DataCore Emerges As a Leader
in the New Era of Storage

Analyst: Michael Fisch

There's a new earthquake emanating from storage tectonic plates beneath the enterprise data center. Enterprise IT managers have begun to shift their attitudes on storage from "performance and availability at all cost" to "performance and availability at an optimized cost". No one doubts that information is critical to modern business and is growing very quickly. But budgets are relatively flat, and IT departments are looking for more cost-effective approaches to store and manage evermore enterprise data. **The hot button has become centralized management of heterogeneous storage** because it lowers administrative costs (the largest cost in the long run), provides flexibility in procurement, and enables tiered storage classes – where high-end arrays are used for critical applications and less-costly storage for others. As a result, the competitive playing field for storage vendors is also shifting.

DataCore Software just announced another OEM relationship for its *SANsymphony* storage management software, this time with Hitachi, Ltd. Hitachi sells a broad line of storage arrays under its *SANRise* brand to the Japanese market and will now include *SANsymphony 5.0* in this offering as a network platform for storage virtualization (i.e., pooling and managing heterogeneous storage), data replication, and resource management. This is clearly a good partnership for DataCore. Hitachi is a major storage player in Japan, as it is in North America. Why do we find this significant?

In the previous decade, best-of-breed standalone storage arrays were the preferred solution for larger enterprises, but the focus is shifting to *management simplicity in heterogeneous storage environments*. The need for fast, robust storage will not go away, but it is now more important for the overall environment to be centrally managed and cost optimized. Products that enable this will be an increasingly important part of storage solutions. Furthermore, there is mounting evidence that this is already happening.

- **Storage virtualization platforms and policy-based automation – technologies that facilitate heterogeneous environments – are gaining momentum in the market.** Virtualization platforms pool together storage arrays, and policy-based automation directs and manages storage resources with minimal human intervention. A number of storage vendors are delivering products in these areas. After years of talking about pooling storage and simplifying administration, many enterprises are now starting to gain the promised efficiencies.

- **DataCore has emerged as a leader in these technologies.** Enterprises are adopting its SANsymphony software, a storage virtualization platform that includes policy-based automation. Moreover, major storage vendors like IBM, Fujitsu Softek, and now Hitachi, Ltd., are now selling it to their customers for a variety of uses.

A tectonic shift is well underway, and it appears that DataCore is leading the way. Enterprises that desire more cost-effective storage should consider adopting these "new-era" technologies.

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