

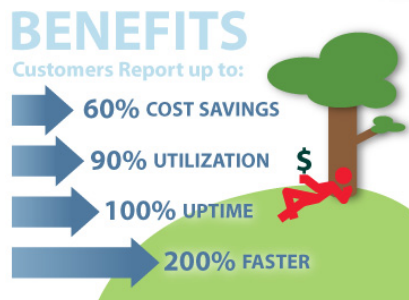


About Dan Hascall, Vice President of Americas Channel and Sales Operations, DataCore Software

Dan Hascall joined DataCore in August of 2010 and serves as the Vice President of Americas Sales. Prior to DataCore, Mr. Hascall held senior level management positions at VMware, Alliance Systems, and Sun Microsystems. During his tenure at VMware, he helped develop the VMware channel model in the Americas, resulting in significant revenue growth and increasing overall market share at one of the fastest growing software companies in history.

DataCore Software

Lower Costs, Faster Performance, Greater Productivity



How to Sell Storage Virtualization to the CIO

By Dan Hascall, Vice President of Americas

Data that is housed in enterprise data centers is growing at an astounding 60 percent per year, according to analyst firm IDC. For CIOs, this is not good news. Furthermore, Sarbanes-Oxley compliant companies must store their data for at least seven years. The move to agile, virtual infrastructures has also exacerbated the cost and demands placed on shared storage systems. In this quandary of data storage issues, storage virtualization software has provided a much-needed grounding.

Virtual Resource Pools: Manage the growth and cost of storage as you do servers

Put simply, storage virtualization software makes it easy to pool and share storage resources just as server virtualization allows you to do the same for computing resources. It adds a new level of flexibility and responsiveness to meet user needs by ensuring that supply meets business demand. From a 'lowering risk' standpoint, storage virtualization software insulates users and applications from the inevitable upgrades, changes and disruptions that occur at the underlying hardware level. Storage virtualization software that works infrastructure-wide is the logical next step to complement and extend the business value of server and desktop virtualization. The combination acts as an enabler and an accelerator for businesses to fully benefit from virtualized environments, while at the same time giving users the freedom to choose the storage hardware technologies that best meet their needs and budgets.

Sell Compelling Benefits and Business Value

How do you get CIOs to jump on the storage virtualization bandwagon if they're not on it already? Use these five compelling points to persuade them that storage virtualization is right for their organization:

1. It's Inevitable and Strategic.

For most CIOs, storage is not part of their day-to-day focus because the majority of their time is occupied by business change and overall IT strategy. But with the emergence of the virtualized IT infrastructure and the explosive data growth we've experienced over the past 10-plus years, storage management is now in the spotlight. And for CIOs, the top of mind issue has become how to reduce the cost and risk of IT operations. Virtualization of systems and storage – together – offers CIOs the same productivity, flexibility and consolidation benefits for storage as they can achieve from server or desktop virtualization.

2. Drives Productivity and Innovation.

CIOs drive technology to meet business needs; they set the IT objectives for their organizations. If they meet those objectives, the business does better and they will be highly regarded by senior management – and that means career advancement. If they fail to meet those objectives, they may soon find themselves looking for a new job. CIOs that use IT as a weapon in their organization recognize the value of storage virtualization. So what's the bottom line? Your success hinges on your ability to make a CIO understand that storage virtualization has emerged quickly onto the enterprise scene for good reasons: as a CIO, you need to maximize productivity and the return on technology investment cost-effectively while managing the surge in data growth.

3. Talk Return on Investment.

CIOs love numbers: time to market, reduction in time, and inventory turnover can all be expressed in those terms. Here are a few numbers that are irresistible. In a recent study on storage infrastructure, industry analyst IDC quantifies that through virtualization, companies can realize:

- Up to 40 percent improvement in effective capacity use;
- As much as 30 percent reduction in migration, replication and backup times; and
- Nearly 50 percent decrease in server and storage administration time.

4. Deferring CapEx, Reducing OpEx.

The possibilities of reducing and containing costs by virtualizing storage are many. Most important, CIOs often turn prohibitively expensive, drawn out IT proposals into viable near-term projects. Lead with cost deferral. CIOs can take full advantage of disk resources already in place before they spend any money on additional capacity. Rather than force them to rip out perfectly good internal disks from their servers to replace them with a new SAN array, storage virtualization builds an initial shared storage pool using those internal drives and any other direct-attached storage already on hand without major hardware capital expenditures. And when it comes time to expand, they can shop for the equipment that best suits their needs and preferences, never being locked into any one model or brand. Plus, because they're separating the physical storage from the application, significant changes can be made without a service outage.

5. Times are Changing and so is the CIO's job.

Way back when, the lines between the network operations center, storage administrator, and IT management were well defined. Each had a distinct job description and stuck to the task at hand. While the common goals were focused on making each IT segment more effective and efficient in terms of uptime and data center efficiency, each manager was still stuck within a separate silo.

Today, however, with the rise of virtualization and cloud computing and their growing strategic significance to the business, all that is changing. As companies dive deeper into virtualized storage and deploying applications in the cloud, CIOs must gain a better understanding of the staff skills they need to make their current and future projects succeed.

Businesses facing an unresponsive IT organization have typically responded by outsourcing IT, making a major IT investment every five years or so to clean up the mess, or replacing the CIO. It's in the CIO's best interest to act decisively before the costs of running the IT organization grows faster than the IT budget will allow. Storage virtualization is a big step that will allow any CIO to accomplish their goals.

About DataCore Software

DataCore Software develops the storage virtualization software needed to get the highest availability, fastest performance and maximum utilization from storage resources in physical and virtual IT environments. It provides the critical 3rd dimension on which the success of server and desktop virtualization projects hinge, regardless of the models and brands of storage devices used.

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