

Nominee: Data Direct Networks (DDN)

Nomination title: DDN – Storage Company of the Year

We are a global, continually growing organisation that operates directly in 20 countries worldwide with customers across more than 50 countries across all major continents.

DDN's sustained vision, dedication to performance, and execution have made us a truly unique company in the storage industry. Our technological and market leadership comes from our long-term investments in leading-edge research and development, our relentless focus on solving end-to-end data and information management challenges, and the excellence of our employees around the globe, all driving to deliver the highest levels of satisfaction to our customers.

In the latest TOP500 list ranking the largest supercomputing environments globally, DDN increased its leadership and continued its unrivalled reign as dominant storage provider for the eighth consecutive year. DDN's storage solutions now power more than 70 percent of the TOP500 supercomputers.

DDN's innovation helps to deliver products that provide greater density in a single rack than an other vendor, offers unrivalled performance with read/writes of up to 1+TB/s and 10's of millions of IOPS per system, the industry's best TCO, 10x faster workflows in data-intensive applications and unparalleled expertise.

- **Financial services – DDN powers 40% of leading global investment banks**
- **Manufacturing – 30% of the World's top Aero and Auto manufacturers utilise DDN technology**
- **Web, cloud and telco – DDN technology supports the largest web scale global service providers**
- **Oil & Gas – Over ½ of the largest O&G sites rely on DDN**
- **Supercomputing – 70% of the TOP500 use DDN**
- **Life Sciences – Powering over 1/3 of the Top Sequencing Centers**

How long has this organisation or individual been involved in the IT services and solutions market in EMEA?

For more than 18 years, DDN has designed, developed, deployed, and optimised systems, software, and solutions that enable enterprises, service providers, universities, research institutes and government agencies to generate more value and accelerate time to insight from their data and information, on premise and in the cloud.

Our team is committed to delivering the highest levels of customer support and satisfaction through extensive knowledge and deep experience with hardware, file systems, and applications to accelerate and scale business. By leveraging the best talent in the industry, DDN technical experts and professional services help content-rich and high-growth IT environments achieve peak levels of systems scalability, performance, efficiency, and simplicity.

Are there any key projects delivered in the last year that demonstrate this candidate's suitability for the award?

Filmlance, one of Sweden's largest independent production companies, has produced more than 100 high-end television and feature films. Filmlance decided to move away from their existing storage solution with StorNext and embrace DDN's MEDIAScaler High Performance Converged Media Storage Platform.

Filmlance's film creation generates huge amounts of files, often running into terabytes. MEDIAScaler allowed Filmlance to manage its end-to-end media workflows within a single platform and is completely integrated with their IT infrastructure.

Since adopting the solution, Filmlance has been able to achieve an aggregate performance of 6GB/s for 1PB of usable space with the DDN MEDIAScaler solution. The system scales to hundreds of petabytes and 100GB/s, supporting Filmlance's needs today and well into the future.

Henrik Cednert, CTO, Filmlance said: "The DDN MEDIAScale solution is geared to meet the needs of Filmlance's demanding post production environment, now and in the foreseeable future."

Another notable project was with The Scripps Research Institute (TSRI). One of the world's largest, not-for-profit, organisations focusing on biomedical research, TSRI has helped lay the foundation for new and innovative ways to treat diseases and infectious and deadly viruses. TSRI is collecting about 30 TBs of data each week and this major surge in data created an urgent need to manage and effectively harness it. TSRI now use WOS object storage appliance alongside DDN hybrid flash storage and have gained seamless tiering to WOS object storage ideally suited for storing decades of research data.

We have also delivered projects with global customers such as PayPal, PHE, TRIUMF, Children's Mercy Hospital and MLB Network.

What key vendor and industry accreditations does the nominee hold?

To deliver the most efficient and high performance solutions on the market, DDN supports industry standards and collaborates with a range of best-of-breed hardware and software partners – from leading IT and HPC providers to innovators with expertise and presence within strategic DDN markets. DDN's partner relationships provide un-paralleled solutions for customers that are unrivalled by other vendors.

Notable partnerships include IBM, DELL, SGI, Intel, HPE, Adobe and Fujitsu.

In June this year, we announced our EXAScaler™ ES14K appliance to boost Lustre performance, partnered with Intel. The solution boosted performance by 300% and is 4 times faster than all other Lustre solutions on the current market, providing up to half a TB/second throughput in a single rack.

DDN's technology leadership has also been recognised through numerous industry awards across its file, block, flash and object storage solutions, as well as being recognised as technical innovators, and focused on bringing to market solutions that answer our customers needs.

What endorsements does that nominee have from their customers and/or their technology partners?

We have over 1,000 worldwide customers, including many of the world’s leading financial services firms and banks, healthcare and life science organisations, manufacturing and energy companies, government and research facilities, and web and cloud service providers.

451 Group endorses DDN with the following statement: “If any company is well poised to take on the challenges of exascale computing and big data, it’s DDN, since this is its heritage.”

In addition, IDC comments: “Big Data has long been an important part of the HPC market, but recent technology advances have given data-intensive computing much higher potential as a horizontal market.”

Why nominee should win

DDN has unrivaled HPC leadership as more Top500 sites adopt DDN storage

We have more density in a single rack than any other vendor

Our customers include many of the world’s leading organisations, powering up to 40% of leading global investment banks, and half of the largest oil and gas sites

A strong commitment to maintain high standards of Corporate Social Responsibility