



10 Reasons To Adopt DataCore Storage Virtualization

Learn the Reasons Why 10,000 Customers Have Chosen DataCore Software

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About DataCore Software

DataCore delivers a software-defined architecture that empowers existing and new storage investments with greater performance, availability and functionality. DataCore SANsymphony™-V storage virtualization software is a comprehensive, hardware-independent solution that fundamentally changes the economics of provisioning, replicating and protecting storage in large enterprises and small to midsize businesses.

www.datacore.com

1. No Hardware Vendor Lock-In Enables Greater Buying Power

With DataCore, you gain the freedom to buy from any hardware vendor, and aren't forced to pick and stick with one. This is a major advantage in negotiating your best deal and "right sizing" your purchase to buy what you need instead of what just one vendor has to offer. It's easy to add, replace or migrate across storage platforms with a minimum of IT pain and best of all you can avoid disrupting users and business applications. Purchasing flexibility is a major advantage of a software-defined infrastructure.

2. Future-Proof Your Storage with Software-defined Flexibility; Be Ready for Whatever is Next

A flexible DataCore software defined storage infrastructure also lets you bring in new storage and new storage technologies non-disruptively, so you are ready for whatever comes next. Whether it is incorporating new flash storage or cloud storage into your infrastructure or gaining the competitive advantage that the next new storage innovation brings, your infrastructure is ready to bring it in and put it to work. On the other hand, hardware vendors have no interest in allowing you to bring in new technology to work with the storage you've have already purchased from them. Their reason for being is to sell you, each year, year after year, on ripping and replacing your last purchase from them with the newer model.

3. Get the Most from What You Already Own Before Buying More:

Virtualization = Highly Efficient Utilization. Flexible and smart, DataCore virtualization software lets you optimize the utilization of your storage resources, extending the time to hardware refresh. This is another huge advantage over a hardware-defined infrastructure that forces you to over provision, oversize and buy more hardware to meet unknown demands before you have fully utilized what you already have. When you do buy new storage hardware, the DataCore advantage is that there is no waste—you can fully utilize what you buy so you buy only what you need.

4. Faster Performance? Accelerate Your Critical Business Applications

Empower your storage to new performance levels. Speed up response times for critical databases, mail servers and other storage intensive workloads. DataCore's self-tuning, adaptive caching software leverages available CPU horsepower and commodity DRAM memory technology to dramatically improve performance. Customers regularly report 200-500% performance gains. In addition, the caching software complements the latest technologies like Flash/ SSD if needed to attain even higher performance.

5. New or More Functionality? No Problem

Want auto-failover protection, remote site replication, snapshots, thin provisioning, data mobility or automated tiering of storage devices? DataCore Storage virtualization software makes it simple to add powerful functionality onto existing or dissimilar hardware.

6. Standardized management that works infrastructure-wide

The DataCore SANsymphony-V single interface and its universal common set of features and functions minimize training and allow IT to more cost-effectively use and manage storage from a large variety of storage devices.



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Benefits

Customers Report up to:



7. Protect more critical data and virtual machines without complexity

With DataCore, it is easy to safeguard critical data and VMs at remote sites for reliable and rapid disaster recovery. High-speed, metro-wide mirroring adds a higher level of protection than any single 'box' solution can supply, and DataCore's auto-failover and auto-failback requires no human intervention. You can also reduce or eliminate traditional data protection backup windows with snapshot and CDP technologies that allow efficient, instant, and consistent backups and restores for virtualized environments.

8. Unique Infrastructure-wide Auto-Tiering Enables Optimal Performance and Cost Efficiency

Unlike those who offer limited tiers between a 2 tier levels within a single vendor's 'box', DataCore provides fully automated, infrastructure-wide Storage Tiering that spans 15 tier levels across many devices and 'boxes'.. It reduces the time and effort administrators need to spend to optimize and meet SLAs,

DataCore allows you to create storage profiles and simple 'set and forget' controls as it automatically optimizes workloads and data to be allocated to the most cost and performance efficient tier of storage available that meet the needs.

9. Investment Protection; Stop the "Rip and Replace" Cycle

Storage hardware providers want you to constantly buy new models and "Rip and Replace" your storage assets. Feature sets are tied to each model. With DataCore software, you can add features as you need them without having to replace your storage hardware.

10. Proven in thousands of customer sites:

Nearly 10,000 customers around the world with over 25,000 licenses deployed have realized the value of DataCore software to empower their storage investments. Check out our web site www.datacore.com and the many case studies and learn why so many are choosing a software-defined future.