AppsON: Redefining Infrastructure Flexibility

By Kyle Leciejewski | February 2021

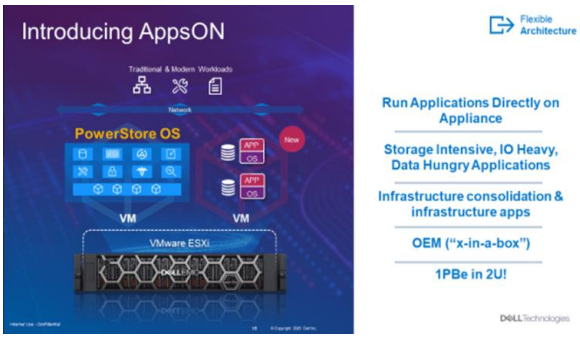
The world is changing and the IT teams I speak to across the globe need to adapt their business to an increasingly competitive marketplace. To thrive in this environment they must achieve key objectives to overcome existing challenges:

1) Eliminate sprawl by increasing infrastructure density and simplicity
2) Optimize workload needs by seamlessly reassigning to the most effective environment
3) Accelerate application deployment by removing operational barriers between clouds

Is there a single product that delivers flexibility and mobility throughout the enterprise and can adapt to constant application changes? In the last blog, I discussed how PowerStore goes beyond what competitive products offer. In this edition, I'll answer how PowerStore X with AppsON[1] uniquely breaks the status quo to simplify your operations, improve application lifecycle management and build a bridge between your hybrid clouds. What are you missing out on from competitive arrays? Let's take a closer look.

Unmatched Flexibility

PowerStore is the *only* purpose-built array in the industry with a VMware ESXi hypervisor[2] that can host VMware virtualized applications directly on the appliance while also simultaneously serving I/O to external hosts. For VMware users, this means you can move general or storage-intensive apps directly onto PowerStore using vMotion without needing a second array to service your existing VMware environment. Unlike competitive platforms that offer either traditional three-tier or hyperconverged architectures, AppsON simplifies the infrastructure stack and streamlines inefficiencies built into competitive offerings by enabling you to repurpose your infrastructure and create the digital service platform that your organization needs to prosper. Competitive arrays don't have that flexibility. From core to edge to cloud, here is how AppsON delivers when competitors can't.

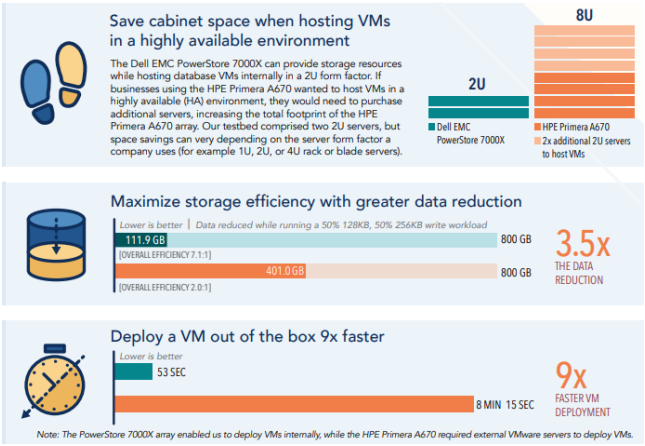


- **Redefine Your IT Edge Strategy:** Customers are increasingly deploying AppsON in space starved locations due to its compact form factor for both storage and compute. They are replacing 10's of rack units comprised of servers and storage appliances with a single highly available 2U platform for both. Because it also provides storage to external servers like a normal SAN it can also be used alongside existing infrastructure if needed. Storage competitors reliant on traditional topologies

[1] Available in PowerStore X models.

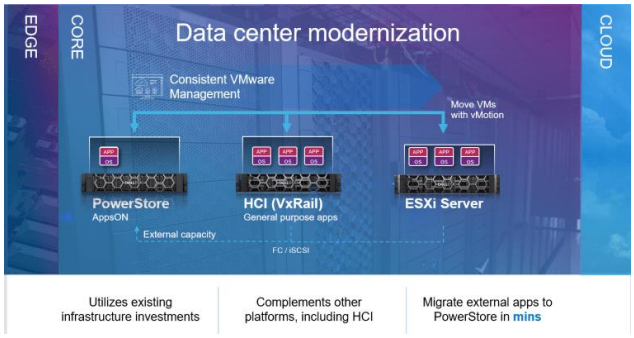
[2] Based on Dell analysis of publicly available information on current solutions from mainstream storage vendors, April 2020.

cannot offer this option which creates tradeoffs. Just take a look at the results of PowerStore 7000X compared to HPE Primera A670: Up to 9x faster VM deployment, up to 3.5x data reduction while taking ¼ the cabinet space. [3]



AppsON enabled a large North American retail organization struggling with sprawling infrastructure, complex management, and expensive solutions to transform their edge locations. An all-in-one solution reduces management overhead, simplifies procurement, and with scale-up capacity and efficient, always-on data reduction like a traditional array it reduces the total cost of ownership for capacity hungry apps without crowding IT closets. This combination isn't possible with competitive arrays and they limit the possibilities to transform your business.

- **Consistent at the Core:** Customers are more and more choosing HCI with VxRail as their preferred deployment model for VMware environments, but where do you deploy storage-intensive applications which benefit from the increased data reduction and scaling of traditional three-tier? AppsON answers this perfectly by delivering the cost-effective capacity of a dedicated storage appliance while enabling seamless transition of applications between the two as application demands shift.



This is exactly why one banking customer chose PowerStore X with AppsON over competitive solutions. They use VxRail for generalized workloads and deploy storage-intensive databases on PowerStore using AppsON for complete infrastructure flexibility. It takes only minutes to migrate between the two which enables quick and easy adjustments. This approach is only possible with a capability like AppsON. With any other array, they would need to purchase additional servers to host those applications, increasing cost and physical space requirements.

Pure Storage tried to address this need with Purity //Run however, this does not give it the ability to run general applications. At this point, it provides support for a limited number of storage-specific features, which run directly on their single active controller. Pure's traditional approach involves creating a separate virtual infrastructure with brand new servers to buy and more rack space to consume. Unlike Purity //Run, AppsON features a VMware ESXi hypervisor that enables seamless

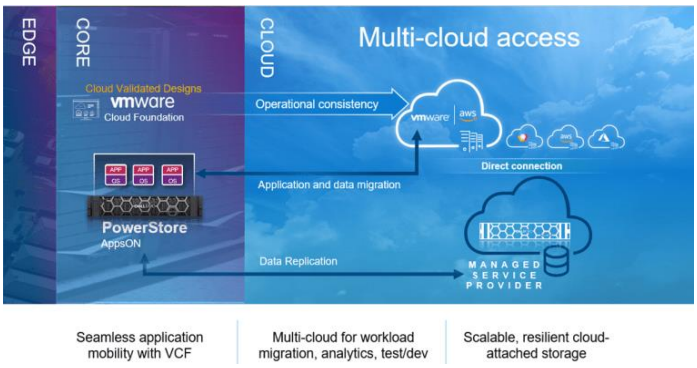
[3] Based on an August 2020 Principled Technologies Report commissioned by Dell EMC, "Enable greater data reduction and storage performance with Dell EMC PowerStore 7000 series storage arrays". Actual results may vary. Full report: https://www.principledtechnologies.com/Dell/PowerStore-7000T-7000X-storage-arrays-0820.pdf

migration of VMware virtualized workloads directly on the appliance while *also* being able to serve data to external compute resources. You can't get that combination from Purity //Run.

- **Cloud Connected:** A new storage-hungry application is needed to support your growing business. The cloud enables you to develop and test without commitments, but it needs to move back on-prem to control costs as it enters production. Making this manageable and cost-effective requires cloud-native platforms on-prem that scale, grow, and adapt with flexibility to bridge these environments seamlessly.

  NetApp says they have 'application-driven infrastructure' but how easily can you move them? The data fabric moves data to instances where ONTAP is running but without application awareness, it's on your teams to put the application back together on the other end. Like ready-to-assemble furniture, you can ship parts wherever you want but you spend hours putting it together.

  Contrast that to AppsON's integrated hypervisor with VM mobility. This portability makes it easy and seamless to migrate to whichever cloud fits best. No need to rebuild or learn new tools. Leveraging AppsON enables your team to move apps when and where you want them within the consistent management framework of VMware within a platform that offers the flexibility needed to adapt to evolving requirements. Doesn't that sound more like application-driven infrastructure?



Peerless Potential

Now, more than ever, businesses need to evolve. Dell Technologies took up the challenge with PowerStore to change how to think about storage deployments with a truly distinct approach that competitors can't deliver. You can collapse your edge locations to a single 2U appliance, host storage-intensive apps in your core while still serving capacity to existing hosts, and maintain operational consistency for your hybrid cloud and DevOps needs all within a single solution. Are other storage vendors helping or hindering your IT transformation?

AppsON is only part of how PowerStore helps you deliver on business outcomes. In future blogs, we'll continue exploring the unique offerings that truly create compelling opportunities that the competition cannot match. In the meantime, you can learn more about how Dell Technologies storage stacks up against the competition here, get more details on PowerStore here, or reach out to your local Dell Technologies or partner representative.

About the Author: Kyle Leciejewski is senior vice president of storage, platforms and solutions sales and leads a large team that helps customers navigate their journey to a modernized and automated cloud infrastructure future. He focuses his time with customers and partners to better understand how Dell Technologies can serve them as they transform their approach to cloud & data center operations. With years of experience in enterprise cloud infrastructure and hundreds of conversations every year with customers, he brings a deep understanding of the industry, market trends and customer outcomes. His goal is to help customers take advantage of Dell's cutting-edge technology in a way that drives their business.

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