

Nominee: X-IO

Nomination title: X-IO delivers innovative VDI solution with its Intelligence Storage Elements (ISE)

Over the last 12 months X-IO's virtualisation focus has intensified. Its Intelligent Storage Element (ISE) architecture is ideally designed for virtual server and virtual desktop environments. With a new senior team, and a shift from a purely product focused organisation to a solution lead company, X-IO has spent the last nine months delivering storage solutions through the channel that:

- Respond effectively, with predictable performance, to radically different workloads that are competing for underlying shared storage resources
- Provide guaranteed (and perhaps SLA'd) quantities of IOPS for every 100 GBs of storage allocated to each virtual machine.
- Deliver required aggregate IOPS to the hypervisor without radically overprovisioning capacity (and increasing expense)
- Prevent poorly-configured or resource-hungry virtual machines from damaging the performance and availability profiles of "neighboring" virtual machines
- Integrate effectively with the storage management features and commands of the hypervisor, without requiring separate configuration and management, allowing hypervisor administrators to manage storage as an integral part of their domain without becoming storage experts, while providing the detailed telemetry required to diagnose performance problems on a per-VM basis.

X-IO's recent VDI campaign offers users two options to ensure VDI success: 1) Emergency Response program, which delivers a 72 hour 'diagnosis-to-deployment' timeframe for organisations suffering from failing or under performing VDI and 2) It's certified VDI architecture with Cisco and VMware which is designed to create healthy VDI implementations - X-Pod. X-IO is committed to developing its virtualisation strategy and continues to attract customers undergoing VDI deployments.

X-IO Technologies is a recognised innovator in the storage industry. The X-IO Intelligent Storage Element (ISE) systems are based on two decades of invention and investment by veteran storage industry experts, and have solved some of the fundamental challenges of enterprise storage for virtualised environments. As a result, X-IO's ISE addresses the demand of customers for consistent performance, simplified, hypervisor integrated

management and true zero-touch reliability in Virtual Desktop Infrastructure (VDI), Online Transaction Processing (OLTP) and Business Intelligence & Data Warehousing (BI-DW) environments.

Based in Colorado, the organisation has offices throughout North America, Europe, Asia, the Middle East, and Africa and has installed more than 7,000 units across 1,200+ customers worldwide. X-IO delivers unmatched price/performance, reliability and scale for enterprise and cloud applications and infrastructure.

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

Unlike most storage offerings in the market today, X-IO's ISE solutions are designed and built, from the ground up, to support the workloads at the heart of enterprise and cloud computing: virtualised infrastructure, and high-performance data-intensive applications.

VDI Emergency Response Program

X-IO is unique in offering a VDI Emergency Response program to help the growing number of organisations facing serious performance issues with their VDI. By working with local partners and resellers in each region, X-IO is able to deliver a 72-hour 'diagnosis-to-deployment' timeframe to organisations suffering from underperforming VDI.

The two-part VDI Emergency Response program takes VMware and Citrix VDI users through a diagnostic VDI health check followed by a carefully tailored treatment program designed to near-instantly heal the problem.

Ise 700 Series Hybrid Storage Arrays

The ISE 700 series, X-IO's latest innovation, is a new class of storage system. It is the only true hybrid system to fuse Flash (SSD) and Hard Disk Drives (HDD) together as a single pool of storage, creating the ideal balance of price, performance and capacity.

ISE 700 series hybrid storage arrays use patented Continuous Adaptive Data Placement (CADP) software to analyse the behaviour of application I/O and place hotspot data onto flash memory in real time. This enables measurable performance gains to be achieved. The

solutions have been designed specifically for performance-driven applications that require enterprise-class reliability. With four sizes available (7.2TB, 14.4TB, 21.6TB and 28.8TB), the series can be adapted by businesses to suit individual and varying data needs.

Unique features include:

- CADP improves application performance, moving the right data to SSD at the right time
- CAPD isolates and eliminate hot-spots
- Super-fast enterprise-grade hard disk drives deliver between 200% and 400% of the per-spindle performance of other hybrid arrays
- Zero touch approach decreases manual configuration and intervention
- Dual-redundant, active-active Managed Reliability Controllers (MRCs) and their patented in-situ remanufacturing capability ensures zero downtime
- Low TCO with capacity-based charges, free 5-year standard hardware warranty, low power and cooling requirements
- Reduces risk with full protection, sparing and managed reliability for HDDs and SSDs

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

X-IO continues to provide innovative solutions to its customers. Virtual desktops are quickly becoming the next big thing in the IT industry, offering enterprises a cost-effective alternative to buying multiple desktops for their workforce. X-IO's ISE solutions are a perfect solution to support this growing VDI environment, enabling organisations to quickly access data.

Recently, AvMed selected X-IO to support its VDI environment. The X-IO solution has improved the performance of the AvMed infrastructure, cutting login times by more than 90 per cent, and service calls by 98 per cent.

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

With a foundation based on reliability, performance and scalability, X-IO and its solutions stand out within the market for its optimisation of price and operational efficiency. X-IO has solved real-life storage problems and ensures business continuity and efficiency. X-IO's disruptive storage technology delivers greater reliability to customers using less equipment and at a lower cost.

Specific differentiators of X-IO include:

1. Five-year warranty

Most storage vendors include a 12 month warranty with their products. However, X-IO is so confident in the technical and operational superiority of the ISE 200 and 700 series that it warranties both arrays for five years at no extra cost to its customers. X-IO is the only storage company willing to stand by its reliability claim with this length of guarantee.

2. Zero-touch

The biggest cause of data center failures is human error. X-IO limits the interaction between humans and IT by making equipment repairable in situ. This avoids the need for humans to go near the box for at least five years, and thus restricts the potential drive for data center failure.

3. Scalability

A large-scale upgrade, or changes to parts of the existing infrastructure, can frequently mutate into a complex project that includes downtime, investment in new hardware and a hefty professional services bill. X-IO's scale-out units work seamlessly together in a single storage pool, offering consistency for growing businesses.

4. Enterprise grade drives

X-IOs ISE 200 and 700 systems comprise of high-quality, enterprise grade drives. The ISE solutions maintain high performance levels throughout their life-cycles by using only enterprise-class SAS, HDDs and SSDs. As a result, resources are never wasted, performance is never compromised, and capacity is always cost-effective.

5. 100% capacity utilisation

X-IO's solutions allow for 100% capacity utilisation without the performance issues of traditional systems, which typically hit a performance wall when storage capacity reaches 50-70%.

6. Overall price vs. performance

X-IO provides customers with unmatched value in price and performance for even the most demanding applications. It enables businesses to utilise cloud computing, get three times the number of users on a virtual environment, increase revenue, run database reports that complete in 1/10th the time, move gigabytes of data constantly through the data warehouse and support thousands of VDI sessions.

Why nominee should win

- X-IO's ISE solutions support the growing popularity of VDI environments
- X-IO is unique in delivering a 72-hour 'diagnosis-to-deployment' timeframe to organisations suffering from underperforming VDI.
- X-IO's five year warranty guarantees support for customers
- The ISE 700 series is the only true hybrid system to fuse SSD and HDD together