

Nominee: DDN Storage

Nomination title: DDN – Storage Company of the Year

For almost 20 years, DDN has 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.

Projects delivered in the last year that demonstrate DDN's suitability for the award:

In 2017 the University of Edinburgh, one of the world's top educational and research institutions, deployed three DDN ES7K® Lustre* Parallel File System Appliances to accelerate data-intensive workflows across research and industry. At the Edinburgh Parallel Computing Centre (EPCC), DDN's advanced Lustre appliances manage a rising tide of digital data generated by traditional HPC and other forms of novel computing.

Professor Mark Parsons, director of the Edinburgh Parallel Computing Centre, says that DDN's high-performance storage supports fast-growing genomics research while enabling multinational companies and smaller businesses to benefit from access to advanced technologies.

Thanks to its powerful, centralised DDN storage, the Edinburgh computing centre is making major strides in sequencing the genomes of more than 3,000 people in Scotland. This is empowering the Scottish National Health Service to discover new, personalised treatments of diseases and genetic disorders while opening the door to more effective and safer drug therapies.

At the beginning of 2017 Czech Television implemented DDN's MEDIAScaler® parallel file storage for better support of an explosion of digital video content and the demands of high-end production equipment, challenging 4K workflows and ultra-high-definition formats.

The organisation had to ensure uninterrupted workflows across video ingest, editing, transcoding, distribution and archiving. Czech TV also needed to accommodate multiple teams of people concurrently working on the same large files. To eliminate potential performance bottlenecks and operational delays, the company upgraded its storage infrastructure with DDN's MEDIAScaler, a

fully integrated storage platform with one petabyte of capacity and more than 7GB/s single-stream performance to keep pace with the most data-intensive media workflows.

Following the deployment of DDN's MEDIAScaler Czech TV realised these business benefits:

- Production teams can readily manage multiple, high-end 4K workflows without bottlenecks
- The integrated platform enables use of a single system for data ingest, colour correction, film restoration, transcoding, and finalising media files
- Ability to add workflows on demand keeps pace with growing broadcast and production needs
- Getting away from legacy SAN FC-based technologies makes CzechTV have a very low TCO

In May 2017, it was announced that the University of Bristol had deployed DDN's GS7K[®] and IME[®] storage systems for its new 600 teraflop supercomputer, the largest of any UK university by core count. The HPC machine, BlueCrystal 4 (BC4), will continue to meet the needs of the Universities 1000 researchers who have been contributing to world-leading and life changing scientific research using high performance computing (HPC).

Simon Burbidge, Director of Advanced Computing, University of Bristol said: "We've used DDN storage before and it's very fast. What IME will allow us to do is pick up applications that have "unpleasant" IO characteristics, small IOs can put a lot on disk hardware."

DDN's vendor and industry accreditations:

In 2017, DDN was named the top storage provider among HPC sites by Intersect360, for the third year in a row. DDN has the largest share (14.8 percent) of installed systems at HPC sites and continues to hold its solid lead over other storage providers at HPC sites surveyed in Intersect360 Research's Top of All Things in HPC survey.

DDN has also been recognised by Condor Consulting Group in the prestigious “Storage Unicorns” list. “Storage Unicorns” are private storage companies deemed to have a valuation of \$1 billion or more – a statistical rarity of very successful ventures. The “Storage Unicorn” list is a spin-off of the Global Unicorn Club list and DDN, which continues to be run profitably by its two founders Alex Bouzari and Paul Bloch, is one of a very small number of storage companies to reach Unicorn status in what is a \$100 billion storage industry.

In addition, IDC recognised DDN as a leader in object storage in its IDC MarketScape: Worldwide Object-Based Storage 2016 Vendor Assessment. This marks the fourth year DDN has been ranked as a leader in object storage by the IDC MarketScape report, reflecting DDN’s flexible, diversified product portfolio and unrivalled leadership in object storage at scale.

DDN’s technology leadership has also been recognised through numerous industry awards across its file, block, flash and object storage solutions.

Customer/partner endorsements:

DDN has over 100 public customer references. Here is a sample of recent endorsements:

Dr. Jon Lockley, Head of Scientific Computing at the Institute of Cancer Research: “DDN’s innovative design for storage tiering was the winning combination because it gave us the most flexibility to adapt to changing research needs,” says Lockley. “We really liked the balance between an established parallel file system and the innovative use of newer object storage. Together, we could offer all our users easy access to a big bucket of data.”

451 research: “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.”

Professor Mark Parsons, director of the Edinburgh Parallel Computing Centre: “We’re entering a period of huge innovation both in HPC and storage. Companies like DDN, which continue to innovate, best allow us to support scientists and researchers across all kinds of businesses to harness the full potential of leading-edge technology and to accelerate life-changing discoveries.

“The key to DDN winning this latest bid was the quality of its technology and solutions. “DDN understands our requirements, and its ES7K offers the best balance of price, performance and capacity.”

Why nominee should win

- **DDN continues to dominate HPC as it powers over 2/3 of the Top100**
- **DDN has more density in a single rack than any other vendor**
- **DDN delivers unrivalled performance, with read/writes of up to 1+ TB and millions of cache IOPS per system**
- **Our customers include many of the world’s leading organisations, powering up to 40% of leading global investment banks, and 50% of the largest oil and gas sites, over 1/3 of life sciences top sequencing centres and 30% of the world’s top aero and auto manufacturers**
- **A strong commitment to maintain high standards of Corporate Social Responsibility**