

Nominated Company: Delphix

Nomination Title: The Future of Virtualisation

What are your product's / solution's key distinguishing features and/or USP?

Databases are the beating heart of the organisation. Most of the high-value information in today's enterprise applications lives in the database, be that customer records, parts numbers, financial transactions, technical support tickets, and much more. However, for every live database, there is an extended family of anywhere between two and 30 copies which have to be maintained for development, testing, quality assurance, certification, user acceptance testing, pilots, training, back-up, reporting, disaster recovery... the list goes on. All of these copies are sitting on physical hardware and for each 1TB of original content created, 8TB of duplicate data is produced.

Pioneered by Delphix, database virtualisation removes the need for all of these copies. This doesn't mean running a database in a virtualised environment, but virtualising the database itself. The impact is profound. Resources that have previously been dedicated to managing the multiple copies of a database are freed up and can support new requests from developers, analysts and various departments who previously couldn't access the database.

Database virtualisation is done by virtualising the data files within a database and creating a single, highly-compressed copy of the original data blocks, then serving that data to multiple database management system (DBMS) servers. Each DBMS receives its own fully functional read/write database, and the results are completely transparent to both applications and users. However, each new copy does not create new storage demands, as it would have previously.

From a technology standpoint, Delphix does several unique things. Firstly, because it is designed specifically for databases, Delphix is able to create virtual copies of existing databases that act as if they were physical copies. To the applications and users of those copies, Delphix is invisible. However, each copy takes essentially no new storage space and is created in seconds instead of weeks. Unlike the technologies sold today by database vendors, Delphix copies do not create additional storage costs. Secondly, because Delphix creates not only virtual copies of production databases but also tracks all changes over time to those databases, it can create these instant virtual copies at any point in time. For example, if a customer database becomes corrupt and needs to be restored, a backup/storage vendor would require the customer to load backups from tapes, one for each day, until a good copy was found. Each reload can take hours, so it can take days to recover from an outage. In contrast, Delphix can create multiple full virtual copies, at different points in time, within a few minutes.

What tangible impact has your product/solution had on the market and your customers?

By replacing redundant hardware with intelligent software, Delphix can cut the time and cost of managing databases and applications by over 90%. With some customers, Delphix has compressed 12 week processes into 20 minutes.

Facebook (<http://www.delphix.com/resources/cio-interviews/> Facebook CIO, Tim Campos discusses Delphix) used Delphix to eliminate inconsistencies and data errors in its applications, and as a result, could close its quarterly books in four days instead of three weeks. Implementing Delphix in his

previous role, Campos was also able to handle 11 concurrent projects instead of two. He states that “we need this technology to be able to scale effectively and efficiently.”

Another customer, KLA Tencor, implemented Delphix and has seen as equally strong benefits. Firstly, the storage requirement for new application projects has been reduced by 90%. New project database deployment was improved from 12 hours to less than 30 minutes, and restore duration has been reduced by 80% during cutover activities. On top of this, the company gained capability to execute more projects without increasing current resources.

By using Delphix, TiVo was able to achieve 5x faster report generation for key partners like NBC, Comcast, and Best Buy, and 20x storage consolidation for \$120,000 per year in savings. Its data refresh reduced from 20 hours per week to 10 minutes on average.

Since implementing Delphix in August 2012, Presbyterian Healthcare has turned in 75 terabytes of SAN storage back to the storage team, resulting in an overall savings of \$750,000. This overall cost savings will be allocated to departments outside of the IT department, including clinical technology. Accordingly, despite their growth rate at 30% per year, Presbyterian will continue to save \$250,000 in storage costs per year.

What are the major differentiators between your product/solution and those of your primary competitors?

Delphix is the only company to have combined database creation and copying technologies with virtualisation and logging technologies, enabling it to bring the first “virtual time machine” for databases to market. Delphix can instantly create full copies of databases, at any point in time, without requiring additional storage costs.

No other companies have introduced a similar innovation.

Please supply any supportive quotes and/or case study materials to demonstrate the value of this product/solution to your customers/partners.

Facebook CIO, Tim Campos discusses Delphix <http://www.delphix.com/resources/cio-interviews/>

Electronic Arts CIO, Mark Tonnesen discusses Delphix <http://www.delphix.com/resources/cio-interviews/>

Why nominee should win

- Delphix is transforming the way in which businesses operate
- Its benefits go beyond merely hardware savings; rather it helps CIOs and their teams move faster, juggle way more IT projects at the same time and ultimately keep up with the rapid pace of business
- The improvements for customers are; much lower data storage costs, much faster business processes, lower power consumption, and more resilient operations
- By replacing redundant hardware with intelligent software, Delphix can cut the time and cost of managing databases and applications by over 90%. With some customers, Delphix has compressed 12 week processes into 20 minutes