

# DEFY VENDOR LOCK-IN



# INTRODUCTION

Rip and replace. This ideology has defined storage environments over the last several decades. You invest in one vendor, who leads you down a specific solution path — and you are expected to buy into their specific technology for years on end. Your business becomes tethered to that decision.

Within that time, system performance can go from good to mediocre to poor. Costs can increase. And the Band-Aid fixes you are forced to apply can result in security vulnerabilities. All the while, your vendor can be holding you back from new innovations that have the power to change your business and make you a competitive player.

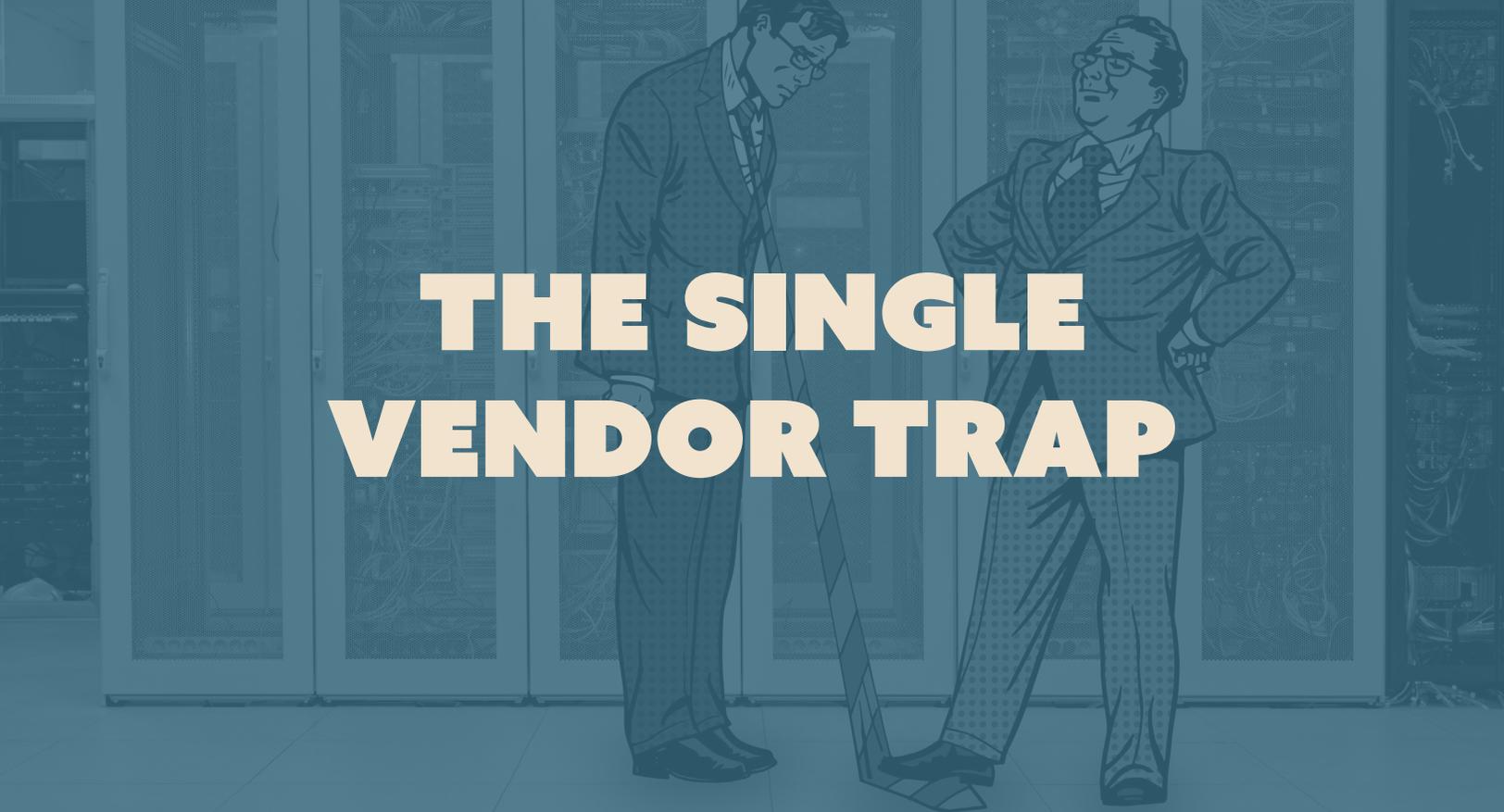
This is the disaster situation that many business leaders would risk a lot to avoid. The fear of this situation sparks uncertainties every time a decision maker's pen is about to hit the dotted line on a contract.

Are you choosing the right products? Will you regret these important storage decisions in a few years? Will the pricing come down drastically after you sign this three-year commitment? How long will it be until you are free again to explore new options?

**The ultimate question becomes: Do you continue down this path of vendor lock-in, or do you look for a way out?**

**As the smart professional you are, we understand if you want more autonomy and flexibility in your storage environment.** And we would like to help you plan your escape.

The first step is to understand the inefficiencies you are up against in the single vendor realm.



# THE SINGLE VENDOR TRAP

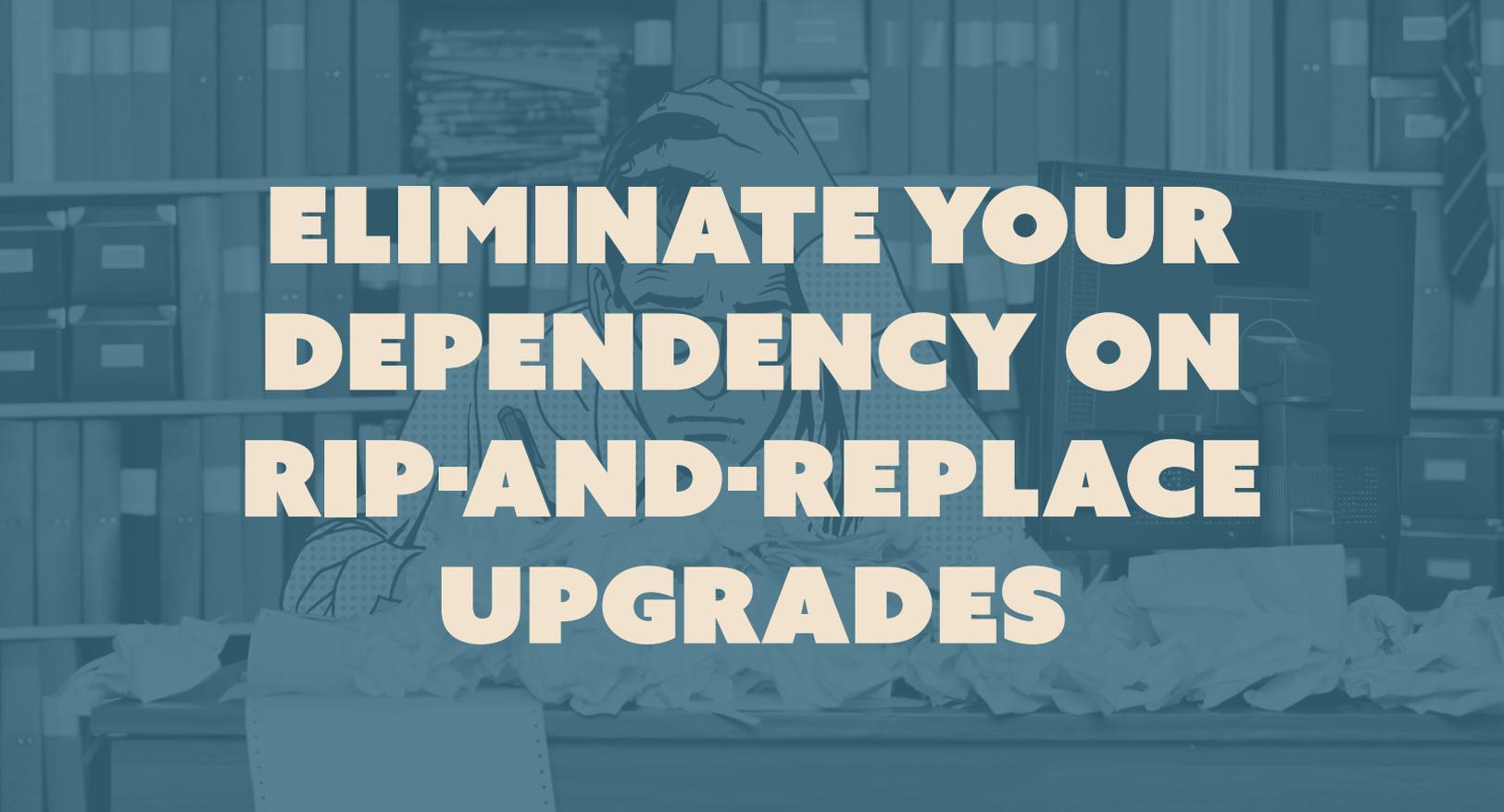
Many companies don't understand the growing number of uncertainties that arise when you put your faith and investments in only one vendor. The fact is that single sourcing has its unique pitfalls and risks, which include:

- **Marketplace Uncertainties.** Western Digital just acquired SanDisk. Dell just purchased EMC. Which products will be favored in the inevitable shift in go-to-market strategy? Which ones will be supported in the future? With one vendor, the uncertainty of future support for your infrastructure could leave your business stranded.
- **Unfair Pricing.** A lack of competition means your vendors are less incentivized to offer your company a competitive price. With one vendor and type of solution, you lose negotiating power.
- **Unplanned Events.** A catastrophic event for your vendor could mean a catastrophic event for your company as well. It could come in the form of inclement weather that shuts down the factory

tasked with creating your server or a needed part. It could be a financial collapse that sends your vendor into an economical spiral. With one vendor, one bout of poor luck could leave your company scrambling to salvage your infrastructure.

- **Less Flexibility.** When you are tied to one vendor's solutions, you are significantly limiting your options. If you have a new problem or if a need emerges that your current vendor-ruled system does not account for, then you are restricted to the solutions your vendor can produce. This, in turn, could stunt your business growth.
- **Limited Support of New Tech.** To maintain a competitive edge, your company must be agile. It must be able to adopt the best of the best. But, if your vendor does not support a new tech, then your company will be out of luck.

And, of course, one of the greatest downfalls to single-vendor IT strategies is the dreaded rip-and-replace upgrade.



# ELIMINATE YOUR DEPENDENCY ON RIP-AND-REPLACE UPGRADES

It's an endless cycle. Your business spends an obscene amount of money migrating from an existing storage environment to a new one. It's labor-intensive. Your organization forks out blank check after blank check to a vendor who completes the process. And, in the end, you only see financial gains for a percentage of the time you're running the new system.

After all, when you sign a 3-year deal, you must spend 6 months converting to that technology and 6 months converting away from it, leaving only 2 solid years of operational efficiency.

The first key to breaking away from the totalitarian rule of a vendor is to pursue a new technology path. The age of hardware-driven storage is over, and it's time to begin exploring smarter, software-powered storage solutions. After all, you've virtualized your servers. Isn't it time to start virtualizing your whole stack – including storage?

There are storage innovations out there that give your company the freedom to make a choice, especially with new marketplace uncertainties that are sprouting every day. Control tech from multiple vendors with a software designed to unify your data center and avoid storage siloes.



# THE FUTURE OF STORAGE

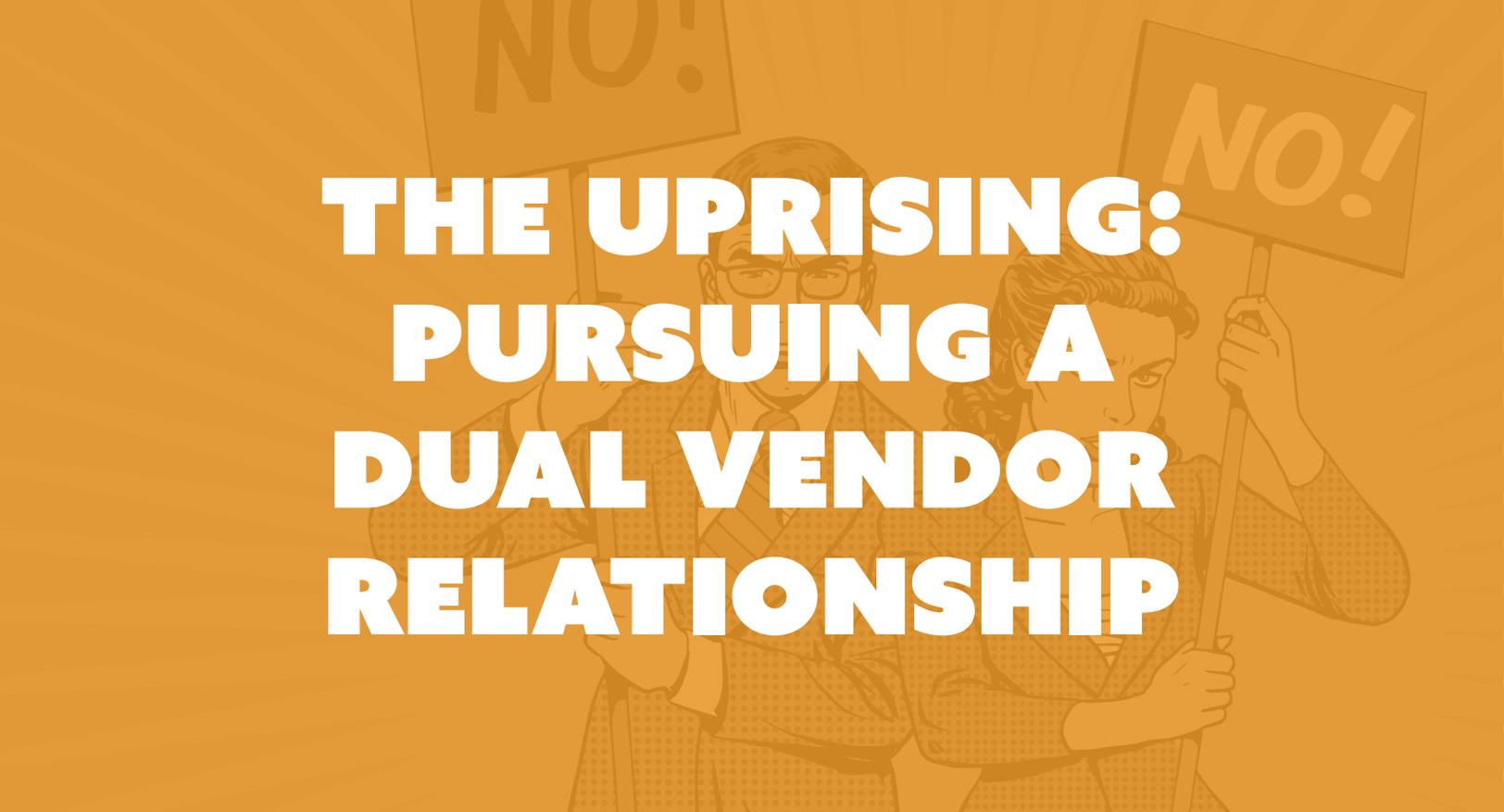
If you don't like how the storage game is played, then change the rules. Out-smart the rip-and-replace mentality. With software-defined storage, you can breathe new life into your existing storage by virtualizing it. With this new technology, your company can reduce data center expansion and gain new functionality and control of your IT environment. The best part is, to reap the rewards of this new storage innovation, you don't even need the upfront investment in a project. Efficient storage and data management technology is all available on the cloud.

And this is what you stand to gain:

- Analytics to optimize tiered storage
- Centralized control of consolidated block storage
- Simplified storage management
- Flexible OS options – from web-based interfaces to VMware, vCenter, and beyond

- Flexible storage arrays that can share loads and speed processing power
- Reduced storage costs with improved resource utilization
- Near-instant data protection and recovery times
- Fast implementation times by virtualizing existing storage stacks
- Flexible licensing plans
- Open standards to harness the power of multiple vendor solutions

So, the time has come to make a choice. Two options lay before you. Do you remain on the same Sisyphean, single-vendor path, or do you break away and pursue something better – something with more options, control, and customization available to your company?

An illustration of two business professionals, a man and a woman, holding signs that say "NO!". The man is on the left, wearing glasses and a suit. The woman is on the right, also in a suit. The background is a solid orange color. The text "THE UPRISING: PURSUING A DUAL VENDOR RELATIONSHIP" is overlaid in large, white, bold, sans-serif font.

# THE UPRISING: PURSUING A DUAL VENDOR RELATIONSHIP

To keep your vendor honest and fighting to keep your company happy, you must give your company options. Having more than one vendor working for your company opens up a new realm of possibilities within your IT environment. It also gives you the power to never be at the mercy of one vendor's whims again. Take command of your new dual vendor relationship power with:

- **Negotiation Strength.** Give your vendors more of an incentive to lower their prices. Ensure that they know you have a choice.
- **More Tech Choices.** With the ability to support multiple vendors, you can choose the technology that best suits your organization's needs and budget.

- **Better Account Support.** By breaking free from vendor lock-in, you never have to worry about being trapped using a customer support team that under-prioritizes your company's needs.
- **Less Risk.** Never fear a vendor going out of business, being acquired, or limiting software and storage stack options again. With multiple vendors and options, your company will never be left in the lurch.

Multi-vendor management capabilities and new virtual storage technologies are within your reach. All you have to do is take the first step.

**THE TIME HAS COME TO BREAK FREE FROM THE  
LIMITATIONS OF THE PAST. PURSUE THE NEW AGE OF  
STORAGE VIRTUALIZATION AND GAIN THE BACKING  
OF A TEAM OF VENDORS.**



## **OPTIMIZE YOUR STORAGE ENVIRONMENT WITH A COMPLIMENTARY STRATEGIC CONSULTATION**

Work with a CAS Severn storage professional to find and  
fix your storage environment's limitations.

**REQUEST A CONSULTATION**