

Nominated Company: Scale Computing

Nomination Title: Scaling to the next level

I: Summary – simplicity with lower management costs

Scale Computing is simplifying virtualisation: its 'flagship' infrastructure-as-an-appliance platform called HC³ is easy to use and reduces the time required for virtualising and managing companies' IT environments. Since HC³ is 'hyperconverged', it requires no licensing for any of its different management features and no additional hardware investments.

Simpler operations - Scale Computing ensures that small firms achieve business agility with a simple-to-use virtualised infrastructure, including server, storage and virtualisation, while ensuring better system availability, scalability and flexibility at greatly reduced running costs.

Scalable virtualised environments - Scale Computing's HC³ enables IT teams to configure virtual machines and storage in minutes- without making additional hardware and software investments

Availability - HC3 automatically builds in high availability into all nodes for failure prevention. This greatly improves resiliency and reliability for critical business applications., improving service availability and reliability of critical business applications

Flexibility - HC³ is designed as a scale-out architecture: additional compute or storage nodes are added to the main cluster within minutes, based only on what you need. HC3 (SAS) and HC3x (SATA for more performance) can be mixed to achieve efficiencies.

Customer savings -Scale Computing designed HC3 to eliminate separate purchases of virtualisation management software and its licences, external servers and storage. It enables companies to cut system running costs by up to 75 per cent. It also starts workloads on the node with the most available resources, avoiding underutilization and delivering resource efficiency.

III: Scale Computing - differentiators

Scale Computing, through the core 'hyperconvergence' capabilities of HC3, differs from UK competitor organisations in six main ways:

Bringing 'Hyperconvergence' to SMBs and midmarket

Scale Computing helps small firms avoid the risky scenario of having to choose either over-engineered, virtualisation platforms or settle for vendors' 'free' virtualisation options that cause performance and reliability issues. Designed specifically with SMBs and midmarket in mind, HC3 averts these issues, combining servers, storage, and virtualisation to deliver customers a virtualised infrastructure-as-an-appliance.

Reduced management costs - no licencing

Scale Computing's solutions save on management costs. For example, HC3 eliminates the need for organisations to separately purchase any virtualisation software licences, external servers and SAN, therefore reducing cost and complexity. Customers can reduce their running costs by up to 75 per cent, avoiding any virtualisation software licensing or external storage purchases. An integrated

hypervisor (Linux KVM) allows for this cost reduction, which requires no licencing for any of its features.

Scale Computing's analysis of virtualisation costs indicates that with some proprietary platforms, licensing costs represent 150% - 170% of the competitors' system purchase costs. Scale Computing customers avoid these crippling charges because lifetime system updates are included in the product price.

Scalability

Scale Computing designed HC3 as a 'hyperconvergence' platform to simplify SMBs' deployment of high availability and scalable infrastructure because it is as easy as setting up a single server. Smaller firms' IT departments now have a simple, affordable and scalable answer to fast-changing economic trading conditions, corporate strategy and system workloads that doesn't embroil them in complex system management, troubleshooting and software licensing commitments.

Simple-to-use HC3 also ensures that virtual machines and applications can be deployed in minutes. It eliminates the purchase of a SAN and additional servers. HC3 gives smaller firms a simple private cloud architecture, delivered as an appliance that provides radical ease-of-use, scalability and flexibility for IT administrators.

Availability

HC3 as an integrated appliance simplifies the infrastructure needed to keep vital business applications running. In the event of equipment failure, applications and data fail over between nodes, providing continual service availability. HC3 automatically builds in high availability into every node to allow this, with no licencing cost.

Flexibility

Scale Computing's solutions allow additional compute or storage nodes to be simply added to the main cluster within minutes. Instead of IT departments spending time researching and pulling together disparate hardware components and software licenses, costing time and money, HC3 gives them modern infrastructure options based on integrated hardware and software. It eliminates the need for overprovisioning. You can also mix nodes (SATA and SAS) for just the right amount of performance.

Innovation record

Scale Computing built on its track record of scale-out storage solutions for SMBs to develop the HC3 'hyperconvergence' platform. Unlike enterprise virtualisation products, which are 'cut down' in an attempt to address SMBs' needs and force you to buy licences and more hardware, HC3 combines servers, storage, and virtualisation, to deliver a simpler, virtualised infrastructure-as-an-appliance - without any licensing costs.

IV : Market impacts

Wide uptake

Since its first product launch in 2009, Scale Computing allows SMBs to transform their business by simplifying virtualisation and provide much lower management costs. Scale Computing already has 700 HC3 installations in the US and in Europe as well as thousands of sites in US and Europe for its other scale-out storage products.

Expert view:

Jeff Boles, Senior Analyst Sr. Analyst, Taneja Group:

“Scale Computing has seamlessly blended server, storage and virtualisation together to such a degree that they’ve reduced virtual server configuration time by 8x.”

“HC3 may take as little as one-tenth the effort to set up and install compared to traditional infrastructure, one-fourth the effort to configure and deploy VMs versus traditional infrastructure, and can eliminate the planning, troubleshooting, and reconfiguration exercises that can consume as much as 25 to 50 per cent of IT administrator time in the midmarket.”

V: Testimonials

Customer view:

Rob Titley, IT Manager, Breedon Aggregates:

“With HC³, you can put it up to eight processors which is incredibly helpful – as and when it is needed. One of the issues with our previous system was that you could only put four virtual processors on it. The support and expertise provided by Scale Computing has also been invaluable in supporting our virtualisation strategy.”

Customer view:

Leonard Powers, Safran Power UK’s Engineering & IT Infrastructure Manager:

“Servers, virtual machines and applications can be deployed in minutes and avoid the need for licensing hypervisors, purchasing a SAN, or buying physical servers that you’d normally encounter.”

Partner view:

Jeff Rhys-Jones, Technical Director, ACC International:

“Virtualisation is a highly beneficial tool for all businesses but also a complicated one. HC3 gives us the opportunity to take virtualisation to our customers, all packaged up in a ready-to-go infrastructure solution.”

www.scalecomputing.com

Why nominee should win

II: Scale Computing USPs

Scale Computing HC3 provides a simple-to-use virtualisation platform for small and mid-size companies (SMBs) seeking nimble operations with lower management costs. HC3 meets this need by introducing 'hyperconvergence' – the combining of servers, storage and virtualisation – into an 'industry first' integrated virtualised infrastructure-as-an-appliance. Using HC³, organisations can cost-effectively achieve availability, scalability and flexibility from virtualised infrastructures that were previously difficult, time-consuming and costly to manage. Scale Computing's products enable computing or storage resources to be added incrementally to a firm's virtualisation environment within minutes.