

Data without Borders

Accelerate business growth, cut costs, and get more value from data with innovative IBM Storage solutions





Table of Contents

- Are you getting the insights you need from your data, or are you just getting more data? **3**
- Introducing IBM Spectrum Storage family **4**
- IBM Spectrum Accelerate **4**
- IBM Spectrum Scale, delivered by IBM General Parallel File System or GPFS (code name Elastic Storage) **5**
- IBM Spectrum Virtualize, delivered by IBM SAN Volume Controller **6**
- IBM Spectrum Protect, delivered by IBM Tivoli Storage Manager Family **7**
- IBM FlashSystem **8**
- IBM Storwize family **9**
- For more information **10**

Are you getting the insights you need from your data, or are you just getting more data?

Introducing IBM Spectrum Storage family

IBM Spectrum Accelerate

IBM Spectrum Scale, delivered by IBM General Parallel File System or GPFS (code name Elastic Storage)

IBM Spectrum Virtualize, delivered by IBM SAN Volume Controller

IBM Spectrum Protect, delivered by IBM Tivoli Storage Manager Family

IBM FlashSystem

IBM Storwize family

For more information

Are you getting the insights you need from your data, or are you just getting more data?

In the modern world, data has become the new currency of business. Organizations that put their business data to work in real-time decision making will be in the best position to succeed. However, many organizations spend too many resources just storing their data, leaving very little for projects that draw value from that data. The rise of new-era workloads such as analytics, mobile and social has only increased the need for efficient, scalable solutions that can help businesses gain more value from data.

Organizations ready to tap into innovative new storage solutions can expect improved performance, reliability, efficiency and cost savings. In addition, they'll be able to obtain the most value possible from business data, no matter where that data is stored—a concept known as “data without borders.”

Ready to learn more? This ebook provides an in-depth look at some of the innovative solutions IBM offers to help clients get more from their data. These solutions include both new software defined storage offerings from the IBM® Spectrum Storage™ family, as well as trusted hardware offerings like IBM FlashSystem® and the IBM Storwize® family. In addition, this ebook provides links to resources that allow you to learn more about these solutions and see them in action with IBM customers.

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Introducing IBM Spectrum Storage family

The IBM Spectrum Storage family is the industry's first software family based on proven technologies and designed specifically to simplify storage management, scale to keep up with data growth, and optimize data economics. It represents a new, more agile way of storing data, and helps organizations prepare themselves for new storage demands and workloads. The software defined storage solutions included in the IBM Spectrum Storage family can help organizations simplify their storage infrastructures, cut costs, and start gaining more business value from their data. [Watch this video](#) to learn more about IBM Spectrum Storage family.

IBM Spectrum Accelerate

IBM Spectrum Accelerate™ is a new software defined storage (SDS) offering that builds on the capabilities of the existing IBM XIV solution, making it the first SDS offering ever to be based on an established enterprise storage offering. The new solution offers the same proven cloud capabilities that customers know from XIV, in a software option that's quick to deploy and easy to manage.

As a software offering, Spectrum Accelerate allows users to deploy an enterprise storage platform in as little as 30 minutes using existing hardware, while traditional storage offerings could take days or weeks to deploy. It's also designed to help organizations succeed in the era of cloud, with increased block data agility for rapid deployment of data to cloud, including public, private and hybrid cloud environments. As data growth leads to greater storage demand, Spectrum Accelerate can also burst data to the cloud seamlessly to keep up with that demand.

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Finally, with Spectrum Accelerate, users will be able to enjoy proven XIV capabilities such as high service levels at high capacity utilization with zero tuning, and lower capital and operational expenses.

Resources

[Watch this demo](#) to see IBM Spectrum Accelerate in action.

[Watch this IBM Spectrum Accelerate overview animation](#) to get a closer look at how Spectrum Accelerate works.

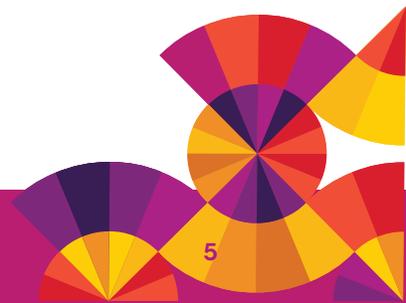
[Visit the IBM Spectrum Storage family landing page](#) for more information.

IBM Spectrum Scale, delivered by IBM General Parallel File System or GPFS (code name Elastic Storage)

IBM Spectrum Scale™ is a proven high-performance data and file management solution that can manage over one billion petabytes of unstructured data. Spectrum Scale redefines the economics of data storage using policy-driven automation: as time passes and organizational needs change, data can be moved back and forth between flash, disk and tape storage tiers without manual intervention.

IBM Spectrum Scale enables low-latency access to data from anywhere in the world in a single name space. In a world where globally distributed projects are becoming the norm, this ability helps keep collaborators connected to the data and resources they need, allowing for accelerated schedules and improved productivity. Spectrum Scale also offers access to the OpenStack Swift object store, allowing it to easily manage objects such as images and videos.

Spectrum Scale is available as a service on the IBM SoftLayer cloud. It is the industry's first hybrid cloud storage technology optimized specifically for big data and analytics workloads, and allows seamless transfer of data back and forth between cloud and local resources globally.



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Finally, Spectrum Scale is also delivered as part of the Elastic Storage Server bundle. This makes it cost-effective and easy to deploy a complete, scalable high-performance data management platform.

Resources

The University of Colorado Boulder is using IBM Spectrum Scale to support the PetaLibrary, a hierarchical storage system that provides scalability and low-cost data storage. The university now has a capacity of 1.5 petabytes, allowing it to accommodate future data growth. [Read the case study](#) to learn more.

A leading US healthcare system is using IBM Spectrum Scale to deploy 3.5 petabytes of files across disk and tape, allowing it to cut storage costs by a factor of ten and complete complex genome processing tasks that once took days in a matter of hours. [Read the case study](#) to learn more.

Elastic storage can help organizations keep pace with the increasing storage demands driven by modern workloads. [Read the white paper](#) to get an introduction to the concept of elastic storage.

IBM Spectrum Virtualize, delivered by IBM SAN Volume Controller

With the power of virtualization and IBM Real-time Compression™, IBM Spectrum Virtualize™ can help users unlock the business value of stored data and drive better results. By virtualizing traditional storage environments, these organizations can store up to five times more data, while also increasing disk utilization by 50% or more.

Spectrum Virtualize also adds the power of advanced storage management capabilities, such as IBM Real-time Compression, to devices that don't have those capabilities on their own. In addition, Spectrum Virtualize can easily move data between different systems or different tiers of storage without disrupting applications or users.

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Resources

Pelephone Communications used IBM SAN Volume Controller with IBM Real-time Compression to shrink its data center footprint, saving \$1.5 million over a three-year period. [Read the case study](#) to learn more.

[Visit the IBM Spectrum Storage family website](#) for product details and other valuable resources.

IBM Spectrum Protect, delivered by IBM Tivoli Storage Manager Family

IBM Spectrum Protect™ is a data protection platform that gives enterprises a single point of control and administration for backup and recovery. It enables reliable, scalable and cost-effective backups, and fast recovery for virtual, physical and cloud environments in organizations of all sizes.

With data deduplication and incremental “forever” backups, Spectrum Protect can reduce backup storage requirements by up to 95% for virtual and physical environments. Switching to IBM data protection can reduce backup infrastructure costs by up to 38%. As a result, the platform enables enterprises to spend less on data protection and more on innovation.

Spectrum Protect also builds on the proven Tivoli Storage Manager dashboard and user interfaces that are familiar to VM administrators, creating a product that is easy to manage. It also provides policy-driven automation to move data between flash, disk and tape, delivering the flexibility needed to maximize both performance and cost efficiency.



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For more information

With OpenStack backup drivers and VMware vCloud integration, enterprises can also extend automated backups and simplified restores to their cloud applications. The Spectrum Protect platform provides the capabilities that organizations need to manage and protect their data with confidence.

Resources

In the Gartner Magic Quadrant for Enterprise Backup Software and Integrated Appliances, IBM was named a Leader. [Read the MQ report](#) for more information.

[Read this analyst report from ESG](#) to learn about the increasing importance of hybrid cloud backup, and what makes the IBM approach unique.

IBM data protection solutions use improved visualization to overcome complexity and lower the cost of backups. [Watch this video](#), featuring Barry Cohen of Edison Group, to learn how.

IBM FlashSystem

IBM FlashSystem represents a complete paradigm shift in enterprise storage, providing performance levels that are up to 50 times higher than those provided by traditional enterprise disk systems. As a result, organizations that deploy FlashSystem as part of a modern storage infrastructure will be well positioned to make data-driven decisions in real time and handle cloud and big data workloads efficiently and reliably.

With FlashSystem, users can scale up to 2.2 petabytes of all-flash storage on a single integrated interface, ensuring infrastructure continuity and ease of management. In addition, FlashSystem can provide greater agility and improved data economics by offering four times greater capacity in less rack space than competing all-flash products.

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Finally, in a business world where time is key, FlashSystem empowers users to make the most of theirs, with faster time to insight, faster time to value, and faster time to market.

Resources

IP-Only AB used IBM FlashSystem to deploy three times more virtual machines per physical server and greatly decrease latency. The company is now able to drive better results using the same physical infrastructure and deliver analytics insights faster. [Read the case study](#) to learn more.

The white paper “FlashSystem: Big Data and Analytics” explores the value and challenges of big data analytics and shows that no matter where big data comes from, and no matter how you slice it to derive value, IBM FlashSystem storage makes the task easier, faster, and more cost effective. [Read the white paper](#) for more information.

IBM FlashSystem provides scalable performance, agile integration, and enduring economics. Learn more about the new FlashSystem family by [watching this video](#) today.

IBM Storwize family

Designed for software defined environments, the IBM Storwize family includes technologies that enhance and complement virtual environments, as well as built-in functions like IBM Real-time Compression, IBM Easy Tier® technology, and IP replication to drive greater efficiency and reduce costs.

With external virtualization, Storwize family allows users to virtualize existing IBM and non-IBM storage to make it part of a Storwize family system. This allows other storage environments to inherit the built-in advantages of the Storwize family. As a result, you can enhance the storage that you already own, and simplify management.

IBM delivers all features at the virtualization layer, so you can optimize all storage with no performance degradation with IBM Real-time Compression, or learn application data patterns and optimize tiered storage with IBM Easy Tier. IBM Storwize family IP replication with



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integrated Bridgeworks SANrockIT technology provides a new approach to remote replication that allows you to improve network utilization up to three times.

Resources

Fujikura deployed IBM Storwize V7000 to support its cloud enablement strategy. By providing rapid deployment, high availability, and IBM Real-time Compression, Storwize gives Fujikura everything it needs to build a forward-looking IT infrastructure. [Watch the video](#) to learn more.

[Read this ESG analyst paper](#) to learn how IBM's approach to storage can help organizations simplify data management, lower costs, and gain more insights from data.

IBM Storwize provides the efficiency, scalability, and availability that the cloud demands. [Read the solution brief](#) to find out more about how IBM Storwize can open up all of the benefits of the cloud to your organization.

For more information

IBM is ready to help you take full advantage of new storage solutions which will free your data, provide greater insights and lead you to more effective decision-making.

To learn more, visit ibm.com/storage.

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IBM Corporation
Systems and Technology Group
Route 100

Somers, NY 10589

Produced in the United States of America
February 2015

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TSM03025-USEN-00

