



BREAKING FREE OF THE HARDWARE LIFECYCLE

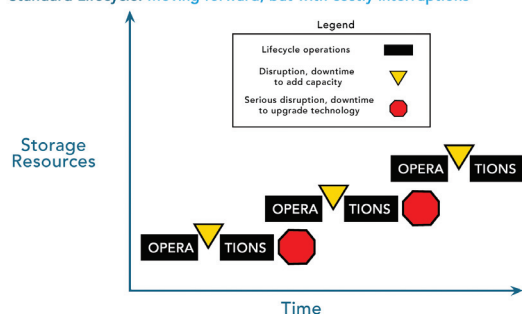
For IT administrators, technology-driven SAN lifecycles force buying decisions that tie up capital assets and increase inefficiency.

IT administrators deal with technology lifecycles that consume several years and proceed through multiple phases. Each phase of the standard lifecycle (Plan – Purchase – Deploy – Migrate – Operate – Upgrade – Migrate – Retire) involves multiple steps. This lifecycle has ruled Storage Area Networks (SANs). Organizations effectively redo each SAN every 3 to 5 years, and many organizations hesitate to upgrade existing systems in the last year or two of deployment because of the lifecycle’s impending restart.

SEVERE BUDGET AND OPERATIONAL IMPACTS

Acceptance of this lifecycle drives purchasing behaviors. The short duration of the cycle (and avoidance of late-cycle upgrades) leads many IT managers to buy more capacity up front than they anticipate needing. This results in large capital outlays, over-provisioning, and capital tied up in unused assets. Plus, hardware upgrades require the purchase of new software licenses. Upgrades cause major disruption as well: administrators must deploy the new hardware and retire the old – data migration – resulting in downtime, business interruption, and recurring night and weekend shifts.

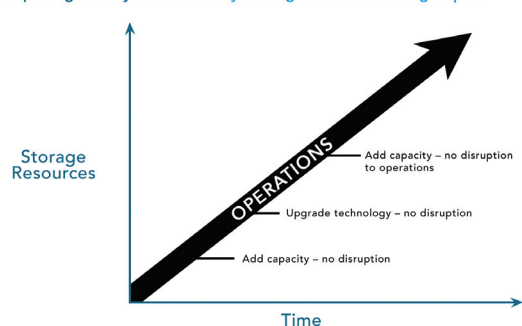
Standard Lifecycle: Moving forward, but with costly interruptions



INABILITY TO PLAN IS EXPENSIVE

IT departments assume the risk of estimating a cycle’s needs, a guessing game that commonly results in over- or under-provisioning. Complicating IT plans, standard support agreements include expensive late-cycle maintenance price increases. Since most IT organizations prefer to spend their available capital on new technology instead of maintenance, they end up making expensive new purchases. Plus, the costly maintenance payments limit their ability to re-deploy older assets to other departments or applications.

EqualLogic Lifecycle: Continually moving forward according to plan



POOR SOLUTIONS AND DOMINO EFFECTS

It is tempting to think that simply adding storage arrays will solve these problems, but that is deceiving – because while the arrays may co-exist on the SAN, they don’t actually work together. Instead, software purchases and management effort are multiplied.

Could “buying on demand” be the answer? It sounds more efficient, but unfortunately means disruptive upgrades late in the cycle. The new assets have a short useful lifetime, since upgrade elements must be the same technology generation as originally deployed. IT is forced to either stick with old technology or restart the entire cycle early.

Other technology improvements are equally disruptive. Storage network upgrades typically have a cascading effect, requiring new components – switches, HBAs, storage, servers, and management software – in all elements of the SAN. Disruption is compounded by the time and effort to determine component compatibility and interoperability.

A NEW LIFECYCLE DEFINED BY YOUR BUSINESS, NOT TECHNOLOGY

The current technology-driven cycle is poorly designed for meeting business needs – but a new model is available today. EqualLogic has built a system of modular, iSCSI

Intelligent SANs with online expansion dramatically smooth lifecycle spending, eliminate disruptions, and manage themselves – transforming lifecycles and adding much-needed efficiency to IT's support of business needs.

storage arrays that work together as a single scalable storage array – the PS Series. Storage resources are expanded online, without downtime. When new disk or arrays are added, they join together to operate as a single unit. Not only do the new units “learn” their configuration from the old, but data are automati-

cally load-balanced across all available resources – so incremental upgrades are performed while keeping the SAN fully operational. PS Series arrays may be taken out of service while production continues online, without disruption; these units can be immediately re-deployed or retired based on IT requirements.

Because PS Series arrays include management functionality as a standard feature, software tools do not need to be repurchased, and no staffing changes or retraining are needed. Budgets remain intact and spending is more predictable and smooth – additional storage is only deployed for actual growth. Instead of pre-emptive over-provisioning, a new, business-driven lifecycle is employed – deploy what is needed now, buy on demand, and retire incrementally.

The result is a dramatic improvement in the storage lifecycle: improved utilization of both equipment and human resources, smaller capital outlays, less disruption to business operations, and a more graceful long-term method of growing storage capacity and performance. Technology can be planned and implemented to meet business needs, not technology requirements. IT managers spend less and avoid large capital outlays. Management is easier with all features built in – new software licenses and keys don't have to be bought, deployed, and managed.

All these features and benefits are gained without giving up anything – the PS Series arrays are fully redundant, reliable, and hot serviceable. This business-oriented lifecycle is the future of storage technology – and it's available from EqualLogic today.

SIMPLIFYING NETWORKED STORAGE

EqualLogic PS Series solutions deliver the benefits of storage consolidation in an intelligent, enterprise-class storage system that is easy to install, manage and grow. Let us show you what simplifying networked storage can mean for your business, visit our web site at www.equallogic.com.



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