Hitachi Simple Modular Storage 100

What Problem Are We Solving?

- Small and medium businesses (SMBs) have difficulty managing capacity growth and performance demands.

- Protecting data (backup and restore) is very difficult and time consuming for internal storage.

- Most external storage products sold to SMB customers are either too complex and too expensive or inadequate to meet the needs that SMBs face today.

- SMBs typically do not have full-time IT staff, which limits their technology adoption practices.

What Is Hitachi Simple Modular Storage 100?

- Hitachi Simple Modular Storage 100 is a revolutionary new storage product that provides SMBs with enterprise-class storage features that are cost-effective and simple to install, manage, back up, and restore. Your customer can install and maintain the product themselves and attach virtually any server to it using an Ethernet (iSCSI) network. No storage expertise is required!

- The Simple Storage 100 ships with single or dual controllers and includes 6, 8, or 12 HDDs [high-performance SAS (serial-attached SCSI) or cost-effective SATA II] in a RAID-6 (dual parity) configuration for industry-leading data protection. Each model has patented "repair slots," which allow disk drives to be replaced by the customer, and the system is automatically self-healing in the rare event of a drive failure. Simple Modular Storage 100 can be installed quickly and run nonstop for

several years without intervention. A replacement product can be installed quickly and all data copied to the new unit automatically to quickly recover in the rare event of a problem.

- Hitachi Simple Modular Storage 100 ships with all software necessary to install, manage, and back up data. The new Hitachi Storage Navigator Modular 2 software has been developed for the SMB customer who is not a storage expert and does not aspire to become one. The easy-to-use graphical user interface or GUI includes installation, maintenance, and configuration wizards. This eliminates the need for onsite engineer visits as well as simplifies all provisioning, management, and backup. Hitachi Copy-on-Write Snapshot software is included with all dual controller models for quick copies of all changes.

- Hitachi Simple Modular Storage 100 is fully integrated with Microsoft® Windows 2003, Microsoft XP, Microsoft Vista, Microsoft Exchange, and Microsoft SQL, as well as all major Linux, most UNIX, and other servers.

What Is the Customer's Value Proposition?

- Reliable and cost-effective enterprise-class storage features

  - Simple Modular Storage ships with RAID-6, active/active controllers, SAS or SATA II HDDs, and a number of other features not found in the SMB market. SMBs can now afford a world-class storage solution to easily manage, grow, and protect their data.

- New patented repair slots and automatic data migration features keep the storage up and running for years, while allowing data to be copied quickly and simply when upgrading to another model.

  - Internal and external data copies make for more frequent, easy-to-manage data backups for even better protection.

- Easy to install, maintain, and use

  - Set up in less than an hour—customers can maintain the platform themselves and manage several servers' storage volumes from a simple GUI-based management tool. Designed to work with Microsoft Windows and other applications and environments common to SMBs.

  - Microcode and other software can be downloaded from an entitlements site and uploaded by the customer when convenient.

- Highly flexible

  - Customers can choose from single or dual controller models with SAS or SATA II HDDs and can select 6, 8, or 12 HDDs in a RAID-6 configuration.

  - Complete data protection software solutions are included. Optional Hitachi ShadowImage® Replication software (full volume copy) and Hitachi TrueCopy® Extended Distance software (remote copy) are available on dual controller models.

What Is the Value to Hitachi TrueNorth™ Channel Partners and Volume Channel Partners?

- Simple Modular Storage is uniquely positioned in the SMB storage market. Hitachi Data Systems competitor solutions offer

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"cheap" storage that isn't as reliable and complete, or correctly priced. Simple Modular Storage allows you to compete and WIN business in the SMB market with a product that offers powerful, enterprise-class features that are common in Hitachi enterprise storage solutions. Your SMB customers can enjoy a world-class, simple, and reliable storage solution at an affordable price.

- Simple Modular Storage is also simple to sell. The product is available in several configurations that can be easily and quickly configured. Price quoting is simple and straightforward. Installation services are not necessary, eliminating the need for Channel Partners to install the product (unless you want to).

- Simple Modular Storage is tightly integrated with Microsoft Windows and other applications common to SMBs. The product enables Channel Partners to readily sell into the Windows market, which is now over 50 percent of the mid-market and soon to be over 42 percent of the TOTAL market share by 2008, per IDC.

What Are the Ideal Target Opportunities?

- SMBs with from two to six servers seeking to move from internal-based storage system(s) to external-based system(s) utilizing Ethernet (iSCSI) SAN

- SMBs that are constantly purchasing servers due to storage capacity growth or wish to minimize their server spending

- Larger businesses that can benefit from a small standalone storage platform for their remote office sites

How Can I Open the Conversation and Qualify the Opportunity?

- How much of your current storage capacity is wasted (sitting within a server that is under-utilized)?

- How often do you purchase servers just for storage capacity?

- Are you having trouble managing your storage environment (backup/restore/ data recovery)?

Where Can I Go for Help and Information?

Volume Channel Partners and Hitachi TrueNorth™ Channel Partners can find more information at:
PartnerXchange Home Page > Browse > Storage Systems > Simple Modular Storage

What Are the Components of the Solutions?

- Hitachi Simple Modular Storage 100 ships with single or dual controllers with 1GB or 2GB of cache and 2 or 4 iSCSI ports. It can be ordered with 6, 8, or 12 HDDs and populated with: 146GB or 300GB 15,000RPM SAS; or 500GB or 750GB 7,200RPM SATA II. All models ship with Hitachi Storage Navigator Modular 2, which provides a simple, GUI-based management tool for all features, including: installation, configuration, security, backup, and restore. Hitachi Copy-on-Write Snapshot software is also included in dual controller models and managed from the Storage Navigator Modular 2 GUI.

- Hitachi ShadowImage Replication (full volume backup/restore) and TrueCopy Extended Distance (remote asynchronous copy) software is optional and available on all dual controller models.

What Makes Hitachi Simple Modular Storage Better than Competitors' Solutions?

- Hitachi Data Systems offers a cost-effective enterprise-class storage product in a very easy-to-use storage system that customers can install and maintain.

- It offers RAID-6 (dual) parity for maximum protection as well as patented repair slots where replacement HDDs can be added, if needed. All data can be copied quickly should a customer outgrow their Simple Modular Storage device.

- The product comes with a complete, GUI-based software tool as well as easy-to-configure and easy-to-manage replication tools.

- Few competing products offer these solutions and none offer them all at an affordable price!

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