• **Remove risk as a factor with validated reference architectures.**

Futureproof with ISE

• **An ISE provides performance and simplicity; spend less time managing the storage and more time optimising the solution.**

• **Get the same great and consistent performance even when the system reaches full capacity.**

• **With non-disruptive upgrades and standard, fully redundant components, ensure your data is always available.**

What tangible impact has your product/solution had on the market and your customers?

X-IO technologies listened to customer feedback and designed the ISE 800 series all-flash array to deliver an optimal blend of application performance without sacrificing cost and risk. By adding all-flash options, it is challenging the status quo for best price-performance, life-span and capacity utilisation regardless of customer and partner storage requirements.

Chris Schremser, CTO at ZirMed, a healthcare revenue management company based in Louisville, Ky, said: "We've seamlessly integrated the ISE 800 series alongside our existing X-IO disk storage systems, and are now able to support a variety of workloads regardless of application. The all-flash array delivers low latency for our critical transactional database applications and there's no performance degradation as capacity is filled. An added bonus is we've simplified our operations by being able to centrally manage all our X-IO storage systems using ISE Manager."

What are the major differentiators between your product/solution and those of your primary competitors?

The ISE deeply integrates with a wide variety of operating systems and hypervisors, and provides:

• **The industry's lowest total cost of ownership**

- **Backed by a standard 5-year warranty**

- **Has unique self-healing storage**

ISE 800 brings the core attributes of the ISE architecture to the all-flash array world including; "low-touch" storage reliability, backed by a standard five-year warranty; 100 percent performance availability, even at 100 percent capacity utilisation; and simplified, hypervisor-integrated management. These features are unique to X-IO technologies.

Please supply any supportive quotes and/or case study materials to demonstrate the value of this product/solution to your customers/partners.

Kevin Hayward, Manager of Database Operation at PGi, said: "Our SQL Server database screams and we are processing our meeting data 50% faster"

Tim Stammers, Senior Analyst at 451 Research, said: "X-IO has always challenged the storage industry with solutions that meet real-world needs, as well as future market desires. The all-flash array is no exception. This compelling solution will help propel X-IO to the top of the all-flash market and open up new opportunities for its existing hybrid storage arrays. The X-IO all-flash system is entering the market at a time when enterprises are looking for long-lasting hardware solutions for their software defined future without overtipping the scale in ownership costs and risk."

Craig Stein, Partner and Solutions Architect at The Mirazon Group, said: "Even as organisations evolve their IT strategy for the software defined future, they can't afford to make trade-offs in reliability and performance for their business applications. This new all-flash offering from X-IO has the hallmarks of a proven storage architecture that's been out there for 6-plus years with very few service calls from our customers and delivering best of breed price and performance."

Why nominee should win

- **X-IO's ISE 800 Series G3 All Flash Arrays deliver the industry's number one price-performance balance, as rated and audited by the Storage Performance Council's SPC-1 benchmark**

- **Provides the industry's lowest total cost of ownership**

- **100 percent performance availability, even at 100 percent capacity utilisation**

- **Intelligently adapts performance to business requirements to offer greater integration, resource management and efficiency for applications**

- **Backed by a standard 5-year warranty**