AVNET®

Technology　　　Cloud　　　Safety　　　　　　　　　　　　　　2015

EMC® VSPEX BLUE®
Accelerator Programme

Accelerate your time to market.
Powered by SolutionsPath™

EMC²® BUSINESS PARTNER
DISTRIBUTOR

Accelerating Your Success™

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Content

1. Introduction

Introduction

Midmarket enterprise customers as well as Managed Service Providers (MSP) are looking for a simpler, more flexible, automated, and dynamic infrastructure that will better align IT resources with continually changing business demands.

EMC VSPEX & Hyper-converged VSPEX

EMC VSPEX continues to build the foundation for business applications and next-generation solutions with the introduction of EMC VSPEX BLUE, a hyper-converged infrastructure appliance (HCIA) built on Intel® Xeon® processor-based x86 hardware with VMware EVO: RAIL and EMC software delivered by trusted EMC partners. EMC VSPEX BLUE further enhances business agility by allowing IT to build, deploy, scale, and maintain their hyper-converged infrastructure appliance through a more agile operational framework – to respond more quickly and efficiently to changing business needs. EMC VSPEX BLUE, a truly converged appliance, offers the fastest and lowest-risk path to new application and technology adoption, optimal deployment and consistent operations across midmarket, enterprise and MSP environments. Automating the provisioning of the complete deployment life-cycle enables business and IT organisations with agility, operational simplicity and reduced risk.

IDC have researched the EMC VSPEX BLUE architecture in comparision to simliar hyperconverged solutions and evaluated that not only does EMC VSPEX BLUE offer a datacentre infrastructure model for the future but it also includes unique feature sets that distinguish it from other alternatives on the market. Based on the product's differentiation and capabilities, IDC recommended that users evaluate EMC's VSPEX BLUE.*
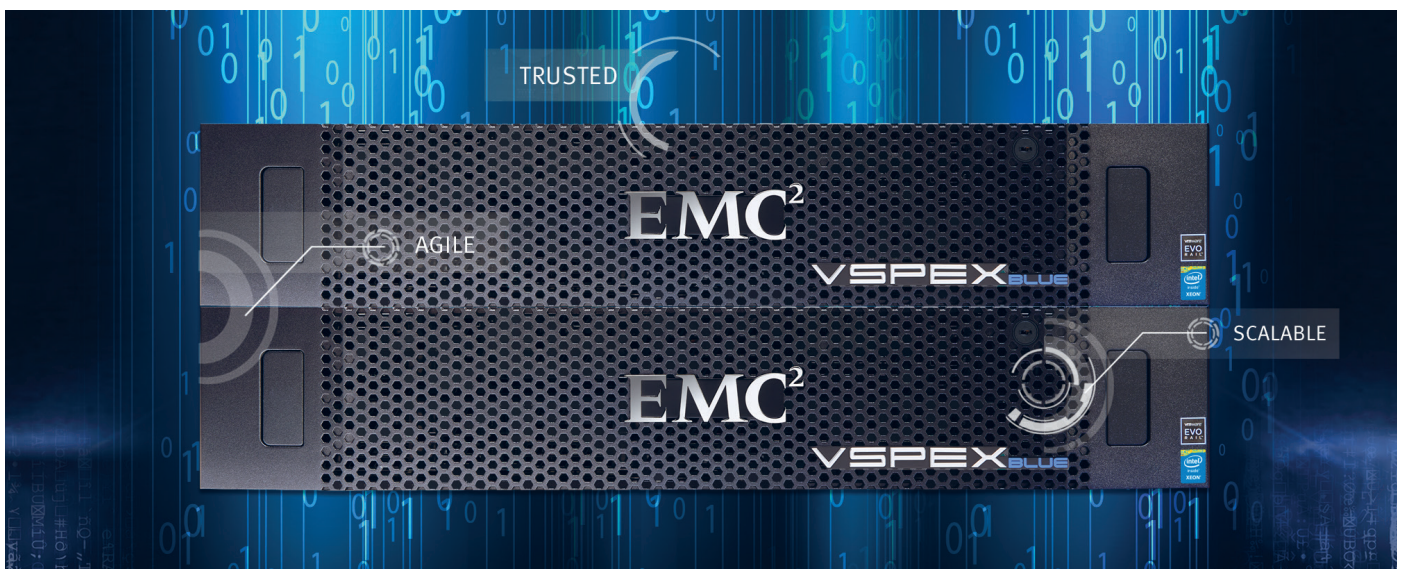
*Source: IDC #253751 Feb 2015

2. The Converged Infrastructure Market Evolution

In a relatively flat server market which is growing at 0.3% CAGR, by contrast, the converged infrastructure market is growing at a spectacular 54% CAGR. IDC estimates the total converged infrastructure market will be worth $17.8bn in the next two years (by 2016). Avnet Technology Solutions EMEA therefore recognises this is an opportunity for the channel – and calls for the channel to act now to drive growth in EMEA.

The reason for this phenomenal growth is a shift in the way a growing number of customers are consuming IT. Customers are increasingly looking for systems that are simple to manage, easy to scale, provide elasticity, don't require advanced forecasting and deliver on the promise of software defined everything. EMC understands the trend and will address these customer requirements. EMC will leverage our own expertise and that of our technology alliance partners to deliver hyper-converged appliances that will address the use cases this market demands.

What is EMC® VSPEX BLUE®?

The EMC VSPEX BLUE Hyper-converged Infrastructure Appliance (HCIA) product is a next-generation converged infrastructure (CI) built with (SDDC) building blocks on Intel® Xeon® processor-based x86 servers. It combines compute, storage, network, virtualization and management into a single appliance designed to address the unique needs of mid-market and enterprise customers, and aligns with our future growth strategy.

What is hyper converged?

Market data shows a rapidly evolving server-based SAN market opportunity delivered as Hyper-converged Infrastructure Appliances (HCIA). A Hyper-converged Infrastructure Appliance is defined as a software centric architecture that tightly integrates compute, storage and virtualization resources in a commercial off-the-shelf (COTS) hardware, supported by a single vendor.

A hyper-converged system allows the integrated technology to be managed by a single system through a common toolset.

A hyper-converged infrastructure can be expanded through the addition of nodes to the base unit.
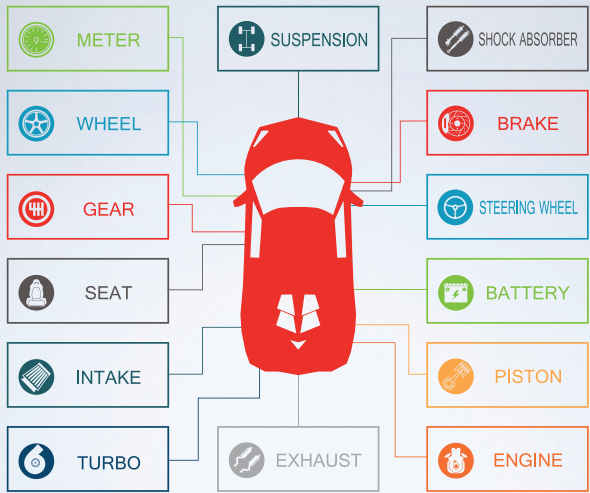
3. How does VSPEX BLUE® differentiate from a traditional VSPEX solution?

EMC VSPEX is the industry's leading reference-architecture based converged infrastructure – integrating virtualization, servers, networking, storage and backup into a single solution dramatically lowering your risk and speeding your time to production. VSPEX is packaged by partners and backed by EMC support. VSPEX lets you choose the servers, networking and hypervisor brands you want to go along with EMC's industry-leading storage and backup technology.

1. Custom Built EMC VSPEX

VSPEX Reference Architecture – is proven and prioritizes choice for the mid-market and enterprise customers, supporting 100's of virtual machines, perfect for the hybrid cloud, and is available through EMC Channel Partners. VSPEX provides customers flexibility by giving them choice of virtualization, compute and network and the utmost in customization.

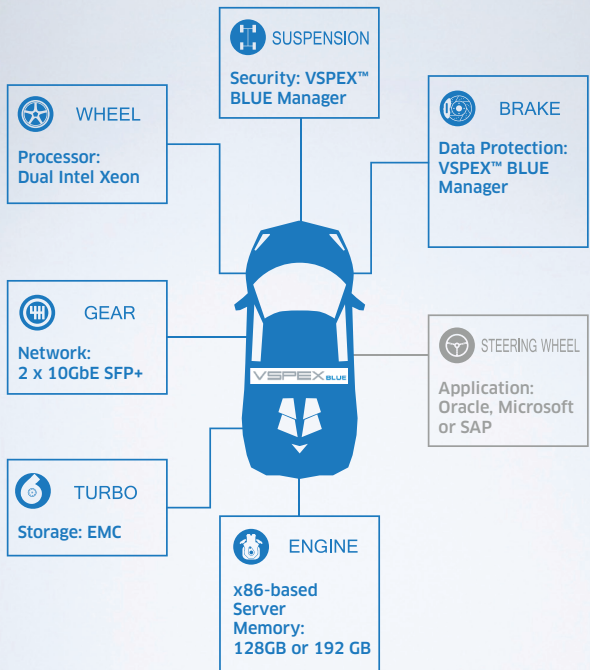| Applications, Management & Orchestration	Oracle, Microsoft or SAP
Compute	X86 Server EMC or Cisco
Hypervisor	Customers Choice
Storage	EMC VNXe, VNX, ScaleIO, XtremIO
Networking	Customer's choice
Management, Support & Data Protection (optional)	Customer's choice Protection – Avamar, Data Domain, RecoverPoint, VPLEX Security – RSA Authentication Manager Solutions – EMC Hybrid Cloud

2. Pre-Built EMC VSPEX BLUE

EMC VSPEX BLUE combines compute, network, storage, virtualization, management and data protection–into a single appliance. In addition, you will have a global, single point-of-support from EMC for the entire appliance.

- Delivers hyper-converged infrastructure
- Eliminates complexity and the burden of advanced planning
- Is powered by Intel® Xeon® processor-based technology

	Standard Node	Performance Node
Compute	2x Intel Dual Intel Ivy Bridge E5-2620 V2 (12 cores, 2.1 Ghz) 8x 16GB (128GB), 1666MHz DIMMS Memory	2x Intel Dual Intel Ivy Bridge E5-2620 V2 (12 cores, 2.1 Ghz) 6x 32GB (192GB), 1666MHz DIMMS Memory
Hypervisor	VMware vSphere	
Storage	3x 1.2TB 2.5" 10K RPM SAS HDD 1x 400GB 2.5" SAS SSD (VSAN Cache) 1x 32GB SLC SATADOM (ESXi Boot Image) 6.5TB usable Capacity per appliance	
Networking	2 x onboard 10GbE ports per node (SFP+ or Copper)	
Management & Automation	VMWARE EVO:Rail, HCIA manager and EMC cloudarray	
Support & Data Protection	EMC 24x7 support, Recoverpoint for VM's and VDPA	

EMC VSPEX BLUE redefines simplicity by delivering virtualization, compute and storage in a simple, scalable, easy to manage hyper-converged infrastructure appliance. Available from EMC partners as a single, all-inclusive product for easy ordering, EMC VSPEX BLUE accelerates time-to-market by enabling customers to go from power-on to VM creation within 15 minutes. Designed for simplicity, fully orchestrated installation, management, patching and upgrading, EMC VSPEX BLUE provides linear scaling that grows or contracts based on business needs. A single point of support by EMC, lets customers rest assured knowing they have 24X7 support service at their fingertips. EMC VSPEX BLUE offers midmarket enterprise customers the fastest, lowest-risk path to the private/hybrid cloud.
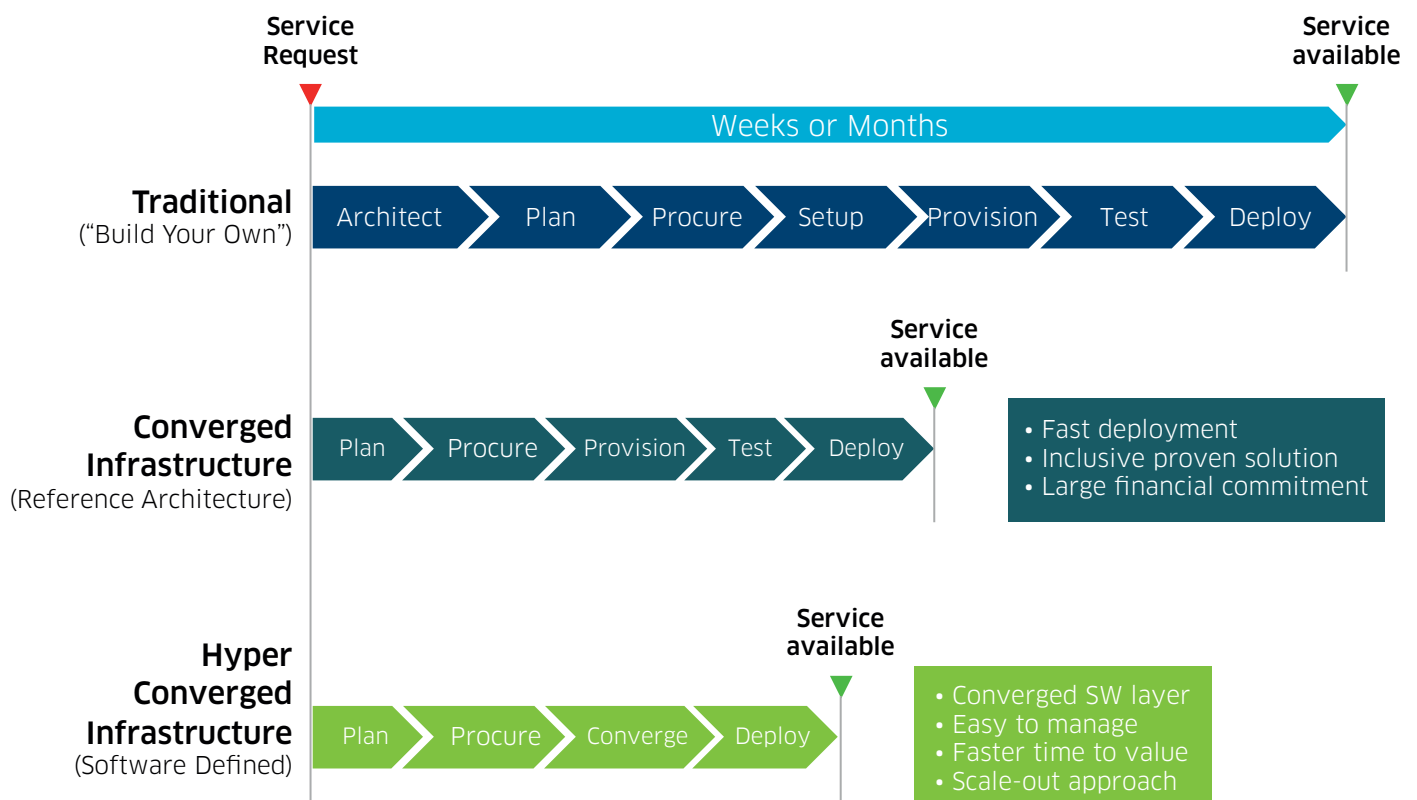
The End-User challenges

- How do I forecast my IT spend budget for 3 years.
- Will my IT scale at the speed I need it to?
- Will my choice meet my IT needs?
- Will my IT be Agile enough?
- Will my customers use shadow IT?
- How do I manage all these components?
- How will I learn all these new software titles?
- How can I deal with all these vendors?
- How to I move to the cloud?
- How do I keep my applications online?

Deploy hyper-converged infrastructure application from EMC to:

- Increase Efficiency: Reduces Capex and Opex
- Accelerate Time to Value (via Speedy Deployment)
- Increase IT Efficiency and Agility (Deploy Applications/ Services at the speed of business)
- Increase end-user and IT staff productivity
- Simplify IT Administration and Infrastructure Management
- Improve Application Performance and Availability

Build and deployment time of VSPEX Converged Infrastructure and Hyper Converged Solutions

EMC provide the reference architecture blueprint for partners and customers to plan, architect and deploy VSPEX reference architectures. The time required for the sales and deployment process depends on the choices and needs of the end-user. Designing the solution can take a little longer with a traditional model, though it allows the customer to fine tune the design to their specific requirements.

Service Request — Service available

Weeks or Months

Traditional ("Build Your Own"): Architect > Plan > Procure > Setup > Provision > Test > Deploy

Service available

Converged Infrastructure (Reference Architecture): Plan > Procure > Provision > Test > Deploy
- Fast deployment
- Inclusive proven solution
- Large financial commitment

Service available

Hyper Converged Infrastructure (Software Defined): Plan > Procure > Converge > Deploy
- Converged SW layer
- Easy to manage
- Faster time to value
- Scale-out approach

4. How can Avnet help?

Suppliers that offer converged infrastructure deliver added-value to customers by providing validated configurations based on tested sets of product components.

About Avnet

Avnet is unique in that it is the only distributor in EMEA that has both the breadth of tier one vendors in its portfolio – Cisco, EMC, NetApp, HDS, VMware, and VCE – and the skills and means to assemble, test and pre-configure highly complex converged systems on behalf of its customers in EMEA.

Tongeren, Belgium, is part of the Avnet European distribution centre, which houses both a pan-European distribution and logistics operation, and an integration centre, primarily serving Avnet Technology Solutions EMEA customers.

This distribution centre the only one in Europe which is especially equipped for safe assembly, pre-configuration and validation of IT solutions like VSPEX solutions. The centre is 34,000 square meters in size and over one million packages are shipped every year from this location.

As a value-added distributor and strategic partner, Avnet simplifies the approach to converged infrastructure for its customers, partners and resellers and makes it easier for them to invest in this growing market.

Distributor engagement with Avnet allows customers, partners and resellers to address the aforementioned challenges by capitalising on Avnet's expertise and leadership in this area:
- Pre-integration to remove complexity and reduce risk.
- A "live project" approach for more reliable testing, and continuous monitoring and maintenance.
- A "single source" approach which provides one point of contact to reduce complexity.
- A "transformative" approach to infrastructure which aims to break down the silos within a business to increase collaboration on IT projects/deployments.
- The standardised approach to converged infrastructure to significantly reduce risk, take the 'guesswork' out of architecting new environments and delivering IT services.
- Highest standard and accreditation – converged infrastructure is assembled by certified engineers which closes the gap on the lack of training and accreditation needed to configure, validate and create such complicated IT systems.
- Insight into the broader converged infrastructure ecosystem across EMEA – through SolutionsPath, Avnet can provide a solid overview of the converged infrastructure opportunities and solutions to educate the channel and drive growth.
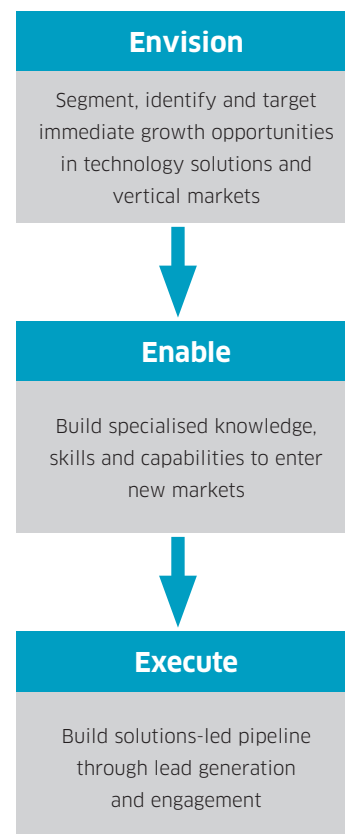
5. What is the SolutionsPath™ Programme?

Developed by Avnet, in partnership with its suppliers, SolutionsPath™ is a proven methodology that includes business intelligence tools, education and lead-generation resources designed to help resellers and customers grow their business through specialisation.

The datacentre SolutionsPath™ practice provides a comprehensive portfolio of tools and resources to enable customers, partners and resellers to:

i.   **Envision**: segment, identify and target immediate growth opportunities in technology solutions and vertical markets.
ii. **Enable**: build specialised knowledge, skills and capabilities to enter new markets.
iii. **Execute**: build solutions-led pipeline through lead generation and engagement.

Avnet strongly believes that addressing customers' particular business challenges through integrated technology solutions and vertical market specialisation, rather than leading with products, will drive business growth.

The same applies for this converged infrastructure market – a real opportunity for the channel.

Envision

Segment, identify and target immediate growth opportunities in technology solutions and vertical markets

Enable

Build specialised knowledge, skills and capabilities to enter new markets

Execute

Build solutions-led pipeline through lead generation and engagement

SolutionsPath™ Programme Content

Envision, Enable and Execute

STEP	ACTIVITY	OUTCOME
6. SolutionsPath Sales Accelerator	1. Dedicated partner end-user events to identify end-user accounts to attend 2. Targeted end-user demand generation to identify new opportunities	1. Maximisung solution and wallet share through existing customers 2. Highly profiled new customer opportunities
5. SolutionsPath University	1 day University on Customer workshops & scenarios	VSPEX Converged expert sales force
4. SolutionsPath Portal & Market Insight	• 1 portal to access playbooks that contain all sales tools 　- EMC 　- VMware • Subscription to Datacentre Market Insight on the latest research hot topics to keep you up-do-date	Easy to use sales guides for identifying, qualifying and engaging customers through a solutions focused sales process
3. SolutionsPath Certify	EMC VSPEX partner status — VMware VSOM and Horizon / VMware VSOM and Horizon	Fully certified partner on VSPEX Converged Solutions
2. SolutionsPath Briefing online	Partner Briefing: A half day agenda to educate Channel Sales and Marketing on the opportunity in the Hyper-converged Market	Awareness of market opportunity and programme content
1. SolutionsPath Analyse	Look at current customer bying profile from Avnet Identify prospect customers from profile identified from local IT database	Knowledge of existing customer profile Agreed profile of partner target market to identify new prospects

6. Avnet and EMC investing in Partners

Avnet anticipated the rise in adoption of Converged Infrastructure and aligned our business to help partners and their end-users realize the productivity and efficiency gains of Converged Infrastructure deployments. Avnet continue to be at the forefront with EMC and VMware with the introduction of VSPEX Blue.

- Avnet EMEA have a 10 year long standing relationship with EMC
- Avnet are the only distributor with integration and assembly distribution centre for VSPEX Blue in EMEA, based in Belgium.
- Highest standard certification engineers to configure and validate converged Infrastructure solutions
- Insight to the broad converged infrastructure ec-system
- A proven channel enablement methodology called SolutionsPath™ to help partners accelerate growth in key markets

Contact our specialized Avnet EMC team

✉ avnet-emc-marketing@avnet.com

Accelerating Your Success™