

Response to August 2016 Announcements for IBM Storwize Sales

“HPE Announces High-End Enterprise Capabilities for Entry Storage”

HPE has announced two new products for entry storage with high-enterprise features for less than \$10,000. The HPE StoreVirtual 3200 and HPE MSA 2042 are new models but are derivatives of the earlier systems – StoreVirtual 4000 and MSA 2000. The big news here is the price point with the feature set and support for flash configurations.

The StoreVirtual 3200 uses the same software that was acquired from Lefthand Networks that is also used in the 4000 series and the Virtual Storage Array (software defined storage). The major differences are in the \$6055 starting price, which is achieved by using ARM processors and being packaged as a dual controller system rather than a scale-out storage with single nodes as with the 4000 series. Advanced features from the 4000 continue with the exception that multi-node network RAID 10 is not yet available. Scale-out capabilities are planned for the next software release. The system has 16GB of DRAM and 8GB NVRAM with battery backup per controller. 16 Gb/s Fibre Channel and 10 Gb/s Ethernet are available currently for host interfaces and 12 Gb/s SAS available in the near future. Peer motion for data mobility is supported between StoreVirtual systems and 3Par systems in an upcoming release.

The HPE MSA 2042 system has 800GB (two 400GB SSDs) of built-in flash capacity and included enterprise software for less than \$10,000. Built-in software includes automatic tiering and supports any combination of SSDs and HDDs. As a continuation of the existing MSA architecture from DotHill (now Seagate), the systems will be familiar to HPE ProLiant customers as the primary storage platform sold with servers. The snapshot mechanism is Redirect on Write using the advanced storage pooling implementation. Asynchronous periodic remote replication over IP networks is included.

For IBM Storwize, the competition for these products would be primarily at the Storwize V3700 level. The MSA is primarily a server-led sale with ProLiant systems. The StoreVirtual 3200 does not yet have the scale-out capabilities of the 4000 system, which was primarily purchased as an SMB storage network solution. This will leave the 3200 competing with the MSA until scale-out functionality is available. At that time, it will be a less expensive offering compared to the 4000 as a storage network solution for multi-server environments. Other than price, there are no new competitive areas for Storwize.