

Nominee: Dell XC Series Web-scale Appliances

Nomination title: Dell - XC Series Web-scale Appliances

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

Nearly twenty years after the launch of its first server unit, Dell continues to innovate in the data centre by introducing the Dell XC Series of Web-scale hyperconverged appliances. Now, no matter their size or budget, customers can incorporate many of the same technologies used by the world's leading technology companies (such as Facebook, Amazon and Alphabet) into their own IT infrastructure. The Dell XC Series 1U and 2U appliances allow application and virtualization teams to deploy new workloads on their network quickly and in an easy-to-understand manner.

The XC Series is based on Dell's 13th generation servers and is supported by software from its partner, Nutanix. This unique partnership delivers innovative web-scale technology to enterprises of all sizes by providing a powerful solution which combines Dell's comprehensive server platform with Nutanix's approach to software-driven architecture. As a result, customers are assured that their chosen solution is endorsed by two of the world's leading companies in the enterprise IT space.

The XC Series of appliances streamlines the data centre with 50 percent more storage capacity and up to twice the rack density of traditional setups. The solutions provide customers with:

- A hyperconverged infrastructure that seamlessly integrates server and storage resources;
- A product that delivers all services through software using proven Dell hardware;
- A managed ecosystem where all data, meta data and operations are distributed across the entire cluster;
- Extensive automation throughout the network and rich system-wide monitoring;
- Flexible scale-out of demand to ensure that resources are always deployed at the right moment.

Additionally, the XC Series also provides preconfigured appliance options for organisations working in virtual environments, allowing customers to adapt the ratios of compute and storage capacity as required. IT support staff can also easily monitor usage through a clean graphical user

interface (GUI) with the Nutanix Prism management framework, ensuring that they have best visibility of resource demands across their network.

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

The XC Series was designed with customer needs in mind, making the solution easy to deploy with the ability scale-out over time. Rather than being a one-size fits all product, customers can choose the elements they need for their business without worrying about over-deployment. With flexible and scalable solutions, customers only need to purchase what they require right now, and can add further modules as their business needs grow. This works out being far more cost effective than paying a lot of money up front for a series of solutions which will then not be used to their full potential.

In fact, the deployment process is so simple that the XC Series can be integrated into any data centre in less than 30 minutes. Recent research from Wikibon found that an XC Series appliance supporting 400 VDI desktops offered 27 percent lower costs and six times faster time-to-value in comparison to traditional VDI solutions. By deploying a new solution rather than relying on traditional servers, customers can ensure that they are receiving best value for their money with their new infrastructure.

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

The XC Series of Web-scale Appliances addresses all business needs from end-to-end, combining compute, storage and hypervisor resources into an integrated, scale-out solution. Customers who purchase the XC Series are investing in an industry-leading server platform, developed by a vendor that understands and supports their broader IT infrastructure more holistically. It also provides customers with freedom of choice when deciding what to deploy- the XC Series is hypervisor-agnostic with full support for VMware ESxi, Microsoft Hyper-V and open-source KVM. Thus, customers can avoid being locked down into a single vendor for the coming years.

The XC Series is the latest example of Dell's unique approach to the software-defined storage (SDS) market. The best way to visualise SDS is as a software layer - independent of hardware and providing storage services such as thin provisioning and replication. Combining Dell's hardware with Nutanix's software provides an elegant and effective solution for customers, ensuring that they can make the most of this radical new technology.

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

“Dell has emerged as a global leader in software-defined storage solutions, based on its unique, broad and embracing approach to work closely with key storage software vendors to deliver robust, validated solutions on Dell hardware that’s backed by Dell global services and support. The Dell and Nutanix marriage is a win for both companies, and, ultimately, customers. Nutanix gains by partnering with a global leader with proven server technology and services, and Dell gains by being the only large vendor integrating its servers with Nutanix’s market leading hyperconverged software. Customers get the known quality and support of Dell plus Nutanix’s easily scaled and managed software for virtualized environments.”

- Scott Sinclair, senior analyst, Enterprise Strategy Group.

Why nominee should win

With customers wanting to gain more from their data centre whilst reducing costs at the same time, the demand for future-ready appliances is only increasing. The Dell XC Series of Web-scale hyperconverged appliances gives customers the chance to expand and grow at their own pace, combining scalable hardware with innovative software to provide easy management tools for administration staff. As a result, organisations can adopt the same technologies as some of the biggest names in the IT industry to provide cutting-edge service for their customers.