

INFINIDAT

The Standard in Enterprise Storage


Infinidat - Optimizing Your Cloud Environments

Eric Herzog

CMO - Infinidat

January 2024

 ehertzog@infinidat.com

 [@zoginstor](https://twitter.com/zoginstor)

11mo

Payback in
11 months

48%

Reduced
overall
OPEX

3x

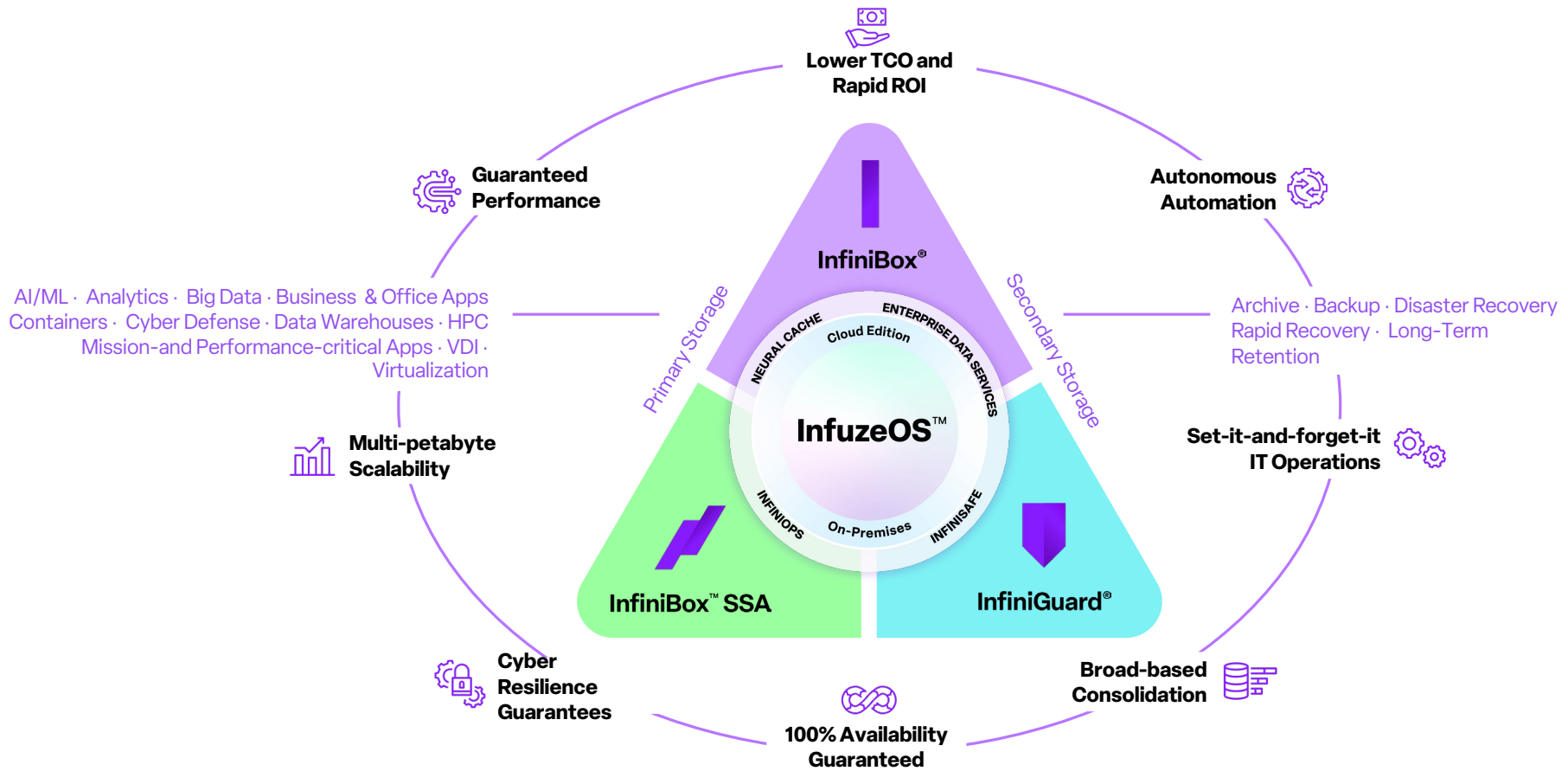
Less Power
Consumption

51%

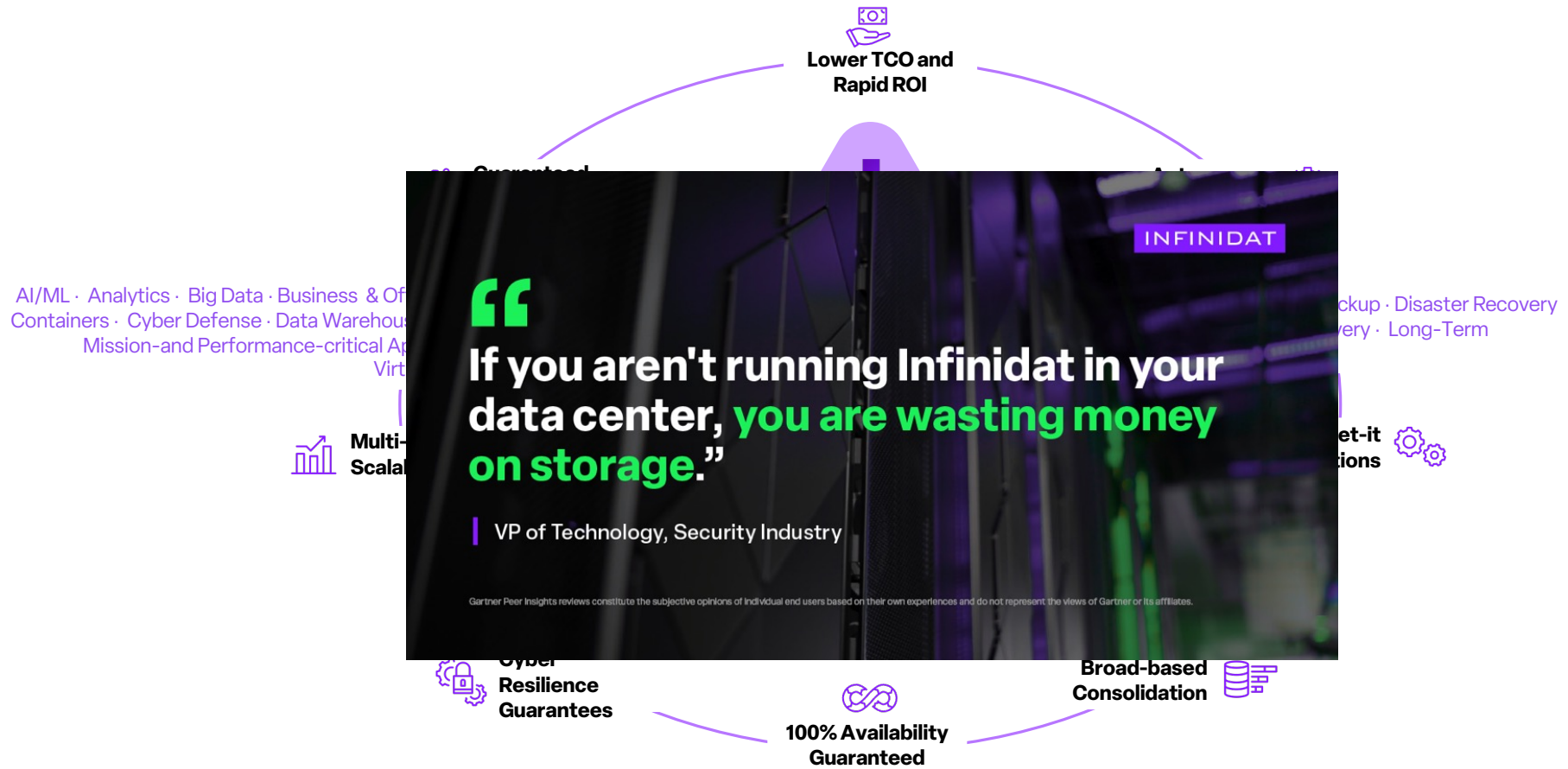
Reduction in
storage
management

InfiniBox

One SDS Architecture, All Platforms



One SDS Architecture, All Platforms



Industry Acclaim: 2023



Leader in the 2023 Gartner Magic Quadrant for Primary Storage (2023, 2022, 2021, 2020, 2019, 2018)



Storage Product of the Year: InfiniBox™SSA II “Gold Winner” for “Best Enterprise Storage Arrays”



Storage Optimisation Company of the Year

Winner for Storage Optimization Company of the Year and Runner-up in 3 categories – Editor’s Choice – Product award, Performance Storage Vendor of the Year, and Storage Innovators award.



Gartner Peer Insights Customers’ Choice for Primary Storage based on reviews & ratings of end-users



Storage Product of the Year: InfiniGuard® “Gold Winner” for “Top Backup and Disaster Recovery Services”



2023 GigaOm Sonar for Ransomware Protection - “Leader” and “Fast Mover” for Block and File Storage



Winner for AI/Machine Learning Data Protection Innovation of the Year
Runner up in 5 categories -
Storage Company of the Year
Vendor Channel Program of the Year
Cloud Security Innovation of the Year
Business Continuity/Disaster Recovery Innovation of the Year
Backup/Archive Innovation of the Year



2023 Tech Innovator Awards Finalist- InfiniBox



Mitch Diodato Named a 2023 CRN Channel Chiefs



One of the Power 500 Software Companies of 2023



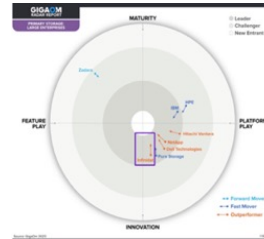
Infinidat's InfiniBox Family - One of Top 5 High-end Storage Arrays in the World



Infinidat Earns 5-Star Rating in CRN® Partner Program Guide for the Second Consecutive Year

One of CRN's 50 Coolest SDS Vendors for Second Consecutive Year

2023 Storage 100



Named a Leader and an Outperformer in Primary Storage for large enterprises



Most Innovative Hyperscalar Implementation

Flash Memory Summit - Most Innovative Hyperscalar Implementation



One of the Top 50 Executive Teams and Top 50 Marketing Teams in the World, 2023



Lynsy Calvario Named as a 2023 CRN - Women of the Year Rising Star Finalist



Eric Herzog Named One of the Top 10 CMOs of 2023

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Storage Industry Analyst Award
II "G" "B" St



2023 Tech Innovator Awards Finalist- InfiniBox



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Top 5 High-end Storage Arrays in the World

Second Consecutive Year

2023 Storage 100

in Primary Storage for large enterprises

Summit - Most Innovative Hyperscaler Implementation

GIGAOM



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Top 50 Teams and Rising Stars, 2023



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Infinidat's Cloud Strategy

- Empower customers to achieve data sovereignty
- Seamless integration between on-premises and cloud deployments
- Enterprise-class data services
- Enterprise and Cloud Application, Workload and Use Case support
- Any cloud approach – public, private, hybrid, multi
- Any financial approach – full CAPEX to full OPEX
- Guaranteed SLAs
 - 100% Availability
 - Performance
 - Cyber Storage Resilience and Recovery



Public Cloud, Private Cloud or Hybrid Cloud? All Three!

Customer wants to maintain datacenter/colo operations?

No

- Infinidat works with our CSP/MSP/SI/reseller partners to deliver comprehensive service-based solution
- Rare for storage to migrate without compute, apps, etc
- Key path to success: make our partners successful! STaaS business models, sales referral mechanics, etc

Yes

- Infinidat continues competing with the usual storage appliance vendors
- Public cloud integration
- Seamless hybrid cloud support – InfuzeOS Cloud Edition
- Key path to success: continue making our products cloudier. Kubernetes, InfiniVerse, etc

“Cloud is an operating model, not a destination”

Infinidat Cloud Design Principles



True Flexibility

Multi-cloud makes the clouds compete for your business

Guaranteed SLAs

100% availability guarantee, performance guarantee, cyber storage resilience and recovery guarantee

Tier 1 Features

Enterprise class snapshots, replication, seamless hybrid cloud integration

Easy to Manage

REST API, intuitive GUI, simple CLI, InfiniVerse

Best TCO Value

Better economics than cloud object storage; make clouds compete for compute/network

Infinidat Cloud Design Principles



guarantee,
performance
guarantee, cyber
storage resilience and
recovery guarantee

Tier 1 Features

Enterprise class
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cloud object storage; make
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Infinidat Cloud Customer Experience

Infinidat STaaS = AIOps + FLX
(or Elastic – cloudlike pricing)

Neural Cache

Intelligence inside the box

- Eliminate administrative tasks
- Optimize performance, data placement

InfiniVerse

AIOps outside the box

- Engage with full Infinidat install base
- Monitoring, insights, best practices, recommendations

Ecosystem

ServiceNow, Virtana, BMC, ...

- Multi-vendor mapping, monitoring, automation
- Centralized logs/alerts, troubleshooting assistance

Enabling Cloud Technologies



kubernetes

- Emerging orchestration standard for private and public cloud workloads
- Container Storage Interface (CSI) integration tested with major k8s flavors:
 - Red Hat OpenShift
 - VMware Tanzu Kubernetes Grid
- REST API for automation, Ansible playbooks, etc

vmware®

- Standard enterprise private cloud building block
- Extensive integrations:
 - VMware Cloud Foundation (VCF) – Principal Storage use
 - vRealize: Operations (vROps), Log Insights
 - vSphere – VASA, vVols, Metro Storage Cluster (vMSC)
 - Site Recovery Manager
 - vCenter – Host PowerTools for VMware



openstack®

- Original “DIY” private cloud approach popular with telcos
- Cinder – block storage integration
- Manila – file storage integration
- Red Hat OpenStack Platform & IBM PowerVC validated
- Contributor since 2016

Enabling Cloud Technologies



kubernetes

vmware®



openstack®

- Emerging orchestration standard for private and public cloud workloads
- Container Storage Interface (CSI) integrated and tested with major k8s flavors:

- Red Hat OpenShift
- VMware Tanzu Kubernetes Grid

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INFINIDAT



Infinidat arrays deliver performance and stability to a large virtual environment.”

Director of IT Services, Healthcare & Biotech | InfiniBox®

Customer feedback is provided for informational purposes only and does not constitute an offer or any other financial product or service. All rights reserved.

- (vMSC)
- Site Recovery Manager
- vCenter – Host PowerTools for VMware

original “DIY” private cloud approach popular with telcos
vSphere – block storage integration
Ceph – file storage integration

Red Hat OpenStack Platform & IBM PowerVC validated

- Contributor since 2016

Best-in-class Container Integration

- Multiple InfiniBox systems
- Dynamic provisioning
- Raw block
- Cloning
- Resize
- Snapshots
- Restore
- Import
- FC / iSCSI / NFS, including multi-writers
- Helm
- OpenShift Operator
- [InfiniBox CSI Driver User Guide](#)

The Foundation of Fortune 500 Telco Cloud

- 100% of private cloud storage runs on Infinidat
- Selling enterprise cloud services running on Infinidat storage
- 122 Infinidat systems deployed across hundreds of workloads
- ~\$125M storage CAPEX savings, plus significant OPEX savings
- Displaced >100 competitive storage arrays - IBM SVC, HPE EVAs, HPE XP, Dell EMC VMAX and DMX, VNX-backed vBlocks
- Significant reduction in storage management time
 - Reduced storage FTEs to 4 from previous 15 to manage their older storage configuration
- Moving to 100% Infinidat for core backend infrastructure



Cloud Provider Use Cases

- Storage-as-a-Service
- Disaster Recovery-as-a-Service
- Backup-as-a-Service
 - Veeam
 - Commvault
 - IBM Protect
 - Veritas
 - Zerto
 - Others
- Private Cloud-as-a-Service
- Infrastructure-as-a-Service
- Platform-as-a-Service
- Managed Healthcare-as-a-Service
- Database-as-a-Service
 - Oracle
 - SQL
 - SAP Hana

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 - Veeam
 - Commvault
 - IBM Spectrum Protect
 - Veritas
 - Zerto
 - Other
- Private Cloud
- Infrastructure-as-a-Service
- Platform-as-a-Service
- Managed Healthcare-as-a-Service

“The uptime, availability, performance, ease of administration, and flexible consumption models that Infinidat delivers are unmatched compared to any of the arrays we had run previously. With Infinidat, we’re able to operate our cloud services business more cost-effectively and with substantially more confidence.”

Ryan Walker
CIO
Net3 Technology

Infinidat Expanding to the Public Cloud

InfuzeOS and InfuzeOS Cloud Edition



InfuzeOS Cloud Edition

- Functionally Equivalent to our On-Prem Offerings
- Enterprise Data Services
 - InfiniRAID
 - InfiniSafe
 - InfiniOps
 - Neural Cache
 - InfiniVerse
- Management
 - Same GUI/Same user experience/autonomous automation and “Set-it and Forget-it storage management
 - InfiniVerse – Our AIOps analytics
 - API's/CLI's – Same exact integrations
- Block and File
 - Ethernet-based protocols only



InfuzeOS Cloud Edition

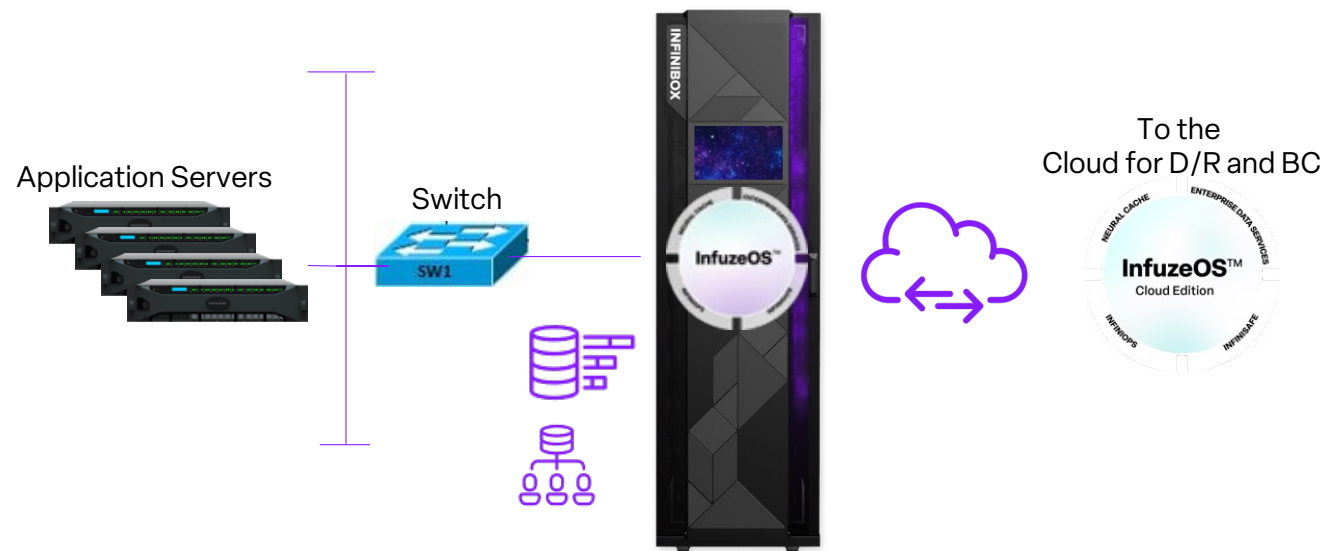
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 - “Set
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“Infinidat’s extension of its operating system to hybrid cloud environments with InfuzeOS Cloud Edition enables use cases that are primed for hybrid cloud storage, ranging from disaster recovery and backup to dev ops to burst capacity to cloud storage.”

Dave Pearson
Research VP
IDC

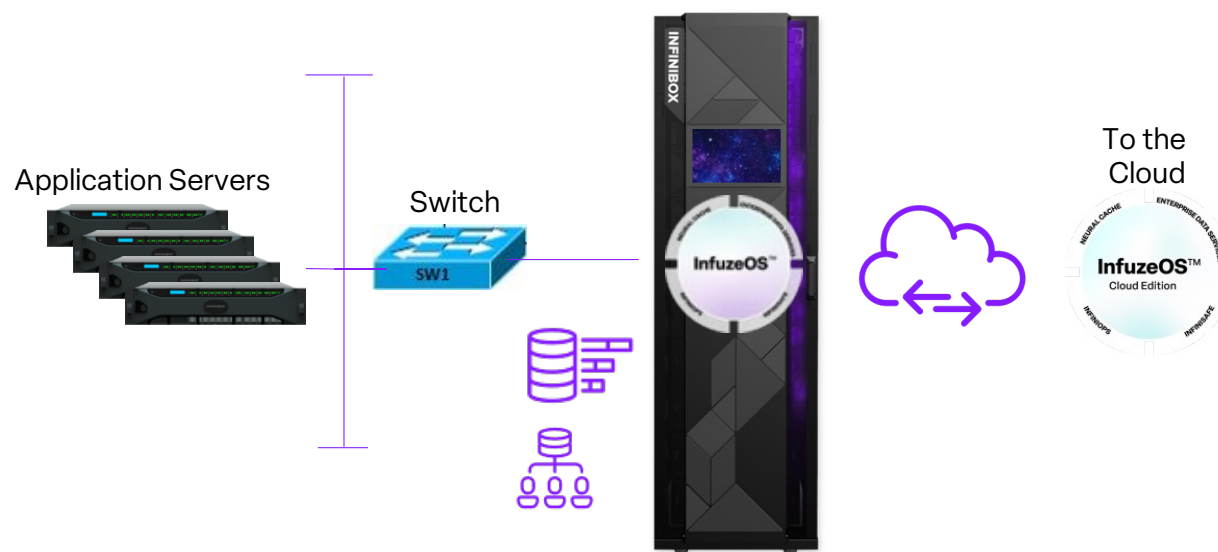
InfuzeOS Cloud Edition Use Case – Disaster Recovery and Business Continuity

- Cloud-based DR for InfiniBox and InfiniBox SSA II
 - Providing additional options for disaster recovery (D/R) and business continuity (BC)
 - Recover quickly from a disaster with reduced complexity
 - Workloads to one or more AWS Availability Zones



InfuzeOS Cloud Edition Use Case - Backup

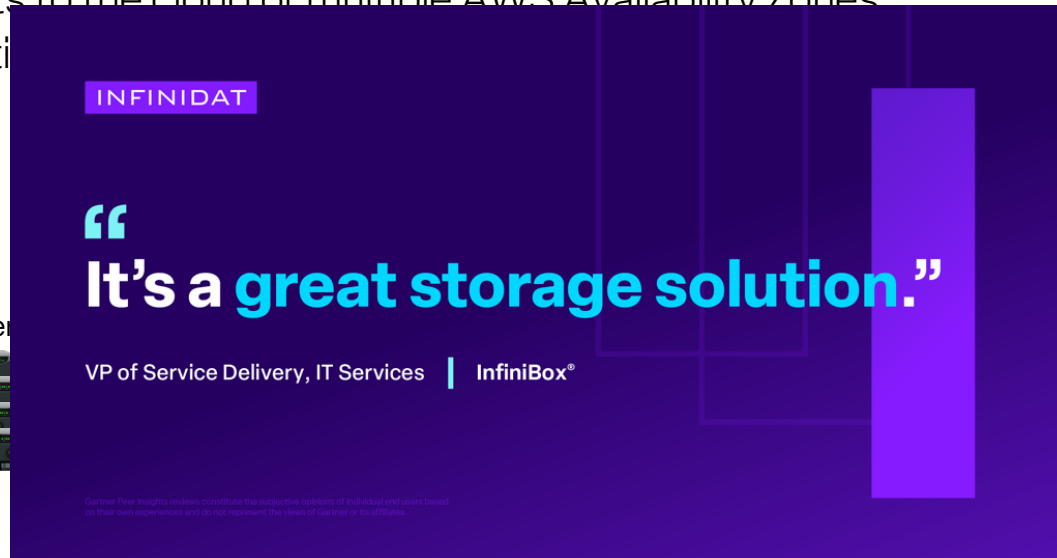
- Cloud-based backup for on-prem InfiniBox and InfiniBox SSA II
 - Leverage backup partners to the cloud with InfuzeOS Cloud edition as a backup target
 - Send snapshots to the cloud or multiple AWS Availability Zones
 - Providing additional options for disaster recovery (D/R) and business continuity (BC)



InfuzeOS Cloud Edition Use Case - Backup

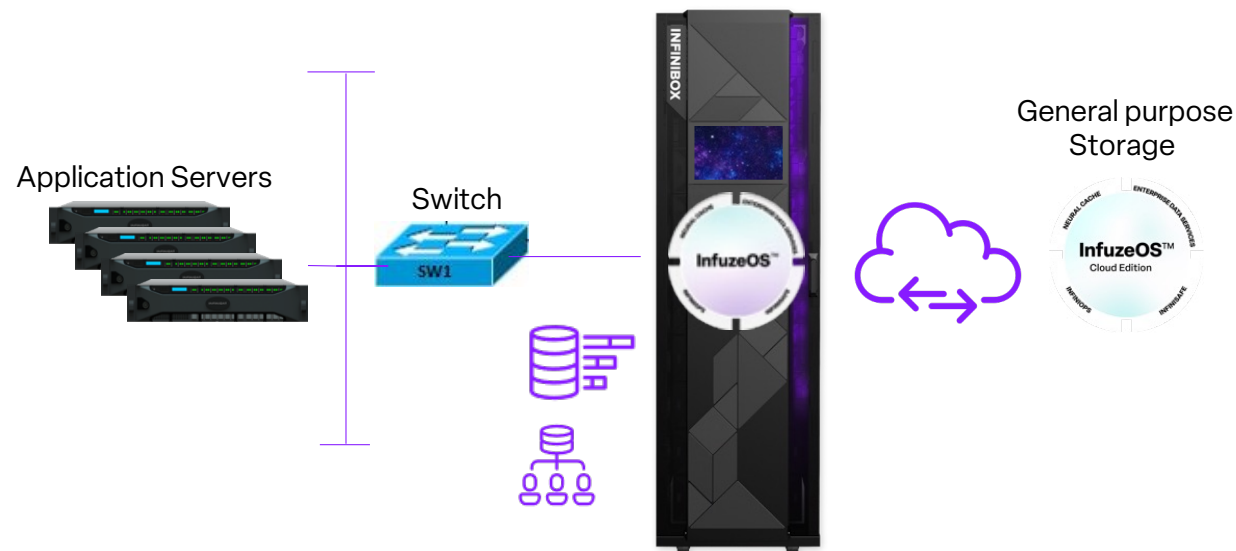
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 - Send snapshots to the cloud or multiple AWS Availability Zones
 - Providing additional data protection and business continuity (BC)

Application Ser



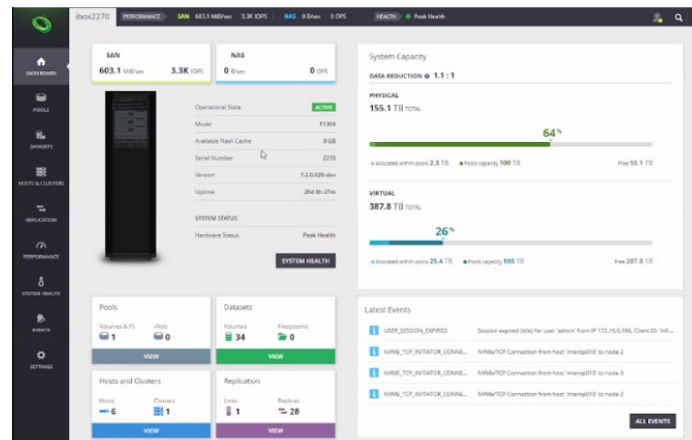
InfuzeOS Cloud Edition Use Case – General Storage

- General purpose cloud-based storage
 - Burst for capacity and or tiering
 - Provides enterprises with storage standardization from on-prem to cloud
 - Customers who prefer Infinidat InfuzeOS capabilities and APIs



InfuzeOS Cloud Edition Use Case – Storage Standardization

- Cloud-based storage similar to on-prem storage
 - Storage admins have the same powerful InfuzeOS features of the DC, in the cloud
 - Storage standardization from on-prem to cloud
 - Reduce costs and complexity of storage management across all environments with InfiniOps



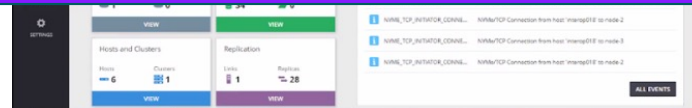
Same Experience from Core to Cloud

InfuzeOS Cloud Edition Use Case – Storage Standardization

- Cloud-based storage similar to on-prem storage
 - Storage admins have the same powerful InfuzeOS features of the DC, in the cloud
 - Storage standardization from on-prem to cloud
 - Reduce complexity
 - Infr...

“The nature of our IaaS offering means we have to manage a variety of storage tiers for our clients, and our existing solution did not cater to a multi-tenant environment, resulting in frustrations and creating complexities. As our business grew, this became more of an issue. The InfiniBox® enterprise storage system was the panacea to these pains, providing us with a single tier of storage giving all our customers the faster speeds and capacity required with our IaaS service.”

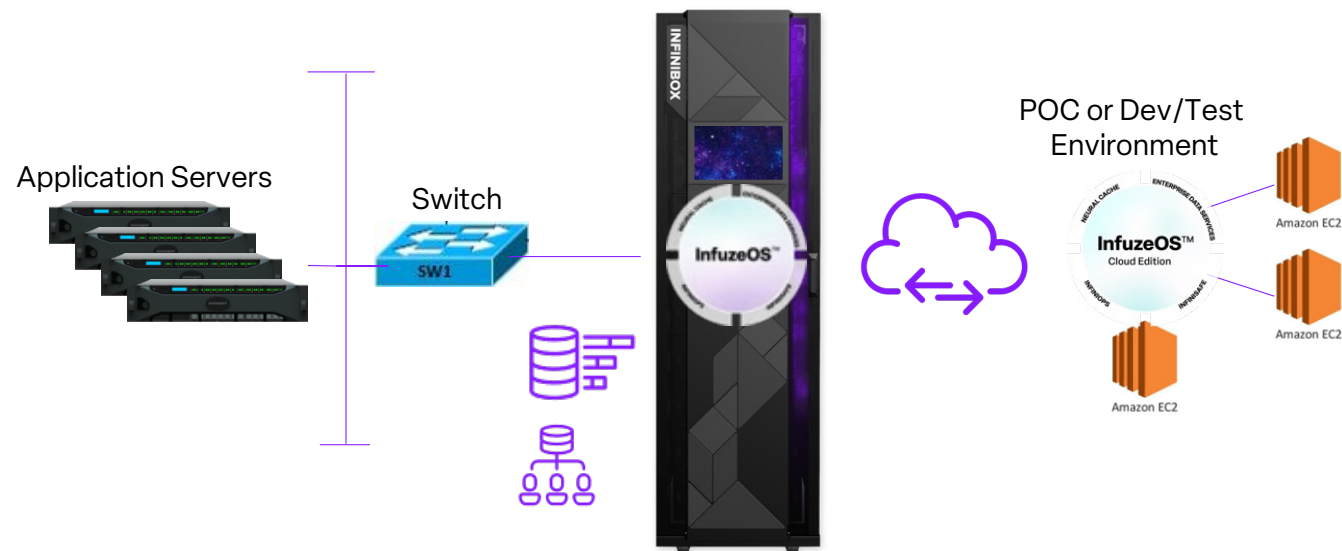
Brenton Halsted
Managing Director
Silicon Sky



Same Experience from Core to Cloud

InfuzeOS Cloud Edition Use Case – Test/Dev/POC

- Functional Test/Dev/POC environment
 - Providing customers with internal, functional POCs
 - Test/dev capabilities on demand
 - Performance limited



InfuzeOS Cloud Edition - Deployed Instance

The screenshot shows the AWS Management Console for an EC2 instance. The instance is named "i-01a9226a23f139742" and is running the "infinibox_7.1.10.20_PSUS-Cloudbox_09b0c9938a7_101Stable_Erik_DEMO" AMI. The instance state is "Running".

Property	Value
Instance ID	i-01a9226a23f139742 (infinibox_7.1.10.20_PSUS-Cloudbox_09b0c9938a7_101Stable_Erik_DEMO)
Public IPv4 address	-
Private IPv4 addresses	10.67.0.238, 10.67.0.120, 10.67.0.205, 10.67.0.196, 10.67.0.192
Instance state	Running
IPV6 address	-
Instance state	Running
Public IPv4 DNS	-
IPV6 address	-
Instance state	Running
Private IP DNS name (IPv4 only)	ip-10-67-0-192.eu-west-1.compute.internal
Private IP DNS name (IPv4 only)	ip-10-67-0-192.eu-west-1.compute.internal
Instance type	m5.4xlarge
Instance type	m5.4xlarge
Elastic IP addresses	-
Elastic IP addresses	-
AWS Compute Optimizer finding	Opt-in to AWS Compute Optimizer for recommendations. Learn more
AWS Compute Optimizer finding	Opt-in to AWS Compute Optimizer for recommendations. Learn more
Auto Scaling Group name	-
Auto Scaling Group name	-

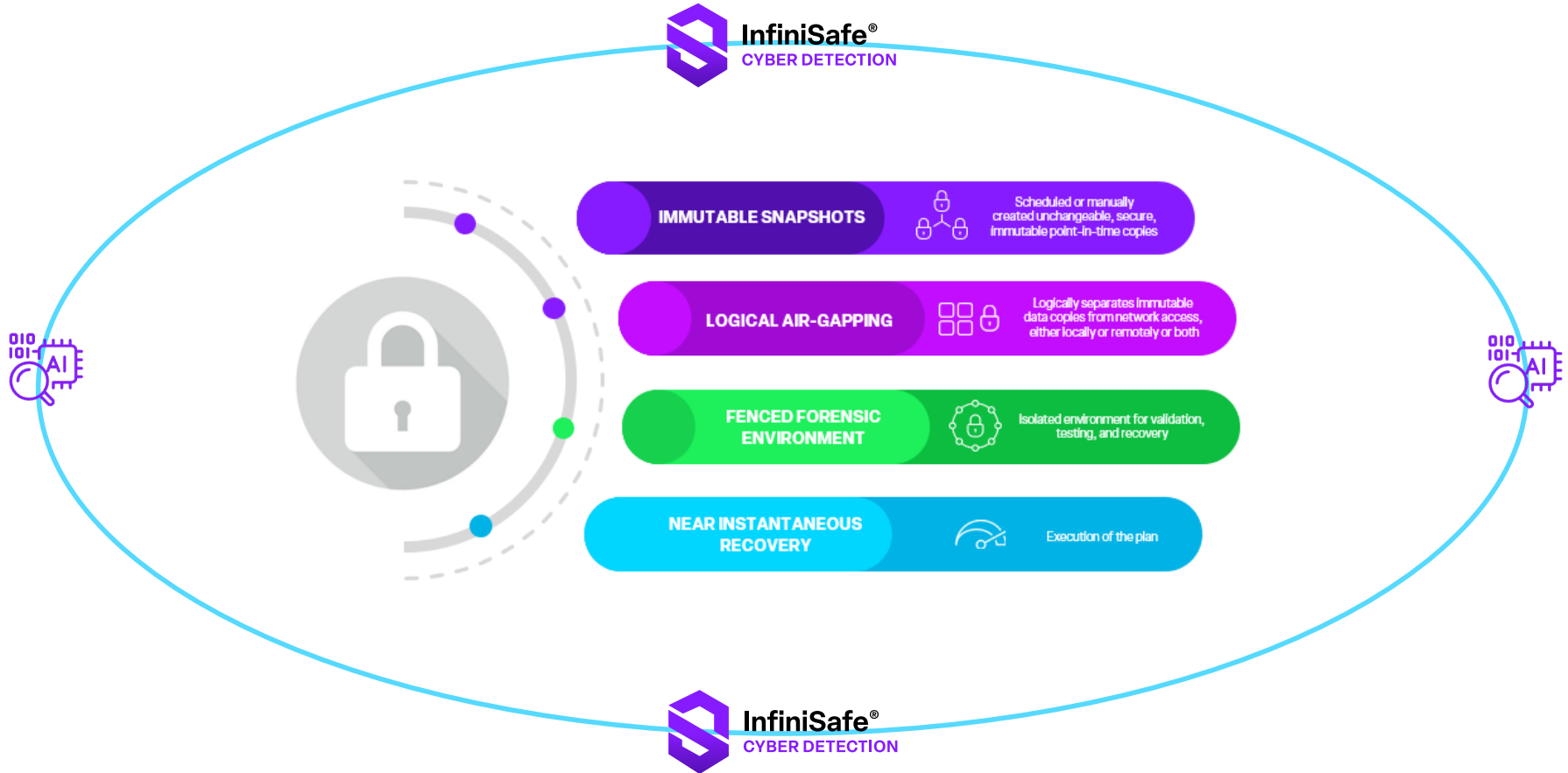
The screenshot shows the health dashboard for the EC2 instance. The instance is named "i-01a9226a23f139742" and is running the "infinibox_7.1.10.20_PSUS-Cloudbox_09b0c9938a7_101Stable_Erik_DEMO" AMI. The instance state is "Running".

Property	Value
Operational State	ACTIVE
Model	C100A
Available Flash Cache	0 GB
Serial Number	102001
Version	7.1.10.20
Uptime	8h 13m

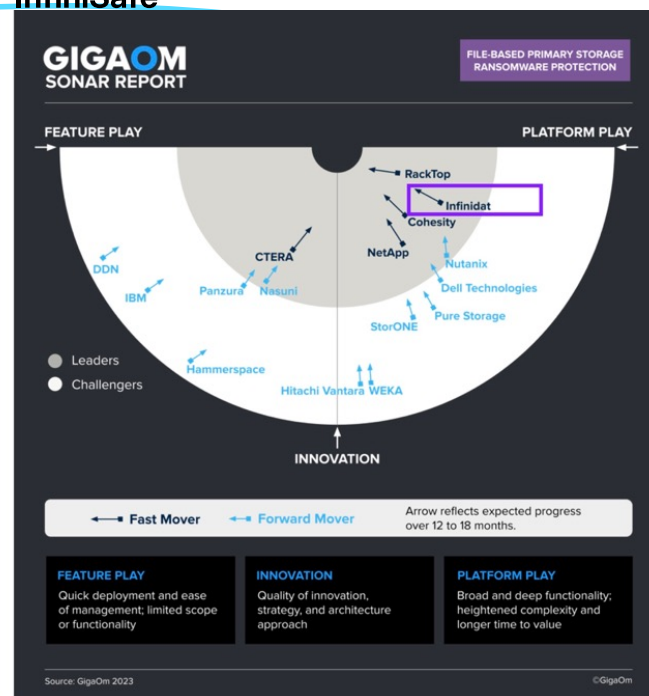
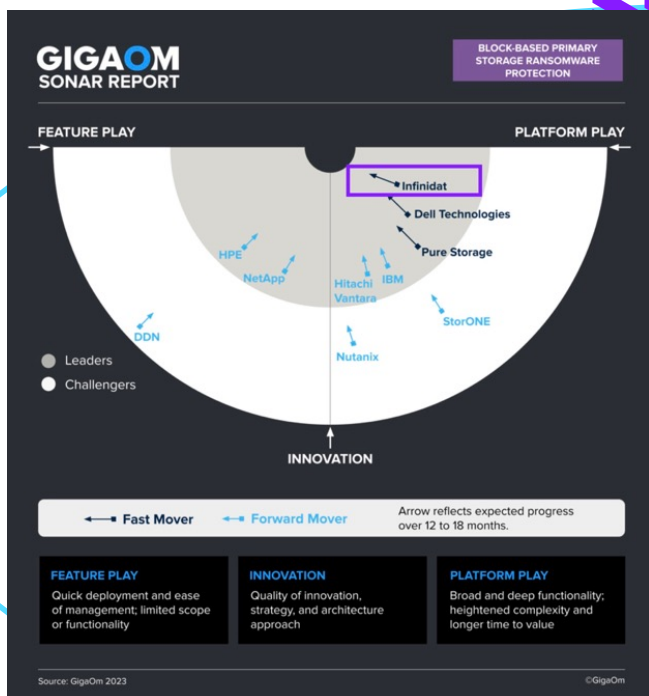
Service	Status
CORE	ACTIVE
ISCSI	ACTIVE
MANAGEMENT	ACTIVE
NAS	ACTIVE
REPLICATION	ACTIVE
SAN	ACTIVE

Property	Value
Availability Zone	eu-west-1a
Instance Id	i-01a9226a23f139742
Instance Type	m5.4xlarge

InfiniSafe Cyber Detection



InfiniSafe Cyber Detection



Infinidat Drives Dramatic CAPEX and OPEX Savings

\$167K

Yearly
Benefit/PB

48%

Reduced
OPEX

11 Month

Payback on
Investment

51%

More efficient
storage
management

\$41.6K

OPEX Reduction/PB



[Video Webinar](#)



[On-demand](#)

<https://www.infinidat.com/en/financial-benefits>

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INFINIDAT | WEBINAR

Under Pressure:
The Business Case for Better

May 10, 2023

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INFINIDAT

“It’s a great investment.”

VP of Service Delivery, IT Services | InfiniBox®

InfiniBox

Video Webinar

On-demand

<https://www.infinidat.com/en/financial-benefits>

Cyber Storage Resilience Web page

INFINIDAT Products Solutions Resources Partner Company Support Request a Demo Contact Us

Cyber Resilience: Infinidat Has Your Back

The question is not if you will suffer a cyberattack, but when. Ensure the continuity of your business with comprehensive, enterprise-class, cyber-resilient storage and modern data protection.

[Learn More](#)

Overview Cyber Storage Cyber Detection Cyber Storage Guarantees More Protection Resources

Cyber Storage Resilience Powered by InfuzeOS™

Cyber resilience is a fundamental characteristic of InfuzeOS, our unique software-defined storage architecture with built-in technologies that protect and add cyber resiliency for your data. InfuzeOS powers all Infinidat platforms, providing robust capabilities that help protect, defend, and quickly recover your data.

Primary Storage

Whatever the threat—ransomware, natural disaster, systems failure, human error—Infinidat has your primary storage covered with cyber resilient solutions that provide a first line of defense and facilitate fast recovery.

Secondary Storage

Infinidat goes beyond traditional backup, restore, and disaster recovery to help enterprises avoid ransomware and other cyberattacks with our powerful, enterprise modern data protection with built-in cyber resilience solutions.

<https://www.infinidat.com/en/cyber-resilience>

Infinidat LOVES to Defend Your Data from Cyberattacks

Join Infinidat's Cyber Resilience Webinar on Valentine's Day

EMEA Webinar on 14 Feb

1pm GMT/2pm CET - <https://bit.ly/3SphdEv>

INFINIDAT

Webinar
Do More to Defend Your Data Infrastructure from Cyberattacks with Cyber Storage Resilience
14 February | 1 PM GMT - 2 PM CET

Join Us

First Name*

Last Name*

Business Email*

Phone

Company Name*

Job Title

Country*
-Please Select -

[Register Now](#)

[Contact Us](#)

Cyberattacks have made cybersecurity a top concern of CEOs and senior leadership teams globally. Are you doing everything you should be to defend your enterprise storage infrastructure and ensure the speedy recovery of your organization's data?

With cyberattacks costing enterprises \$9.5 trillion (USD) in 2024, chances are you should be doing more to protect your data. Now is the time to incorporate enterprise storage resilience into your overall cyber security strategy.

Attend this webinar to learn how:

- Infinidat's InfiniSafe cyber storage software equips enterprises and service providers with stronger cyber storage resilience to counter and recover from cyberattacks
- InfiniSafe Cyber Detection provides an early warning system and in the event of an attack, speeds data recovery by providing AI-based, deep machine learning of cyber threats
- Infinidat's guaranteed cyber storage recovery SLAs are the fastest in the industry. See for yourself during our live demonstration.

Americas Webinar on Feb 14

10am PT/1pm ET - <https://bit.ly/3OxFgir>

INFINIDAT

Webinar
Do More to Defend Your Data Infrastructure from Cyberattacks with Cyber Storage Resilience
14 February | 1 PM GMT - 2 PM CET

Join Us

First Name*

Last Name*

Business Email*

Phone

Company Name*

Job Title

Country*
-Please Select -

[Register Now](#)

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Thank You

INFINIDAT