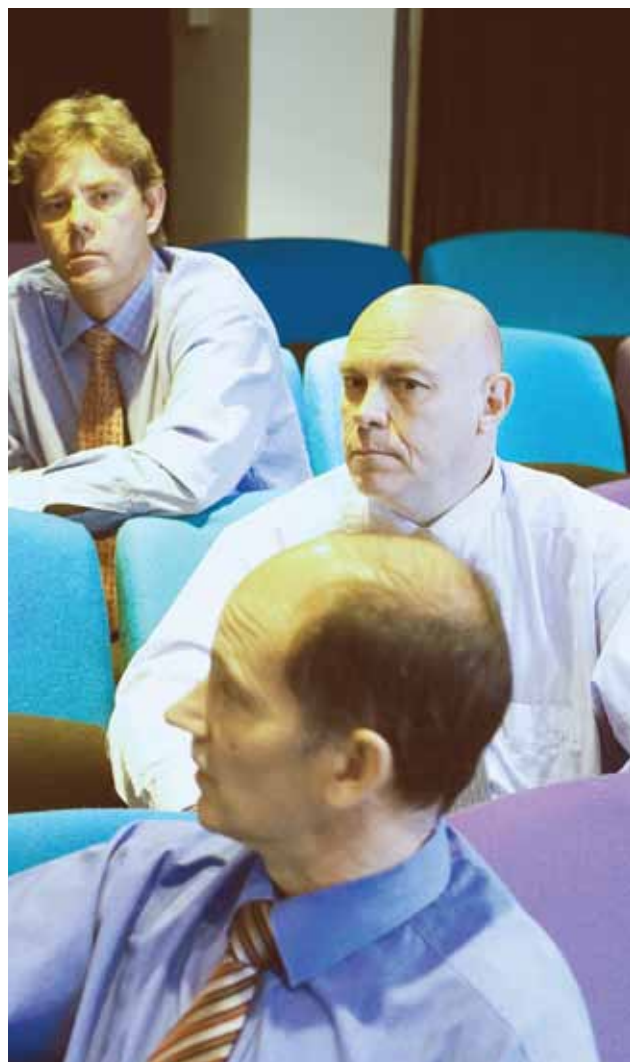


# DELIVERING ROBUST STORAGE SOLUTIONS



SHODEN DELIVERS STORAGE SOLUTIONS THAT TACKLE CURRENT AND FUTURE PAIN POINTS, WHILE REMAINING TRUE TO THEIR WELL-ESTABLISHED INDUSTRY PEDIGREE.

WORDS RODNEY WEIDEMANN



From a business perspective, the most important asset you have after your people is your information. Data, therefore, needs to be looked after in much the same way an organisation will look after its employees – carefully. It is thus vital that the storage solutions a company uses are capable of delivering the highest levels of reliability and availability.

“Data is the lifeblood of all organisations. Therefore, one of the core pillars of Shoden Data Systems’ business is built on the storage solutions we deliver. Because we have played in this space for quite some time, we understand the requirements of enterprise storage from our customer’s perspective. We are aware of what their biggest challenges are and we have technology that is specifically designed to help manage these challenges,” says Mark Slade, director for sales and business development at Shoden.

“Customers are constantly faced with the pressure to reduce costs. However, the rapidly increasing storage requirements facing large organisations mean that storage costs are continuing to grow. This is mostly down to the fact that as the amount of storage increases, so the resources required to manage it increase. It is the people cost, rather than that of the technology, that is driving costs higher.”

To this end, Slade says that what customers really need is a solution that can automate many of these management tasks, reducing the amount of hands-on management required.

### VIRTUAL STORAGE PLATFORM

“Shoden is one of Hitachi’s key partners, and Hitachi’s new Virtual Storage Platform (VSP) is designed to tackle not only the automation issue, but a wide variety of other business drivers as well. The focus is on reducing complexity, as well as maximising the utilisation of capacity, in order to ultimately do more with less.

The Hitachi VSP allows customers to substantially reduce their storage infrastructure costs through the efficient and optimal use of both high-performance SSD and high capacity SATA drives in a single, dynamically managed storage pool. The VSP is setting new standards for integrated data tiering and placement, as well as for throughput and performance figures.

The new array can also allow customers to reduce their total cost of ownership per terabyte

by as much as 33 percent. In addition, it can also achieve a 30 percent reduction in power, cooling and floor space costs,” says Slade.

By delivering smaller technology footprints, the floor space, power and cooling requirements are reduced. At the same time, it automatically understands the frequency and type of access of the data. This means the technology automatically aligns the business requirements and storage needs, dramatically reducing the administrative workload.

“Hitachi Storage Technology has a record that speaks for itself. We have installed this technology at four of the five largest banks in South Africa, two of the top three telcos and two of the largest insurance companies in the country. If organisations of this size and nature, whose data is so crucial to their operations, are happy to entrust their storage to Shoden, then clearly we are doing something right,” states Slade.

### KEY DIFFERENTIATORS

According to Slade, Shoden’s crucial business differentiator is the complete turnkey solutions that the company offers its customers. He says that this is possible because Shoden clearly understands the challenges faced by customers in respect of issues like high availability, unlimited scalability and unquestionable reliability.

“In addition, we can provide consultancy services around both the technology and architecture of storage. We are also able to conduct financial measurements that explain to the customer how best to reduce costs over time.”

The main challenge with storage, he says, is that it requires a long-term focus. It is a process that encompasses archiving technologies, different access methodologies, not to mention compliance and governance principles.

“This is where Shoden has the edge. The company provides a full complement of solutions and consultancy services, covering primary enterprise storage, network-attached storage, solid state disk technologies, data replication, continuous data protection, content archiving solutions and compliancy,” he says.

### LOOKING AHEAD

“The storage arena has become dynamic in recent times. There has been talk of new connectivity options being introduced into the data centre. It is expected that this will create a fundamental change in the manner of accessing data, right

down to the server level. Obviously, Shoden will be at the forefront of such changes.”

He points out that the face of storage is changing. As the integration between storage vendors and applications owners increases, so he expects to see storage becoming more intelligent and dynamic.

“From a Shoden perspective, storage is one of our key business pillars, something on which we are extremely focused. Not only do we partner with Hitachi, a world leader in enterprise storage

## “WE EXPECT TO BE AT THE FOREFRONT OF DEVELOPING NEW STORAGE CAPABILITIES AND TECHNOLOGIES.”

MARK SLADE

solutions, but we also have a massive installed base among SA’s leading organisations.”

Slade says Shoden understands the pain points, such as lack of skills, high costs and the ever-increasing amounts of data, that impact its customers. The company, therefore, aims to provide sophisticated solutions to all its large customers, along with the techniques needed to overcome their challenges.

“Our goal is to deliver a solution that not only solves our customers’ existing problems, but also addresses potential future pain points. At the same time, it will maintain the pedigree and heritage of proven performance and robustness that has been delivered by previous solutions.

“For this reason, the roadmap we’ve been shown by Hitachi is really impressive. Our partners envisage 50-terabyte-capacity hard disk drives in the near future, not to mention the adoption of cloud storage strategies. Therefore, we expect to be at the forefront of developing new capabilities and technologies. These will include self-optimising and self-provisioning solutions that are truly automated, thereby minimising any potential points of failure,” he concludes. **B**