

INFINIDAT

Corporate Style Guide

EMEA and APJ, April 2019

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Introduction

This document contains a set of guidelines designed to provide a consistent corporate identity across all communications. Whether online, in print, in broadcast media, or at trade events, the same benefits and key visuals should reappear. A coordinated identity provides greater brand awareness and clarity in all corporate and marketing communications, and helps clearly identify and differentiate Infinidat in the marketplace.

IMPORTANT The use of Infinidat logos, taglines and service marks in all communications must be in accordance with the guidelines set forth in this document. The guidelines must also be followed uniformly throughout the organization as well as by partners and vendors. Proposed use of any logo applications other than those expressly permitted in this document must be approved in advance by the marketing department.

Questions concerning these guidelines, their application, or an application not covered herein, should be directed to:

Katya Holmkvist,
Chief Designer

E kholmkvist@infinidat.com
T +972 73 3949646

Visual Identity

The Infinidat visual identity system, presented within this style guide, includes the corporate logo, typographic standards and graphic design templates. The components of the Infinidat visual identity system have been carefully chosen to work together in positioning the company consistently across all media. Standards defined within this manual are to be strictly adhered to, without exception. Substitution, modification or creative interpretation of any of the visual identity standards or components is strictly forbidden.

General Company Information

COMPANY NAME

Infinidat is used by the company in all day-to-day communications, correspondence, presentations and marketing materials. In legal uses, such as in proposals, contracts and official correspondence, the legal incorporated name of the company must be used.

COMPANY BOILERPLATE

Founded in 2011 by storage industry pioneer Moshe Yanai, Infinidat helps customers empower data-driven competitive advantage at multi-petabyte scale. Infinidat’s software-focused architecture, an evolution and revolution in data management design over 30 years in the making, solves the conflicting requirements of bigger, faster, and less expensive. Infinidat technology simultaneously delivers sub-millisecond latency, seven nines of availability, and hyperscale capacity with a significantly lower total cost of ownership than incumbent storage technologies.

SHORT COMPANY DESCRIPTION

Infinidat helps customers drive petabyte-scale competitive advantage while providing faster-than all-flash performance, seven nines availability, and the industry’s lowest total cost of ownership.

Product Descriptions

InfiniBox®

InfiniBox® by Infinidat provides multi-petabyte enterprise storage with scalability exceeding 8PB in a single 42U rack, faster than all-flash performance, seven nines (99.99999%) availability, and multi-protocol support with incredible ease of use. With a disruptive price point, InfiniBox also provides unprecedented value for modern enterprise storage. Available in multiple configurations, InfiniBox enables customers to acquire, store, and analyze the most data to achieve competitive advantage.

InfiniGuard®

InfiniGuard® by Infinidat is a multi-petabyte-scale, application-aware data protection appliance that stores up to 40 petabytes and provides fast data restores to ensure seamless business continuity. InfiniGuard is based on the same Infinidat software architecture that powers InfiniBox and supports a rich set of data protection software ecosystems/solutions from Commvault, Dell EMC, IBM, Microsoft, Oracle, SAP, Veeam, Veritas, and VMware.

InfiniSync®

InfiniSync® by Infinidat is the world’s first solution for zero RPO synchronous data replication over a virtually infinite distance, with no latency impact. InfiniSync utilizes multiple data transfer capabilities including wired, wireless, and cellular protocols to ensure complete data integrity in the event of a power or network outage. InfiniSync is also designed to withstand any possible disaster, with protection against direct flames, a high impact drop, penetrating forces, and water immersion.

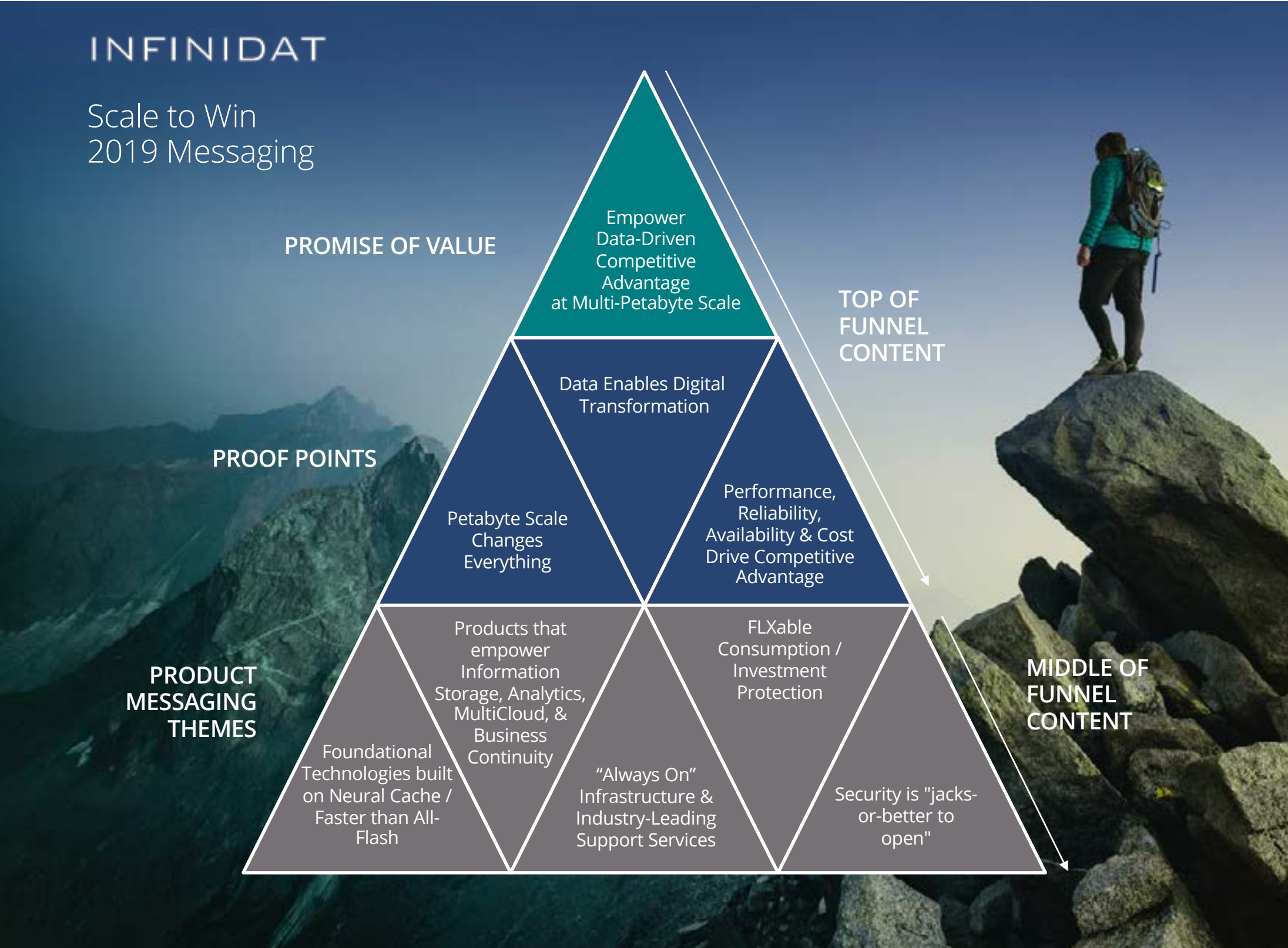
Neutrix Cloud®

Neutrix Cloud® by Infinidat is a sovereign public storage cloud that offers multi-petabyte cloud file systems and block volumes that are simultaneously accessible from AWS, Microsoft Azure, Google Cloud Platform, VMware Cloud on AWS, and other public compute clouds. Neutrix Cloud is a pure OpEx storage IaaS and can be employed as a standalone service or used with an on-premises InfiniBox for on-demand business continuity and disaster recovery.

Messaging Guide

ELEVATOR PITCH

"At Infinidat, we help customers empower their competitive advantage by solving petabyte-scale data storage challenges. Our solutions are faster and more reliable than incumbent storage providers—at a fraction of the cost."



Copyrights

COMPANY NAME

It is imperative that Infinidat protect the intellectual property of all documents and publications. Please make sure that the following phrase is included in every written or published communication:

© **Infinidat 2019. All Rights Reserved.** (Exceptions to this policy may exist for client-owned documentation).

INTERNAL DOCUMENTS

All internal documents not intended for external publication or general distribution should include the following statement:

Infinidat Proprietary and Confidential

Corporate Logomark

PRINCIPAL GUIDELINES

The Infinidat logo is a specially designed symbol and is the primary graphic component of the corporate identity system. The logo is the only acceptable symbol to be used to represent Infinidat. It must appear in its entirety and may never be cropped, distorted or used on an angle.

Variants of this logomark developed by partners or vendors are not acceptable. When used in color, the logo should conform to the specific CMYK and RGB colors listed here. When used in black and white form, use only as directed in this Style Guide.

The logo should be placed as shown below, in color, on a white background or in white on an approved color. For all other instances, please reference the following pages for usage guidelines.

INFINIDAT

Good Examples of Logo Background



Bad Example of Logo Background



Product Logomarks

PRINCIPAL GUIDELINES

The Infinidat product logos are the only acceptable symbols to be used to represent the Infinidat products. They must appear in their entirety and may never be cropped, distorted or used on an angle.

Variants of this logomark developed by partners or vendors are not acceptable. When used in color, the logos should conform to the specific CMYK and RGB colors listed here. When used in black and white form, use only as directed in this Style Guide.

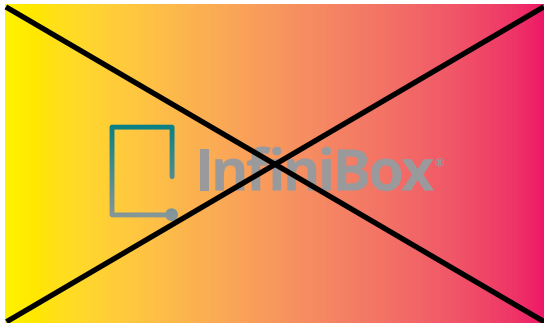
The logos should be placed as shown below, in color, on a white background or in white on an approved color. For all other instances, please reference the following pages for usage guidelines.



Good Examples of Logo Background



Bad Example of Logo Background



Corporate Logo Files for Download

LOGO POSITIVE

Use this logo for any official correspondence or documents, as per approved electronic templates for these items.

INFINIDAT

Download for Print 
Download for Web 

LOGO SOLID

Use this logo for conference sponsorship where the logo will appear along with other logos.



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Download for Print 
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LOGO REVERSE

Use this logo for any approved color backgrounds.

INFINIDAT

Download for Print 
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Product Logo Files for Download

LOGO POSITIVE

Use this logo for any official correspondence or documents, as per approved electronic templates for these items.



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InfiniGuard®

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InfiniGuard®

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Neutrix Cloud®

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Neutrix Cloud®

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LOGO REVERSE

Use this logo for any approved color backgrounds.



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InfiniGuard®

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InfiniGuard®

Download for Print 

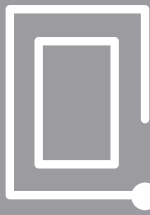
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InfiniSync®

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InfiniSync®

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Download for Web 



Neutrix Cloud®

Download for Print 

Download for Web 



Neutrix Cloud®

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Download for Web 

Partner Logo Files for Download

The following logos are for use by approved Infinidat partners only. Questions concerning these logos, partners and channels and should be directed to:

Karine Haase
Events & Channel Marketing Manager

E: khaase@infinidat.com
T: +972 733949671



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Logomark Sizing, Scaling and Exclusion Zone

LOGO SIZING

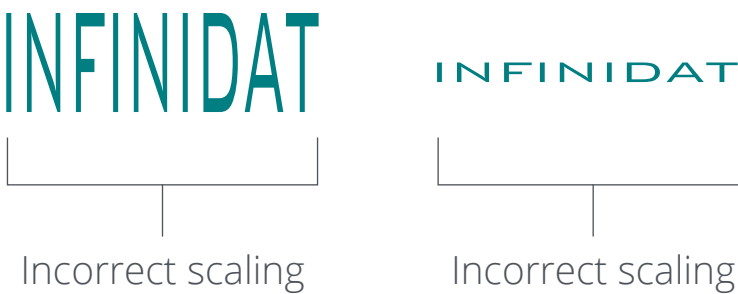
The size of Infinidat logo to be used in a communication depends on the audience, the desired emphasis, the other visual elements and the layout. The following guidelines should be followed when sizing the logo:

- The logo should never appear smaller than 35 mm wide.
- The logo should never appear smaller than another company's logo in any document, collateral or electronic copy. Exceptions to this policy may exist in co-branding situations and in client proposals.
- For use on Web pages, the Infinidat logo must be no smaller than 144 pixels in width or 15 pixels in height.



LOGO SCALING

The logo should always be scaled proportionally. The logo is never to be stretched or distorted.

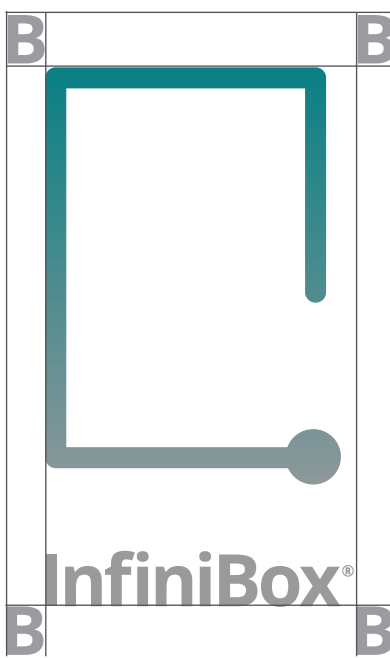


EXCLUSION ZONE

To protect the visual integrity of the logomark, it should always be surrounded by an exclusion zone. By this we mean no text or other graphic elements may be placed inside this predetermined area. The minimum zone is one width of the logo "D" for the Corporate logo or "B" for the Product logos (as indicated to the right). This zone is also the minimum distance to the edge of the paper for printed applications, and to the edge of the screen in web applications. Wherever possible, there should be even more space around the logo. This exclusion rule is to establish a minimum distance allowed.

The exclusion zone should be rigorously adhered to in all applications, for print and web.

The gray lines indicate the exclusion zone. The areas indicated by the lines represent the minimum distance from the border of a paper or from other graphic elements or text. The gray line and the gray-lined logo symbol serves as a guide only—do not print them.



Typography

For external marketing use, Infinidat materials should be prepared using the Open Sans Pro type family. Body Copy should be set in Open Sans Pro Light while subheads should run in Open Sans Pro Bold, and headlines in Open Sans Pro Light. Text should have a minimum of hyphenation.

For internal use on letterhead, proposals and PowerPoint presentations, Arial should be used.



abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""'?&+/()™©@

Open Sans Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""'?&+/()™©@

Open Sans Pro Regular

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""'?&+/()™©@**

Open Sans Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""'?&+/()™©@

Arial

Color Palette

Below are the main colors that are to be used throughout all Infinidat promotional materials. They are shown with breakouts in CMYK, PMS, RGB and Web-safe color, so the colors are reproduced consistently across all platforms.

CMYK (Cyan, Magenta, Yellow and Black) process colors, also called 4-color printing process. This method uses four basic colors printed in screens to achieve the desired color. This should be the default color mode used in all cases unless specified by the vendor.

PMS PMS stands for Pantone Matching System. PMS colors should be used only when a digital printer is not an option or when specifically requested by a vendor.

RGB (Red, Green, Blue) is used for on-screen purposes, such as PowerPoint.

HEXADECIMAL # (Web-Safe Colors) is used for web and on-line applications.

Primary Colors



CMYK: 87-33-47-8
PMS C: 3557
PMS U: 3145
RGB: 0-126-130
Hex#: 007e82



CMYK: 42-35-32-0
PMS C: Cool Gray 7
PMS U: 408
RGB: 156-155-159
Hex#: 9c9b9f



CMYK: 0-26-100-0
PMS C: 1235
PMS U: 116
RGB: 254-191-15
Hex#: feb0f

Accent Colors



CMYK: 95-80-30-15
PMS C: 105-8
PMS U: 295
RGB: 39-68-114
Hex#: 274472



CMYK: 70-16-40-0
PMS C: 2460
PMS U: 2401
RGB: 74-166-161
Hex#: 4aa6a1



CMYK: 20-75-100-8
PMS C: 7584
PMS U: 2349
RGB: 188-90-40
Hex#: bc5a28



CMYK: 56-50-45-12
PMS C: 424
PMS U: 2333
RGB: 117-113-117
Hex#: 757175



CMYK: 10-20-55-0
PMS C: 10-2
PMS U: 3599
RGB: 230-198-133
Hex#: e6c685



CMYK: 68-58-51-30
PMS C: 10392
PMS U: 7547
RGB: 79-83-89
Hex#: 4f5359

Image Style

Man and Nature

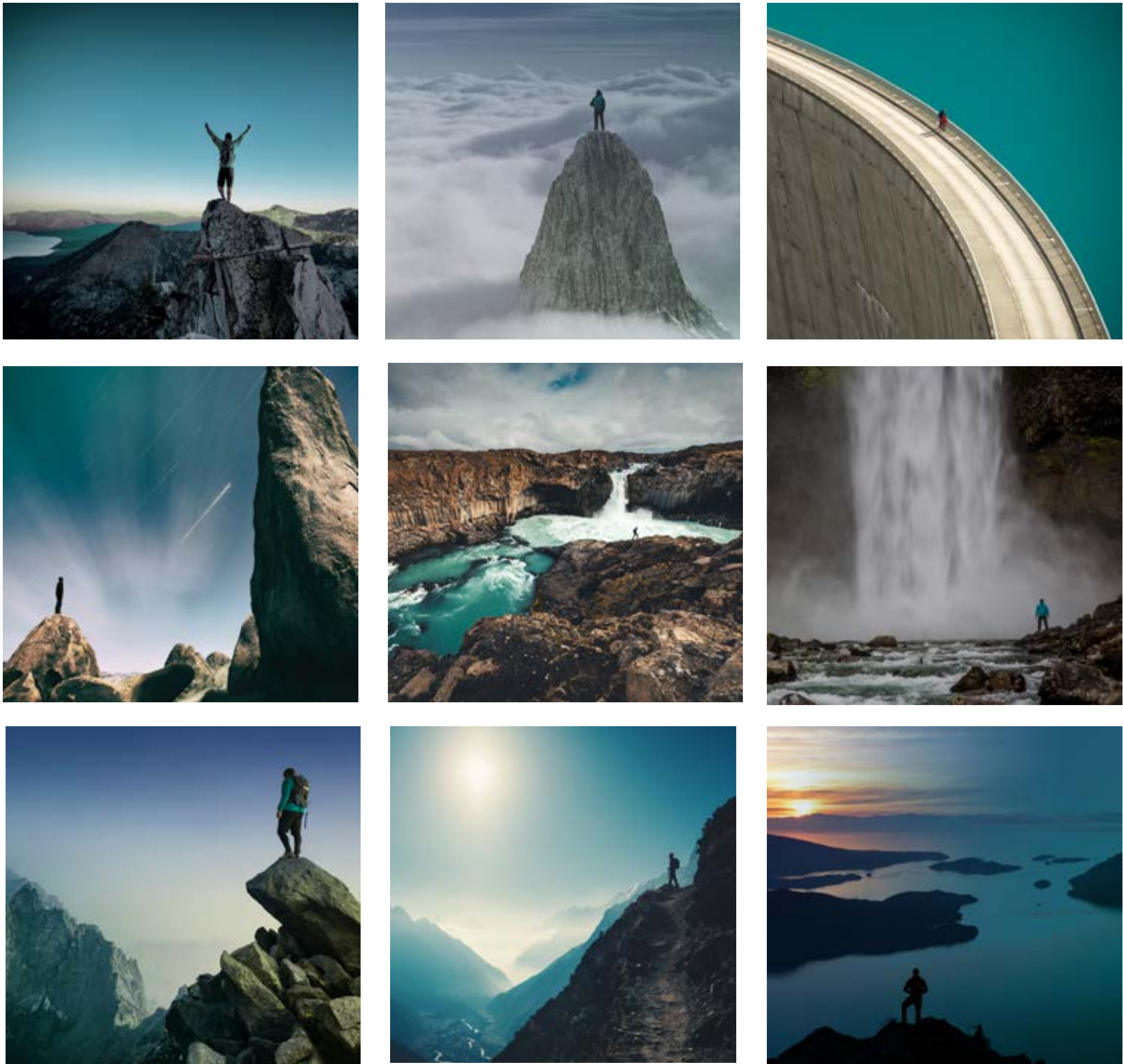


Image Style

Nature

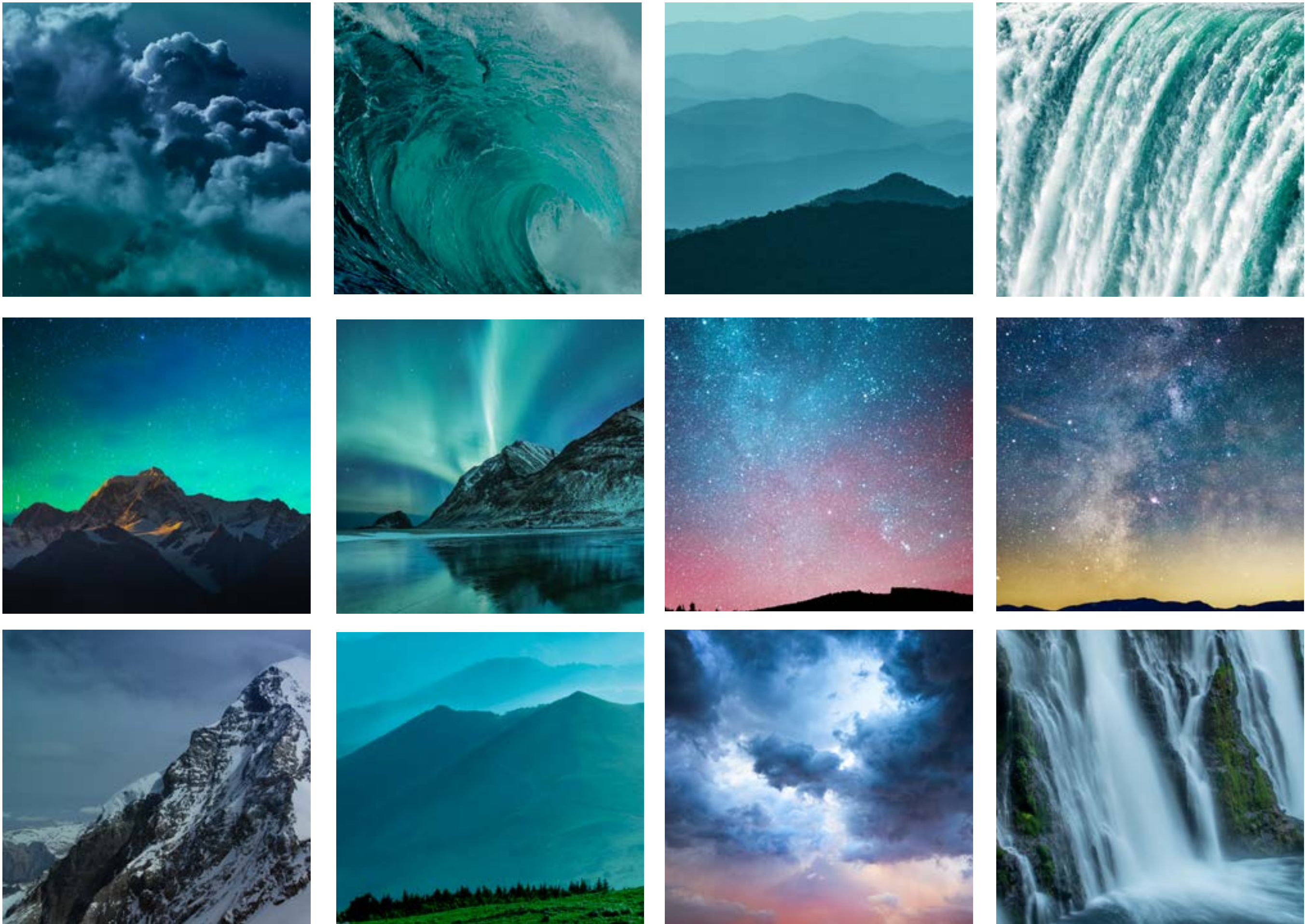



Image Style

Business



Stationery and Business Cards

INFINIDAT



INFINIDAT

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Chief Marketing Officer

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Waltham, MA 02451
1.855.900.4634
info@infinidat.com
infinidat.com

Electronic Stationery, Email Signature and Email Banners

Electronic Stationery



Email Signature



Christie Flanagan
Sr. Director, Marketing, **Infinidat**
T +1 631.921.0133 E cflanagan@infinidat.com

Email Banners



Tradeshow Booths

20x40 Exhibition Booth

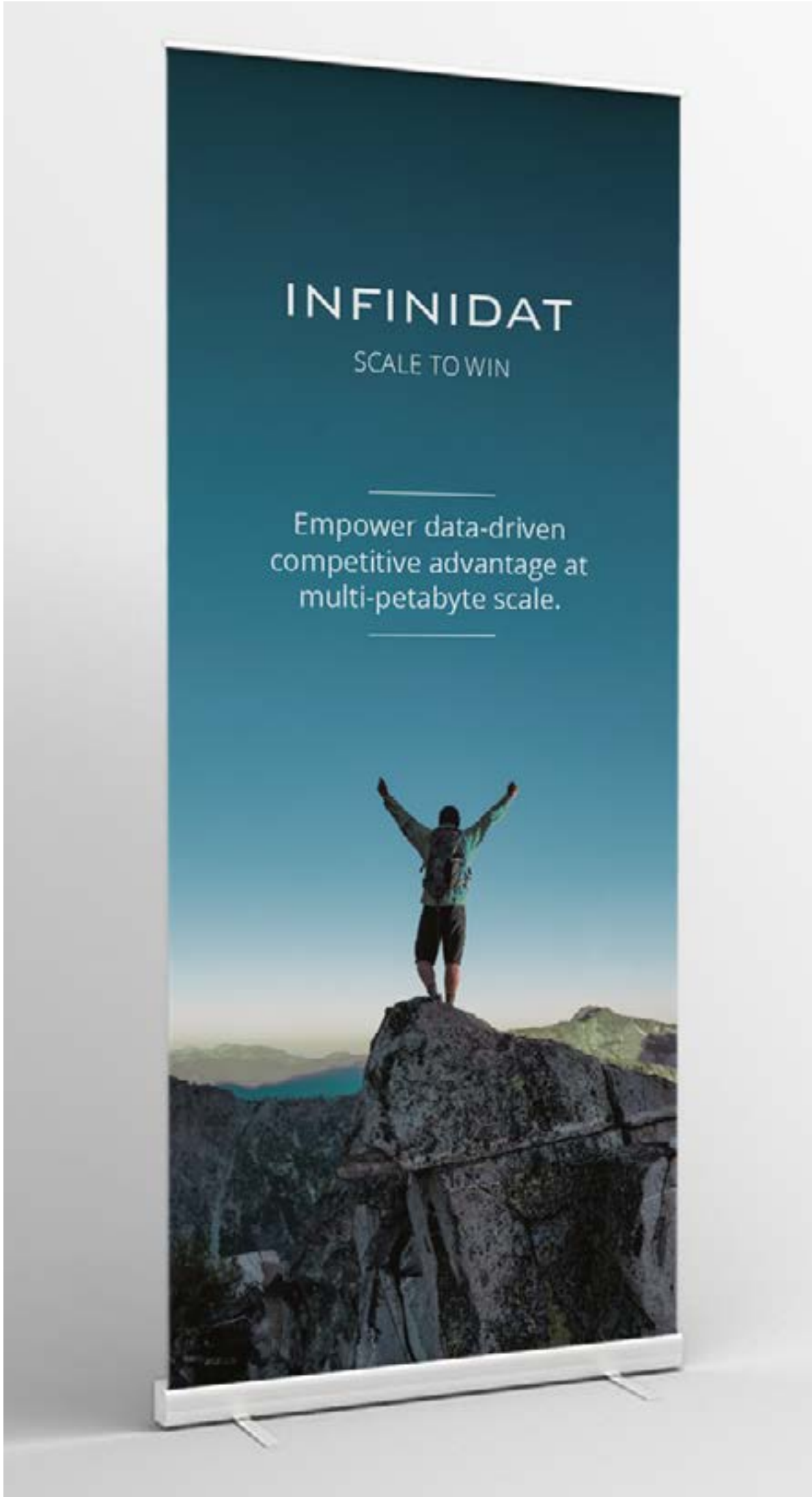


Tradeshhow Booths

Conference Provided Booth

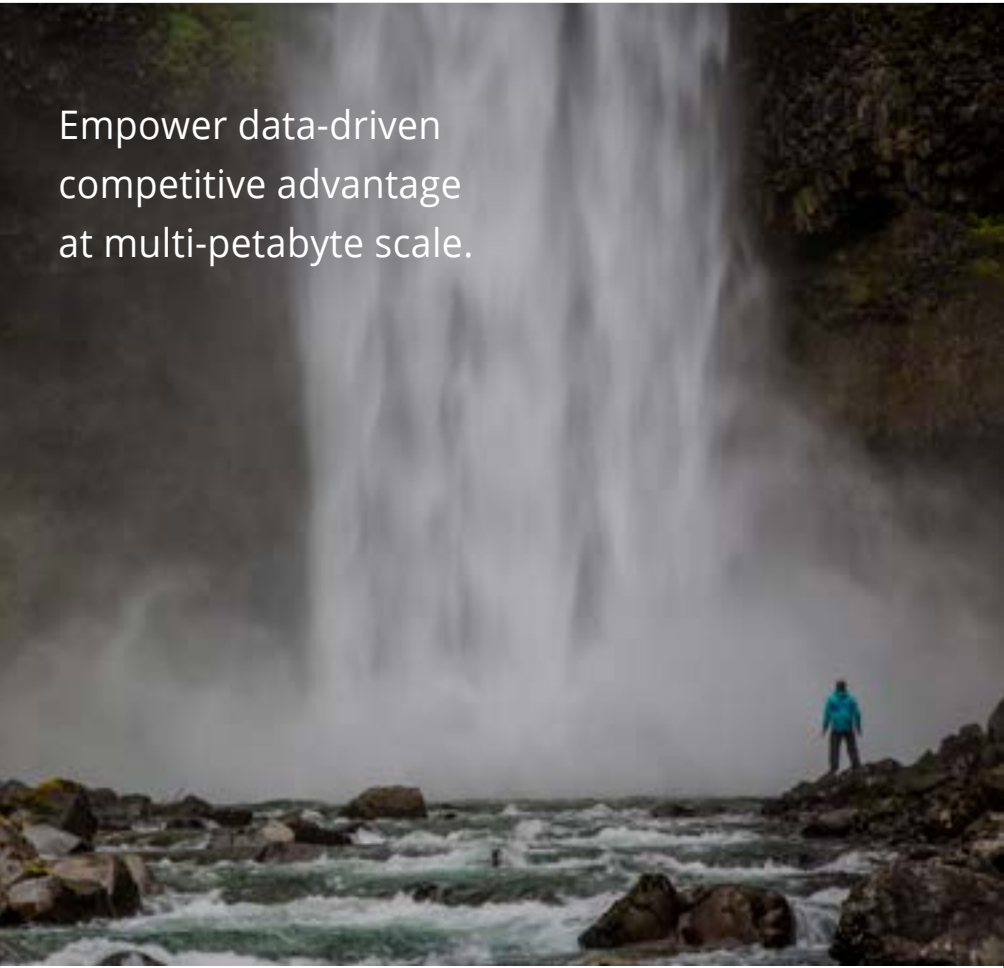


Trade Show Banners



Download
Roll-Ups

Print Advertising




Empower data-driven competitive advantage at multi-petabyte scale.

Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros, duis ut quis. Quisque mauris orci lorem. Ipsum laoreet consectetur varius inceptos mi, et sed laoreet.

Tincidunt tempus. Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros.

INFINIDAT

SCALE TO WIN | VISIT INFINIDAT.COM



Don't let data storage limit your company's competitive advantage.

Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros, duis ut quis. Quisque mauris orci lorem. Ipsum laoreet consectetur varius inceptos mi, et sed laoreet.

Tincidunt tempus. Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros.

INFINIDAT

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Spark endless innovation with infinitely scalable data storage capacity.

Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros, duis ut quis. Quisque mauris orci lorem. Ipsum laoreet consectetur varius inceptos mi, et sed laoreet.

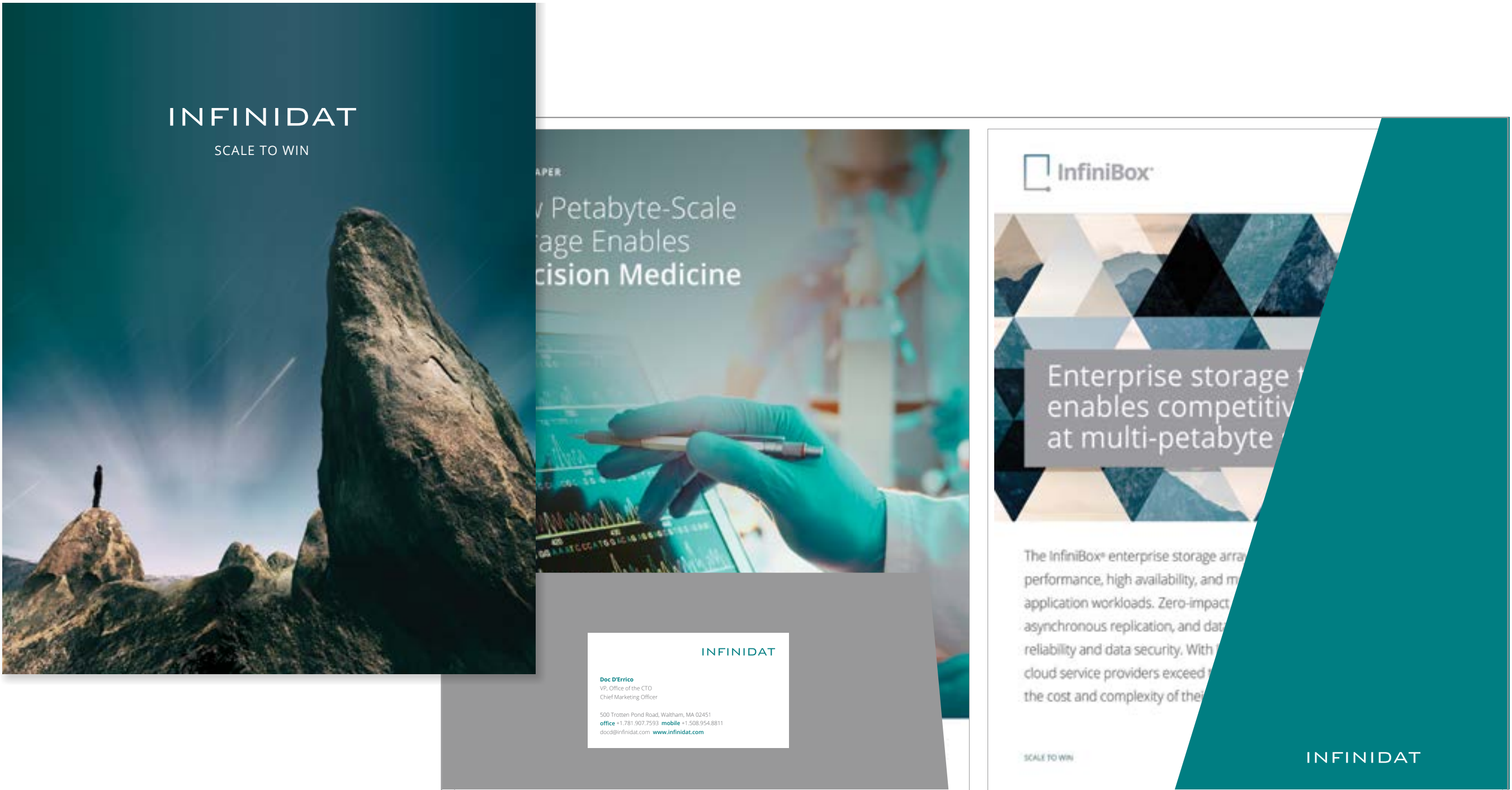
Tincidunt tempus. Lorem ipsum dolor sit amet, erat magna, amet mi felis iaculis conubia, lorem unde nec proin eu, nec nec turpis libero eros.

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Marketing Collateral

Folder



Product Data Sheets





Enterprise storage that enables competitive advantage at multi-petabyte scale

The InfiniBox® enterprise storage array delivers faster-than-all-flash performance, high availability, and multi-petabyte capacity for mixed application workloads. Zero-impact snapshots, synchronous replication, asynchronous replication, and data-at-rest encryption assure maximum reliability and data security. With InfiniBox, enterprise IT organizations and cloud service providers exceed their service level objectives while lowering the cost and complexity of their storage operations.

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INFINIDAT



HIGH PERFORMANCE
A truly innovative cache management algorithm combined with an ultra-efficient data layout (InfiniLayout®) delivers maximum performance at a fraction of the cost of all-flash arrays. High throughput, at sub-millisecond latency, is the key to high performance operation as well as powering synchronous and asynchronous replication for block and file.

HIGH AVAILABILITY AND RELIABILITY
InfiniBox's self-healing architecture, combined with our patented InfiniGuard and predictive failure analysis, delivers seven nines (99.99999%) availability and non-disruptive upgrades. The InfiniBox hardware redundancy design (n+2) enables rapid recovery from any component failure.

MULTI-PETABYTE SCALE
Maximum system capacity utilization is possible due to extremely efficient thin provisioning, continuous space reclamation, and inline data compression. Packaged in a single 42U rack and scaling to well over 8PB or more effective capacity, multiple system consolidations are easy to accomplish and remarkably cost-effective.

BUSINESS AGILITY AND CONTINUITY
Space-efficient, low-impact snapshots simplify data protection as well as accelerating agile development and quality assurance with nearly infinite copies of your data. Integrated synchronous and asynchronous replication provides the highest levels of data reliability for both on-site and off-site business continuity and disaster mitigation planning.

SIMPLE AND POWERFUL MANAGEMENT FOR MULTI-TENANT ENVIRONMENTS
An intuitive HTML5 GUI simplifies the most complex storage management operations. A comprehensive RESTful API and a powerful CLI help automate complex tasks, including policy management for Quality of Service. Easily facilitate service level coordination across tenants, workloads, and volumes. Monitor and measure all feature performance elements using InfoMetrics.

UNIFIED STORAGE
InfiniBox concurrently provides FC, iSCSI, NFSv3 and SMB protocols in a single, common platform managed through a single, simple, and consistent management interface.

CONNECTIVITY AND INTEGRATION
InfiniBox integrates with the critical business applications in your data center using native interfaces. The InfiniBox ecosystem includes a rich solution portfolio for platforms such as virtualization, databases, backup and recovery, and more. Our fast and intuitive host connectivity and storage provisioning Host PowerTools reduces management tasks from days or hours to seconds!



SCALE TO WIN | sales@INFINIDAT.com | +1.855.300.4634

INFINIDAT







Petabyte-scale data protection with lightning-fast recovery

InfiniGuard® offers unmatched speed and reliability in data backup and restore capacity for high-performance business continuity and disaster recovery. Built with the market-leading InfiniBox® to optimize performance and target-side dedupe processing, InfiniGuard enables you to maximize effective capacity for multi-petabyte datasets.

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Synchronous mirroring over infinite distance

InfiniSync® is a highly resilient and easily implemented zero-data-loss solution enabling a simple two-data-center topology for a RPO of Zero and the lowest possible TCO. InfiniSync solves the limitations of synchronous replication (distance) and asynchronous replication (RPO) providing complete data integrity and application consistency at any distance.

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INFINIDAT





Sovereign cloud storage enabling public cloud competition

Neutrix Cloud® from Infinidat enables you to enhance workload agility and easily move workloads without moving data. Achieve high performance, high availability for production and test/dev environments while eliminating hidden cloud costs for storage.

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INFINIDAT

Product Data Sheets



DATA RESERVE

Capacity on Demand

The purchasing model that helps organizations manage unpredictable data growth with a predictable cost. In today's increasingly complex business landscape, executives want to focus on business innovation and growth rather than their infrastructure. IT managers, with limited infrastructure budgets, need a quick and simple solution for uncertain data growth without sacrificing any performance. Capacity on Demand (COD) is that solution.

HOW COD IS CALCULATED

COD is calculated based on the total capacity presented to the server applications. For the Infinitat, this is as defined within the Infinitat as "virtually allocated, but not used" space.

For Infinitat, COD capacity is calculated based on the sum of the Total Size After Reduction for all Data Deduplication Engines (DDEs) in the system-See Figure 2.

HOW COD IS MEASURED AND BILLED

All capacity increases are evaluated daily via Call Home Support and based on the highest level of allocated capacity (physical or consumed capacity (both)) during the current billing period.

COD increases are billed in 10TB increments. Once acquired, you don't incur any future charges for that capacity.

What COD Includes

Included with COD at no additional charge:

- Full use of Near Line Cache and all media (DRAM, SSD, Disk) to maximize performance and reliability
- All Infinitat capacity associated with Infinitat snapshots and replication on the source system
- COD makes adding capacity simple and risk-free. You never need a call support for a new license key, wait for a shipment of hardware, schedule a maintenance window, and wait for a service technician to show up. With COD, more capacity is ready to allocate and go! Innovative and grow with friction-free COD.

PERFORMANCE

RELIABILITY

INITIAL CAPACITY

100%

CAPACITY ON DEMAND

SCALE TO WIN

INFINITAT

Capacity on Demand

OUR APPROACH TO CAPACITY ON DEMAND

With CDD, customers leverage cloud storage economics within their own data center. It is the best of both worlds, providing high performance, flexible usage, and incremental payment as storage requirements grow. All this is done while limiting the associated risks of cloud computing by keeping business-critical data in the local data center. CDD provides cost predictability in an unpredictable world.

HOW INFINIDAT'S CAPACITY ON DEMAND WORKS

Customers take delivery of an entire InfiniBox or InfiniGrid, only paying for the storage capacity they need initially. When they need more capacity, they simply access it online and pay for it. No calls to support for another license. No long waits for new hardware. No scheduling headaches. Customers can purchase a minimum initial capacity, and then purchase additional storage needed in increments of 10TB. Once purchased, no additional costs are incurred for that additional storage. The beauty of this CDD model is that the storage is already sitting in the data center, waiting to be used. When the business comes looking for more capacity for a new application or big data project, it is already there, ready to be put to work. Even better, since the entire array is already on the floor, customers benefit from the full performance and reliability of the system from the first day it is installed and configured.

System Capacity

Initial Allocation: **2,331 TB**

Available: **1,408 TB**

Allocated within pool: **1,073 TB** | Total capacity: **1,408 TB** | Free: **335 TB**

Remaining: **3,508 TB**

5.3%

Allocated within pools: **952.57TB**

Total: **1,070 TB**

Figure 1 - InfiniBox CDD calculation based on "Allocated within pool"

System Overview

IDA B2400

100 TB

Allocated CDD Capacity

204 Capacity: **885.84TB** % of Capacity

Available On-Disk Capacity: **885.84TB** 100.0%

Data Reduction Statistics

Data Size Before Reduction: **1.80TB**

Data Size After Reduction: **629.57GB**

Figure 2 - InfiniGrid CDD calculation based on "Data Size After Reduction"

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INFINIDAT

DATA SHEET

InfiniBox® for Mainframe F1230M

The InfiniBox® storage array is based on an innovative software platform built on top of industry standard hardware. InfiniBox features predictable high performance, scalability to 100TB of capacity, 99.99999% uptime, and unmatched TCO for mission-critical workloads in mainframe environments. With InfiniBox, organizations can lower both the cost and complexity of their mainframe storage operations.

The InfiniBox F1230M utilizes unique memory and an SSD caching layer enabling the InfiniBox to achieve all-flash performance for most mainframe workloads. InfiniBox's high availability and efficiency is based on a unique de-clustered RAID-like algorithm called InfiniRAID®.

The InfiniBox F1230M is designed to handle any number of workloads from your most critical to a consolidated data protection solution enabling faster data access.

Capacity	F1230M
Online Capacity	100TB
Performance Features	
Memory	384GB
Flash Cache	24GB

Connectivity and integration

FC/N Ports	24x 10GbE Multispeed compatible – 10 Gbps (single, 40GbE and 100GbE range)
Connectivity	Supports iSCSI channel attachment as well as, as well as direct connection
IBM Operating Systems	z/OS (mainframe), z/VS, z/VM (mainframe), z/OS, z/VS, z/VM

Mainframe Features

FC/N Ports	FC/N attached z/OS compatible disk storage controller
	Emulates SMP (S/390) device type
	Supports iSCSI channel connected set
	Single configuration at C11 level
	Default VEC and VQ/SCT attributes to meet all your mainframe configurations
	Online code load capability

IBM Mainframe Features

	Multiple algorithms
	HyperRAID
	High Performance FC/N (z/VS)
	Extended Address Volumes (z/VS)
	IBM REXX/VS/VS/VS/VS
	Consistent Copy Volume

Scalability

	250 high I/O controllers (z/VS)
	250 unit addresses (z/VS per C11 for 63,260 total addresses per system)

High-end Licensing

	All Features Included – No Additional Cost
--	--

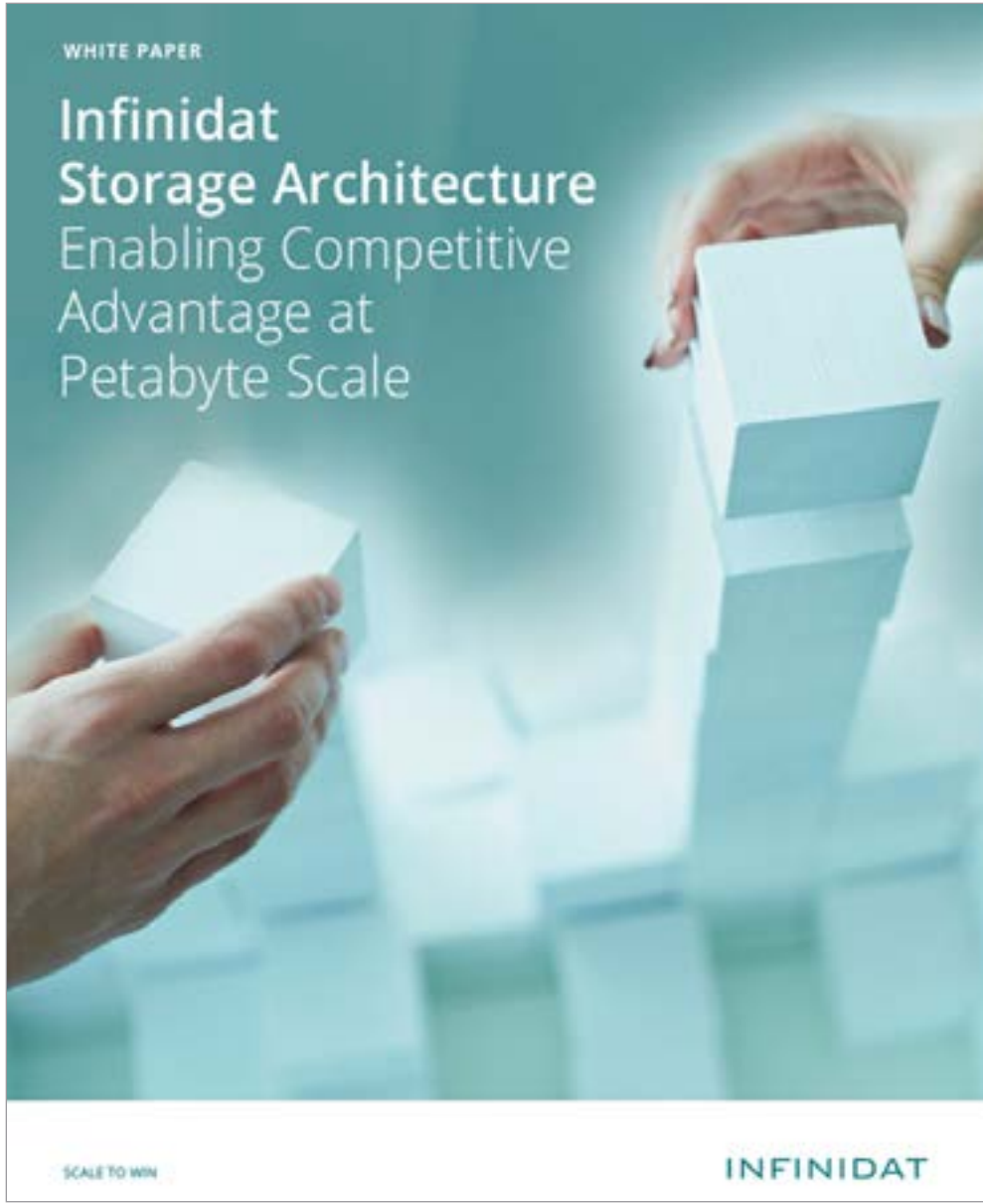
SCALE TO WIN

DATA SHEET Inhibitor for Infinidat F12000 and F12400		INFINIDAT
Physical & Environmental Characteristics		
	F12000	F12400H
Power Consumption	2.9 kW	3.0 kW
Form Factor	16U in a Standard 48.26 cm (19 in.) 42U Rack	18U in a Standard 48.26 cm (19 in.) 42U Rack
Temperature	10°C - 30°C (50°F - 85°F)	
Altitude (max)	3,050 m (10,000 ft)	
Humidity	20%-80% non-condensing	
Maximum Weight	461 kg (1,017 lb)	563 kg (1,240 lb)
Clearance Requirements	120 cm (40 in) x 72.24 cm (28.4 in)	
Input Voltage	North America: Single phase, 208V Three phase, 380V between phases International: Single phase, 220V Three phase, 380V between phases	
Input Current	North America: Single phase, 2 inputs, 30A each Three phase, 2 inputs, 20/16A each International: Single phase, 2 inputs, 32A each Three phase, 2 inputs, 9/16A each	
Input Power Frequency	50/60 Hz	
Cooling	12000 BTU/hour	

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White Papers

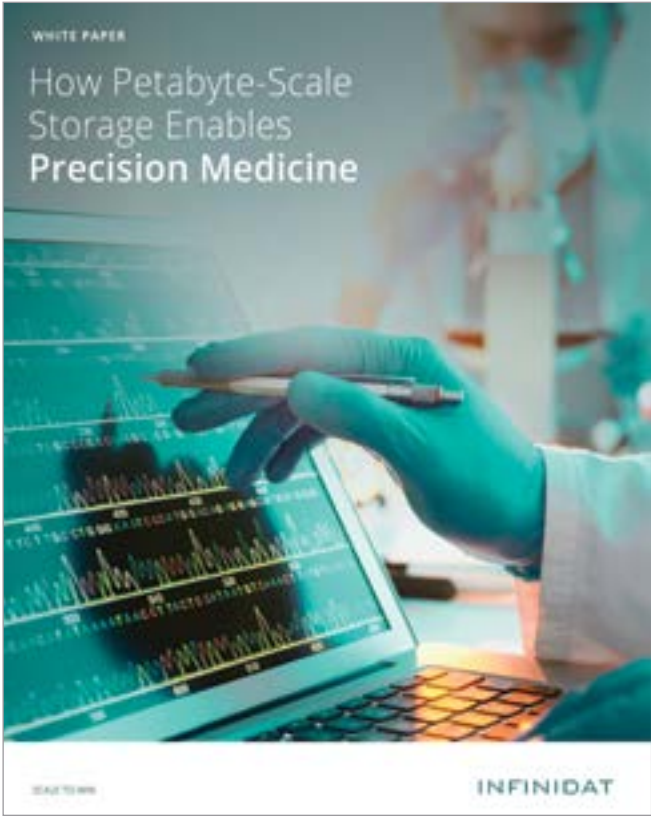
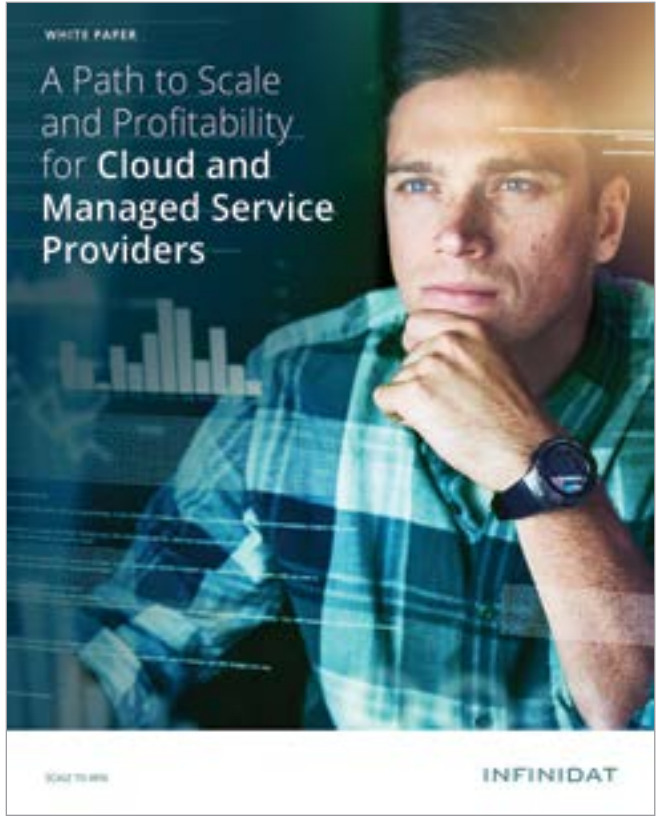


Design Principles
When designing a storage architecture to meet modern data center needs, multiple requirements must be satisfied:

CATEGORY	REQUIREMENT
Reliability	Businesses operate 24x7; downtime is not tolerated
Capacity	Exponentially increasing volumes of data, accelerated by digital transformation, disaggregated big data architectures, artificial intelligence (AI), and machine learning (ML)
Performance	As data scales, performance must keep pace to provide the same (or better) results in the same (or shorter) timeframes
Simplicity	Administrators expect simple operations, wide ecosystem integration and built-in tools to transition to DevOps models to spend less time managing storage, and more time on applications and business processes
Consolidation	Point technologies are a thing of the past; modern storage should accommodate all use cases for maximum efficiency, simplicity and cost savings
Cost	Budgets aren't scaling in line with capacity and performance growth requirements; a disruptive change in architecture is required

At the same time, Amazon, Google, and Azure clouds claim to reduce cost for the entire IT stack, and they often do for small customers who can't afford a large IT staff and often rely on one or two "jacks of all trades" to maintain their entire IT operation. However, for large organizations and regional cloud providers, adopting a more efficient IT stack—one that meets their business, technology, and financial requirements and provide them with all the benefits of the cloud within their own infrastructure, while reducing costs and maintaining sovereignty over their data.

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Solution Briefs

SOLUTION BRIEF

InfiniBox® Unified Storage: NAS capabilities

COMMON CHALLENGES WITH UNIFIED STORAGE SYSTEMS TODAY

As Network Attached Storage (NAS) continues to outpace growth expectations, storage vendors often respond to this demand by creating solutions from limited, inefficient architectures. For example, implementing NAS over SAN (which creates performance bottlenecks), providing NAS-only solutions (which creates storage silos), or providing scale-out solutions (which lack the ability to automatically distribute workloads across all nodes).

INFINIBOX—A DIFFERENT APPROACH

Unlike these solutions, InfiniBox was designed from day one to be a unified storage solution. Its core architecture is based on a data layout and metadata structure that caters to the needs of each protocol type (block and file). This core includes all the data services (snapshots, clones, dual-parity data protection, common data pooling, etc.) that both SAN and NAS need and use. This allows InfiniBox to offer a similar feature set on both SAN and NAS, simplifying storage administration and reducing footprint, cost, and complexity. Our core design and all of our development are based on three priorities—reliability, performance, and ease-of-use.

A MODERN NAS ARCHITECTURE

Designing a NAS solution from the ground up, to scale, to multiple petabytes, requires a lot of attention to performance optimization. With an extremely efficient B-tree-based metadata, InfiniBox NAS outpicks the large number of indirect metadata reads required to perform a read from a real from in large NAS environments. It always points directly to the inode, reducing read latency to the absolute minimum. Combined with a thick SSD layer to cache data and metadata, InfiniBox NAS offers an ideal combination of cost and performance.

The diagram illustrates the InfiniBox Unified Storage architecture. At the top is the **Active Grid**. Below it is a layer for **Management Services & REST API**, which contains six components: **FC**, **ISCSI**, **NFS**, **CIFS**, **FCIN**, and **Mountline**. These components are divided into two groups: **SAN** (FC, ISCSI, NFS) and **NAS** (CIFS, FCIN, Mountline). Below this is the **Core (InfiniBox Storage Software Architecture)**, which is connected to the bottom layer, **Hardware Abstraction/Independence**. A bracket on the right side of the Core layer points to a text box describing its capabilities: **Snapshots/cloning, data placement, data protection, compression, replication, auto-tiering**. A separate box at the bottom right indicates **CIFS Work in Progress**.

*Native Object protocol is a statement of direction.

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UNIFIED BLOCK AND FILE STORAGE AT SCALE

Our unified block and file solution is designed specifically to provide a complete set of capabilities including:

- ▶ Virtual capacity pools
- ▶ File systems and block devices are allocated from storage pools
- ▶ Pools can be as large as the entire Usable Capacity (for block or file)
- ▶ Pools are virtual, and share all physical resources to maximize HW utilization
- ▶ Support for NFSv3
- ▶ Up to 4,000 file systems or one huge file system, with snapshots and clones in a single array with multiple petabytes of effective capacity
- ▶ Granular export management
- ▶ Thick or Thin file systems, with sparse file support for efficiency
- ▶ Double protection across all layers (software and hardware) for resiliency
- ▶ Self-Encrypting Drives (SEDs) for data security
- ▶ Thin, non-locking, smart snapshots and clones for fast backup, recovery, and testing
- ▶ Run SAN and NAS side-by-side from the same system, with the same management tools
- ▶ Rich CLV/GV/REST/IAPI/Python SDK
- ▶ VMware HCL certified

A WHOLE NEW LEVEL OF RELIABILITY

Our unified storage solution has been designed to eliminate all single points of failure and maximize redundancy to provide the reliability needed for today's enterprise applications. An unmatched seven nines availability is delivered through an innovative self-healing architecture, high-performance double parity RAID, and comprehensive end-to-end data verification capability. This architecture provides no more than three seconds of unscheduled downtime per year. In addition, the system is based upon a fully abstracted set of software-driven storage functions layered on top of commodity hardware. The result is a highly available system that is also very cost-effective.

Multiple Petabytes of Effective, Virtualized Capacity

Flexible, Dynamic Allocation of Block and/or File from any Storage Pool

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SOLUTION BRIEF

Infinitad and Veeam availability protect your always-on business

A very short time ago, industry pundits were telling us, “Emails are the new gigabytes.” With the generative use of archive to data creation each year, it’s now, “Emails are the new terabytes.” And now, “Today’s data is tomorrow’s petabytes.” Every IT level executive understands that this is just the tip of the iceberg. What lies beneath the surface is a massive, mind-boggling amount of data that must always be available to power your business.

However, 50% of IT decision makers report a critical problem that their organization is unable to deliver the volume and recovery speed their operations require.¹ The sheer magnitude of this information silo is critical as your customers and regulatory demands increase, your compliance requirements grow and funding from business the middle-class peters away.

Enter Infinitad. With collaboration and self-service controls that combine the flexibility of the web with a robust and efficient backup strategy. This proven combination of technologies enables customers to easily scale the volume of storage and off-site data duplication. Backups remain, and recovery is faster, consistent, efficient and data agnostic.

Infinitad and Veeam together for protection, data availability for the always-on business to deliver.

- Easy front-end interface is intuitive and simple enough
- Highly available and robust: Redundant, secure, and scalable (Scale)
- Proven backup and offsite-to-the-cloud means no on-premise storage needs
- Simple, easy integration

VEEAM AVAILABILITY SUITE

Veeam Availability Suite is a comprehensive disaster recovery solution supporting virtual, physical and web-based data from a single management interface.

High-Speed Recovery (bring data back up faster, so you get it back)

Low-Risk Data (no recovery point objectives and guaranteed data recovery)

Self-Serviceability (bring up the data you, the application or website want/need)

Uninterrupted Service (bring back data during incidents to reduce the severity of your production environment for development, testing, and training)

Complete Support (Proactive monitoring and alerting of issues before operator impact)

Additional key capabilities of the Veeam Availability Suite include:

- Infinitad (bring on-premise data and cloud storage to the cloud so you can recover without affecting the production environment)
- Single Self-Service interface for replication and offsite backup
- Instant backup and recovery for a virtualized backup strategy, physical and web-based
- Complete integration for business-critical applications, including Exchange, SharePoint, and Active Directory
- Built-in risk assessment
- Rock-solid backup, recovery and restore capabilities
- Data center recovery readiness in single hour
- Proactive testing and reporting, self-monitoring, and documentation

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INFINITAD

Infinidat Neutrix Cloud[®]

Transforming businesses with an integrated and hybrid approach to cloud workloads

Bringing together best-of-breed technologies and capabilities to create a seamless and flexible hybrid cloud future for customers, VMware and Infinidat deliver services that easily grow and evolve as an enterprise's needs change. Whether expanding services on-premises or in the public cloud, the combination of VMware Cloud on AWS and Infinidat storage eliminates the need to make changes to operating models or architectures. The result is a flexible approach to evolving enterprise cloud strategies that keeps pace with the digital transformation driving business environments.

PUBLIC CLOUD DATA CHALLENGES

Large enterprises have discovered that the migration to the cloud is more complicated than they anticipated. Anticipated challenges, such as inefficient data flows, inconsistent management tools and/or greater pain in the cloud environment, impacting a large enterprise and most of all, rapidly flowing data (or unmanaged data sets). Data flows is a particularly challenging area for hybrid cloud solutions.

Enterprise IT applications require long-term storage to provide critical insights, easy access to data and to provide an environment for data security. Data, and all of the enterprise-grade capabilities, are located in one region in the public cloud. Near-zero latency for the noncritical, commodity-like, distributed, public cloud storage services are typically highly disruptive to critical applications and require an expensive solution to move data across multiple public clouds. All of these challenges have led to the decision about moving Tier 1 applications to public clouds.

INFINIDAT NEUTRIX CLOUD[®] + VMWARE CLOUD ON AWS SOLVING PUBLIC CLOUD DATA CHALLENGES FOR TIER 1 APPLICATIONS

InfraCloud Neutrix Cloud and VMware Cloud on AWS together solve a complex set of storage and security capabilities that public cloud Tier 1 business applications, public and hybrid models, address near-architectural changes.

Figure 1: Global Neutrix Cloud + VMware Cloud on AWS

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Sales PPT Presentation

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Empower data-driven competitive advantage at multi-petabyte scale

2011-2012

Series A Investment

Initial seed funding and product development

2013

Emerging from stealth

Initial deals with Fortune 500 customers

2014

Refining the product requirements

Over 40 patents filed

2015

Series B Investment

\$150M investment by TPG

Company valued at \$1.2B

2016

Global Expansion

New HQ office in Washington, DC

New offices in EMEA and APAC

2017

Series C Investment

\$91M investment by Goldman Sachs with additional investment by TPG

Company valued at \$1.6B

2018

Portfolio Expansion

Infoblox

Intellicore

Storware Cloud

Infoblox

Intellicore

Storware Cloud

AMERICAS

2.7 EB

EMEA

1.4 EB

APAC

97 PB

INFINIDAT Global Footprint

• Endpoints

PERFORMANCE

LOW TCO HIGH ROI

R.A.S.

MULTI-PB SCALE

Faster than Flash

1M+ IOPS

12GB/s throughput

Latency as low as 130 µs

Unmatched Availability

Seven Nines availability

InfiniRAID, InfiniSnap

Easy to Manage

REST API, InfiniMetrics, Host PowerTools

Best TCO Value

Green CDO

Scales up to 4.1PB usable in a single 42U rack

1U

3x ATX: Triple Redundant Power Management

3U

3x BBU: Triple Redundant Battery Backup

6U

3x Server Nodes: Active/Active/Active

• Up to 3TB DRAM

• Up to 207TB SSD

32U

Up to 8x Drive Enclosures: (60 Drives Each)

• 120, 240, or 480 High Capacity Drives

42U

THANK YOU!

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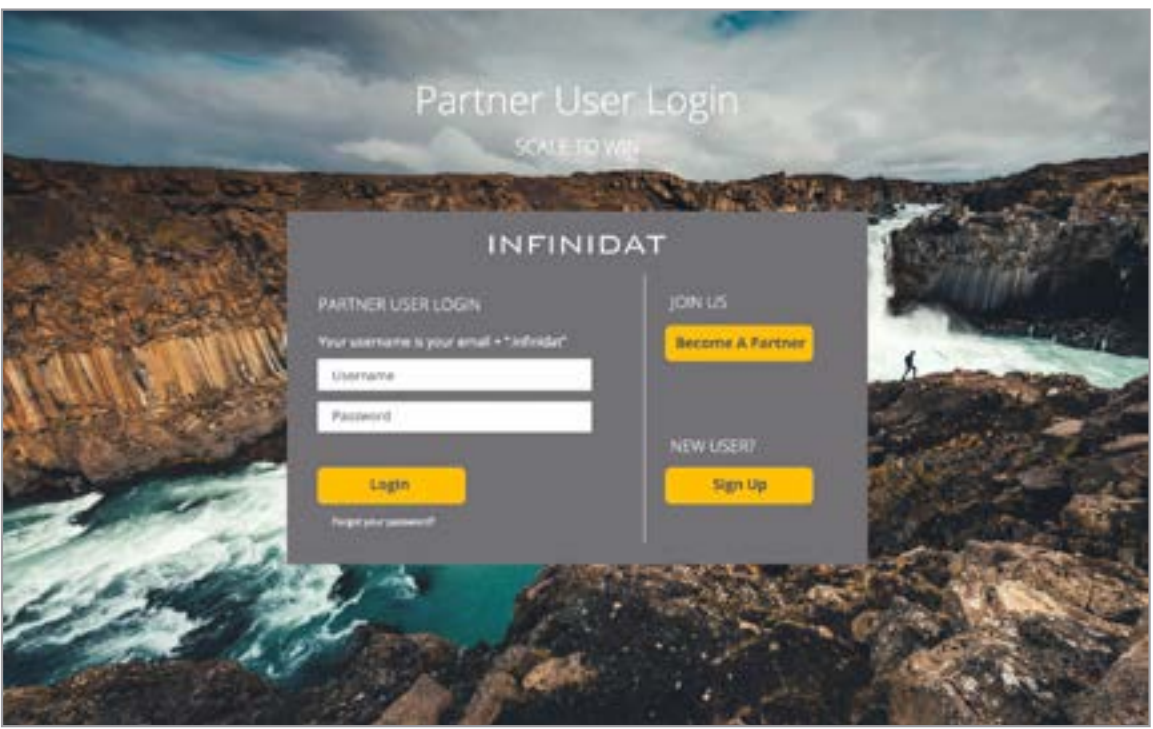
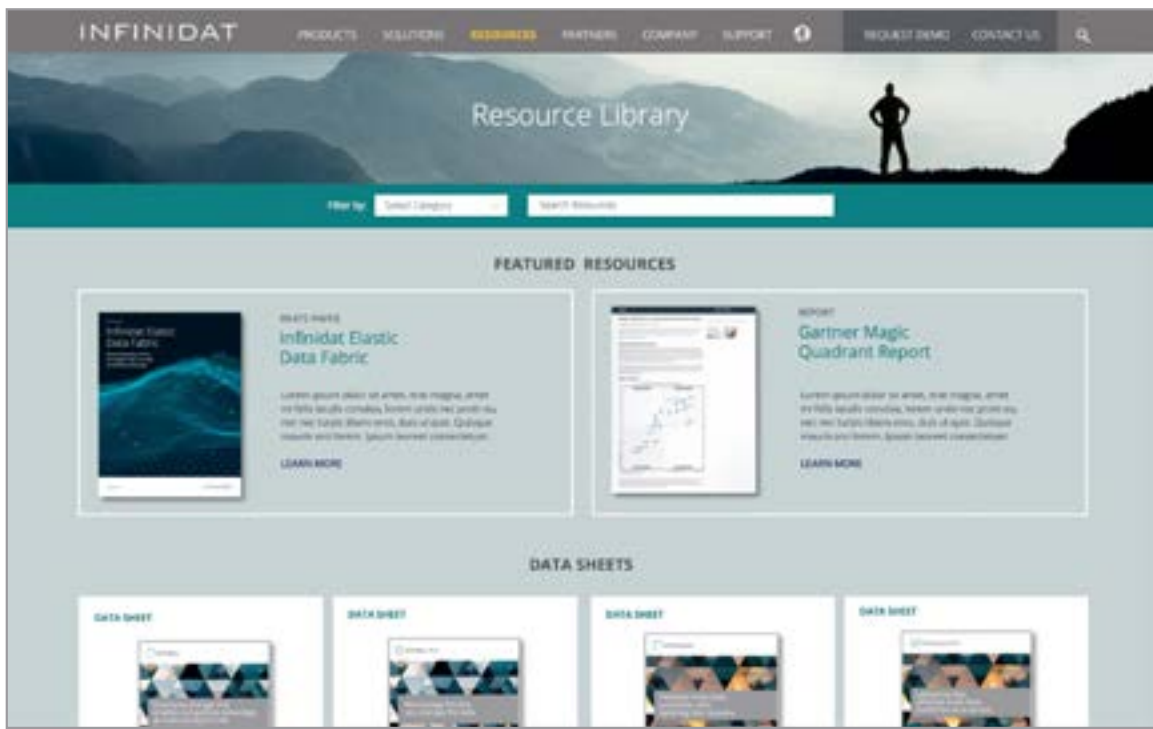
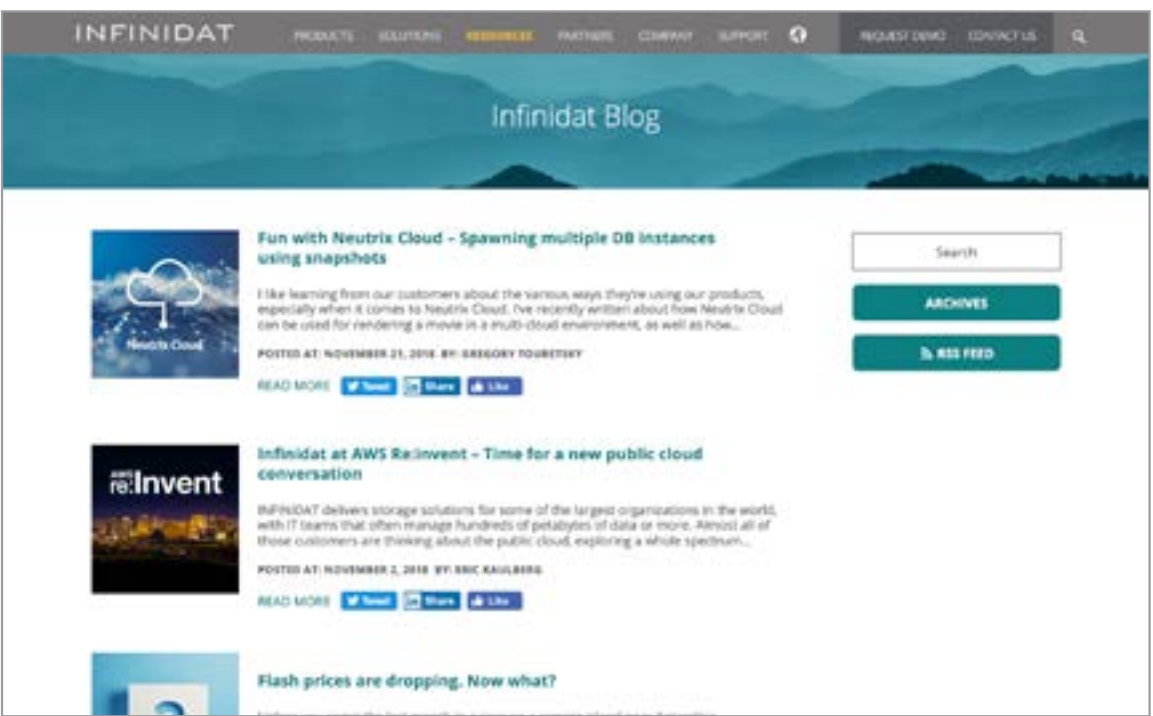
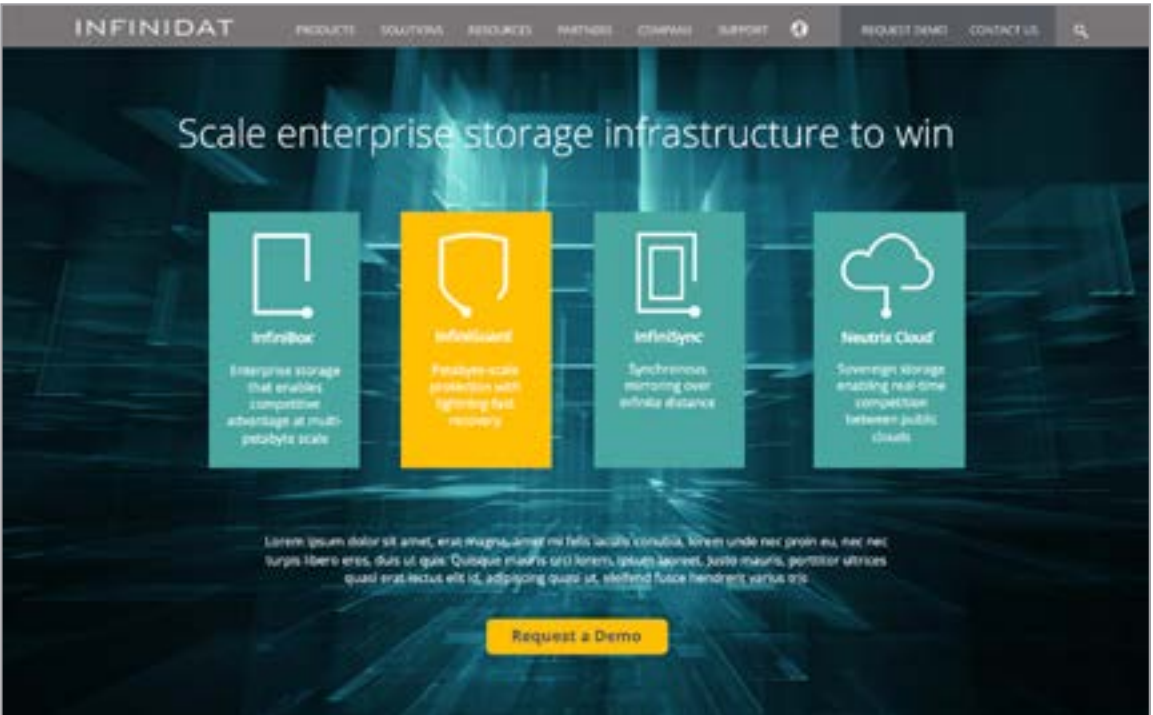
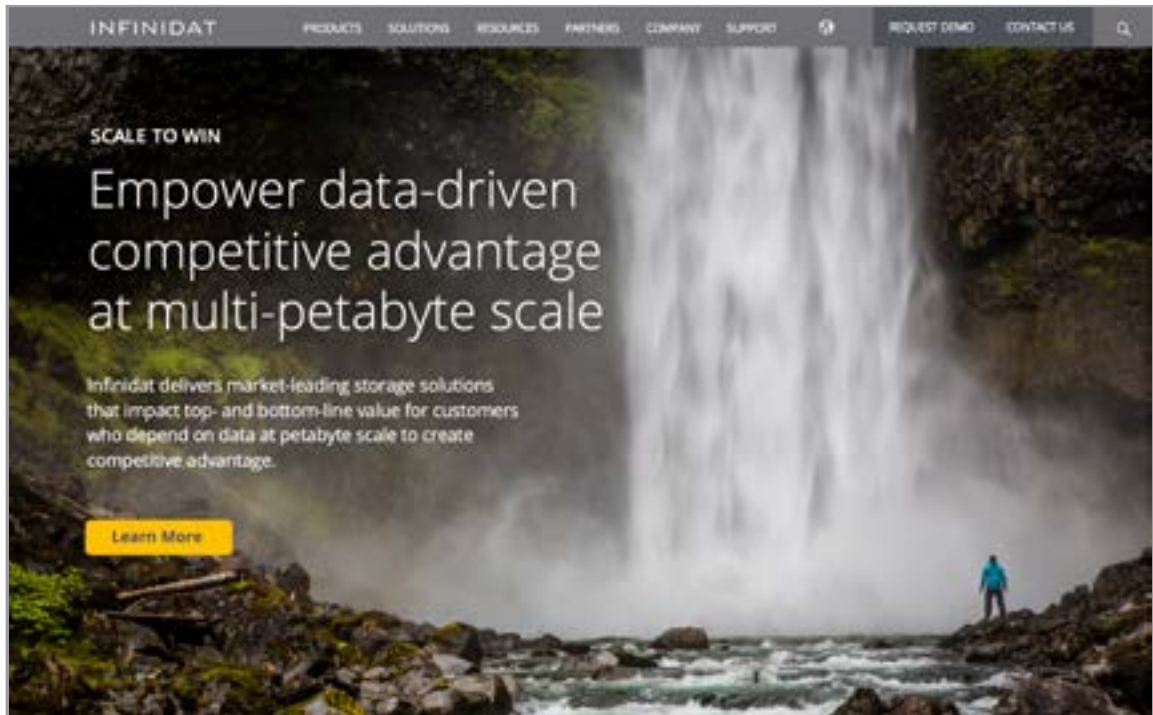
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31

Website



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Thank You