Nominee: Tintri

Nomination title: Tintri - Virtualisation Company of the Year

Description of company: Tintri is a leading producer of VM-aware storage (VAS) for virtualisation and cloud environments. Tintri offers innovative solutions that address the mismatch between dynamic virtualised environments and traditional storage products. The company is trusted with 400,000 VMs—spanning 50 PB—by leading organisations that include Amatis, Ster Kinekor, ESIS, Housing & Care 21 and six of the top 15 companies in the Fortune 100.

Tintri's momentum in the past year has been marked by Series-F funding of US$125 million and the launch of the VMstore All-Flash T5000 series. Tintri now offers customers the choice of All-Flash and Hybrid-Flash devices, with a common operating system and real-time analytics so that organizations can optimise the location of workloads.

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

Tintri has been active in EMEA since 2012 but more recently it has started to focus on growing its business through the channel. Tintri has certified 2,000 professionals and the company currently works with 47 resellers in the UK and Ireland. Since relaunching its Channel Partner Programme in 2014 under EMEA Channel Manager, Sally Reade, Tintri has boosted sales growth by 400%. In August 2014, Tintri entered into a global OEM reseller agreement with Fujitsu, which began joint go to markets efforts in Japan and is now extending Tintri sales to EMEA. Sally Reade, EMEA Channel Manager commented: "Tintri is dedicated to the channel. We work closely with every one of our partners to ensure they have the right tools and support to provide the best systems for their customers. We are actively signing up new resellers that see the huge demand from businesses to improve the efficiency of their storage and virtualised environments."

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

Tintri's portfolio of solutions is ideal for organisations that are looking for high performance, scalability and simplified management. Recently Tintri worked with retirement services provider, Housing & Care 21 to implement a more cost effective, simplified and reliable storage management system.

Ed Newman, IS Technical Services Manager, Housing & Care 21 commented: "The Tintri systems are very easy to configure and the scalability is a huge advantage. With the benefited cost savings we have just moved our DR centre into our own building."

This year Tintri has also worked with Erhvervsskolernes IT Samarbejde (ESIS), an IT department for the vocational college system in Denmark. Tintri's VMstore™ T880 allowed ESIS to obtain higher performance, simplify storage management and achieve a five-to-one reduction in both footprint and power costs.

Sebastian Kim Morsony, IT architect and System Consultant at ESIS stated: "The Tintri system requires almost no management, it takes care of everything for us. Everyone on our IT team can work with the storage environment very easily, without having to attend specialised training sessions."

More recently Tintri worked with leading South African cinema company, Ster-Kinekor. Tintri provided the organisation with a two-fold performance increase and reduced internal reporting from 30 minutes to 9 minutes.

Andre Potgieter, IT Executive at Ster-Kinekor reported: "Once we migrated SAP over to Tintri, we just clicked on the database, took a snapshot and 15 minutes later our QA team were testing a full copy of our 5TB production environment."

3) What key vendor and industry accreditations does the nominee hold?

Tintri is constantly working with the leaders in virtualisation to bring innovative solutions to the market and as a result the company has a number of key relationships and accreditations within the industry. Tintri is hypervisor agnostic, so that organisations can use multiple hypervisors— vSphere, Hyper-V, RHEV, OpenStack—on a single VMstore.

Tintri's innovation has also been recognised by Gartner and in 2014 the company was named a visionary in the Gartner Magic Quadrant for General-Purpose Disk Array.

Current industry accreditations include:

• Tintri is certified for View Composer API for Array Integration (VCAI)

• Tintri systems and the Tintri VAAI plug-in are certified as VMware Ready

• Tintri and VMware VDI Reference Architecture for VMware Horizon View 5.2 was tested by VMware and ESG

• Tintrí systems are also certified Citrix Ready for XenDesktop VDI deployments

• Tintri is certified with RedHat Enterprise Linux OpenStack

• Tintri is a Gold-level Microsoft partner

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

Paul Newman, Manager of Global Network Architecture, Colorcon, Tintri Customer

"I would absolutely recommend Tintri to other companies that need a high-performing, application-aware storage solution for their VMware environments, I don't have the time to think

about storage all day long. Tintri storage appliances have the VM-aware intelligence built in. With Tintri, I don't need to worry about storage anymore."

Geoff Grice, IT Manager at CMC, Tintri Customer

"Tintri manages the data in a very unique way. It allows us to truly understand the storage required to ensure the best performance for our uses because it works on a per-virtual machine basis. In the twenty-plus years that I have been in IT, I would rate Tintri as one of the simplest systems to set up. The entire Tintri experience has been very positive: speedy delivery, very fast installation and overall great performance".

Jesper Trolle, Vice President Sales, Arrow ECS EMEA, Tintri Partner

"This collaboration shows great potential for us as well as for Tintri. Adding Tintri, which delivers a smart storage with VM-level operation to our portfolio, promises to provide our customers with a full smart storage solution ensuring growth for both companies throughout EMEA. We are delighted to collaborate with Tintri and to be able to offer our customers its award winning solutions".

Bernie Boyce, Managing Director, Eurotech, Tintri Partner

"We're constantly building our portfolio which includes the solutions we sell and the verticals we sell into. We have a strong sales channel ready to distribute Tintri's solutions and we're excited to bring such an innovative storage solution to our customers that have prioritised virtualisation."

Why nominee should win

• Tintri offers customers both All-flash and Hybrid-flash storage with a common operating system and real-time analytics to optimise the location of all workloads

• Tintri is trusted with 400,000 VMs across 50 PB by leading organisations across industries

• Tintri has a 94-point Net Promoter Score and 99% of customers act as references.

• Tintri reduces the typical storage footprint by 7X and operating costs by 3-4X versus legacy storage required for the same workloads, while improving performance 6X

• Tintri is hypervisor agnostic, and takes every storage action at the VM-level, allowing organisations to accelerate their adoption of virtualisation