

# Think **IBM** is Just for Fortune 500?

# Think Again.

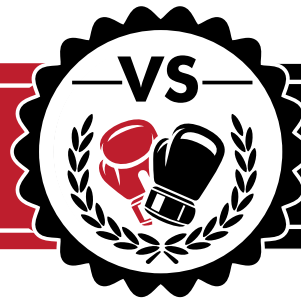
*IBM Has Fought Its Way  
Back into the Mid-market.*

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Welcome to the battle of the ultimate storage system,  
where the greatest brands and storage families compete to  
see who will be the supreme storage family contender.



IBM Storwize



HP 3PAR

Let's get ready to rumble! IBM Storwize faces off against HP 3 PAR in a showdown of the greatest storage system designed for the mid-market.

### In this corner: IBM Storwize



#### Upgradable across families

- o Delivers extremely high returns on initial investments
- o Organizations can start with the Storwize V3700 and upgrade to larger disc drives and systems as their business grows into an enterprise



#### External virtualization capabilities

- o Virtualizes existing storage easily, allowing companies to connect manage existing and current storage through one pane of glass



#### IBM Real-time Compression technologies built-in

- o Automated data compression eliminates the need for companies to reserve space for uncompressed data waiting to be processed

### In this corner: 3 Par



#### Disruptive upgrades across families

- o Not upgradable from HP EVA storage families
- o No Common GUI dashboard control across storage families, which makes upgrades to larger systems more complicated



#### No external virtualization

- o Existing storage must be migrated over to the new HP 3PAR storage platform, which adds considerable hours and budgets to project timelines



#### Lack of built-in data compression

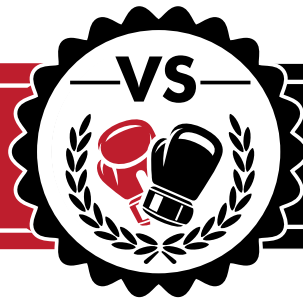
- o IT Managers must schedule periods to run post-process compression since data compression is not automated.

**FINAL  
BLOW**

As an entry-level product, HP 3PAR is simply too complex, requiring additional services and charges to be on par with IBM Storwize. IBM Storwize's fully-integrated, rich features, and affordable scalability deliver the final 1-2-3 punch, knocking HP 3 PAR out of the running.

To learn more on how IBM strikes down HP 3PAR, visit the IBM Business Partner Network, an organization dedicated to offering up insights on IBM products.

IBM Storwize



Dell Compellent

Fresh from its matchup against HP 3PAR, IBM Storwize battles the “affordability” of Dell’s Compellent server family! Who will reign supreme?

### In this corner: IBM Storwize



#### Versatile storage family capability

- o Created to fit the needs of growing businesses and enterprises
- o IBM Storwize’s midrange disk family offerings scale from 300 TBs for SMBs to 2,970 TBs



#### Success in all markets

- o Utilized in all industries and countries over the world, IBM Storwize technologies meet the needs of the mid-market and enterprise



#### Automated storage tiering operates in real-time

- o Built with IBM Easy Tier technology, which automatically migrates data between storage tiers for better storage functionality
- o Based on the real-time analysis of usage patterns

### In this corner: Dell Compellent



#### Limited storage family capability

- o Dell lacks presence in the traditional high-end storage market.
- o Mid-market companies risk out-growing this storage system when storage - and business needs - expand



#### Lack of success in the NAS storage markets

- o SAN-based systems
- o Dell storage lacks the network connections that allow automated processes to sort and process data as it’s stored



#### No real-time data movement

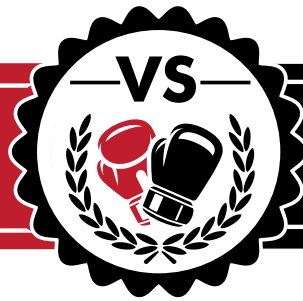
- o Data movement between tiers does not occur in real time
- o Collections of data are monitored every 24 hours as a default

## FINAL BLOW

Lacking the automation and enterprise-class growth potential needed to keep up with expanding businesses, Dell Compellent is out-classed by the versatility of IBM Storwize. After just a few rounds with IBM Storwize, Dell Compellent taps out and IBM heads to the final round to find the ultimate storage family contender!

To discover more on how IBM strikes the competition, check out the IBM Business Partner Network ([ibmbpnetwork.com](http://ibmbpnetwork.com)), an organization dedicated to offering insights on IBM products.

# IBM Storwize



# Hitachi Unified Storage (HUS) VM

IBM Storwize enters into the championship round against Hitachi Data Systems (HDS). Who will emerge the ultimate storage family contender?

## In this corner: IBM Storwize

### Storwize includes rich, built-in, integrated features

- o Pre-installed technologies include FlashCopy, Easy Tier, and thin provisioning

### Heterogeneous storage integration

- o Storwize offers advanced functionality replication to virtually any storage
- o External virtualization technologies streamline existing storage into Storwize and allow for single pane management

### Real-time Data Compression

- o Primary data can be compressed online with ratios of up to 80%

### Easy upgrades between Storwize system families

- o All investments in Storwize are long-lasting since upgrades between families are simple, allowing your storage to easily scale with your business needs

## In this corner: Hitachi Unified Storage (HUS)

### Hitachi encompasses disparate components

- o Replication software, provisioning, and data protection support various protocols
- o Lack of integration between various components

### Does not allow for external virtualization

- o No external virtualization of 3rd party storage arrays

### No Real-time data compression

- o Does not possess controller-based data deduplication and compression technologies that are needed to speed application performance

### No easy upgrades across the storage family

- o Unable to upgrade from HUS 110 to HUS 130
- o Unable to upgrade from HUS 150 to HUS-VM
- o Upgrades from HUS 130 to HUS 150 are disruptive

## FINAL BLOW

Without real-time compression, external virtualization capabilities, and integrated features, HUS VM can't hold up to IBM Storwize's pre-installed, rich features sets and versatility. IBM Storwize delivers the final uppercut to knock Hitachi Unified Storage (HUS) out cold! IBM Storwize is crowned the ultimate storage family contender for the mid-market!

For more details on how IBM trumps the competition, check out the IBM BP Network ([ibmbpnetwork.com](http://ibmbpnetwork.com)), an organization dedicated to offering insights on IBM products.



# IBM Storwize

## *Storage that Fights for your Company*

We have witnessed today a fight of epic proportions! Big Blue has taken on some of the greatest mid-market storage families and emerged victorious.

With real-time data compression, external virtualization capabilities, and easy upgrades across the entire storage family, IBM Storwize has defeated the versatility of HP 3 PAR, the affordability of DELL Compellent, and the power of Hitachi Unified Storage (HUS) VM.

Efficient by design, scalable to fit company needs, and built with expertise that both mid-size companies and enterprises need to solve tomorrow's problems, IBM Storwize is a family of systems that has been designed for supreme domination in the storage world.

The IBM Business Partner Network is dedicated to connecting the highest ranked IBM Business Partners to your unique business requirements. Visit <http://ibmbpnetwork.com> or contact us at 1-443-319-8270 to get started.

