



## No cooling down in Hyper-Converged Infrastructure market-it's smoking hot!

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Roundstone Solutions has been very active in the Hyper-Converged Infrastructure (HCI) market for over two years, and as we predicted in 2014, it has become the hottest technology platform for IT users. It's no surprise to us, as the platform delivers on four counts; 1) it's simple to deploy and simplifies overall IT operations, 2) it provides significantly higher performance than previous traditional 3-tier architecture, 3) it provides scaling just like the Public Cloud but with all of the security and control of your on-premises environment, and 4) it significantly lowers costs.

**Simply stated, HCI delivers as advertised. As a partner in the market, we love it because of how our Clients have been delighted when deploying it.**

The acknowledged leader in the HCI market is Nutanix. Last week, Nutanix launched their IPO, and they are now a public company. Nutanix's IPO is one of the most successful IPOs of 2016; the stock has jumped 180% as of today. While Clients may not get that excited about the fact that Nutanix is now public, there is now more market acceptance due to the company now having an additional option to raising funding when needed. Nutanix finished their most recent year at just under half a billion in sales, with market share over 50%. Clearly, Nutanix is here to stay.

When speaking to Clients for the first time about HCI, we often hear questions regarding whether the

technology is fully ready for production data centers. The answer is absolutely. Nutanix has over 4,000 customers, some of them the largest customers in the world, representing every market segment, and they run the technology without issue. So can you.

When looking at a vendor for HCI, it's important to understand the lengths that the vendor has gone to rewrite the file system. Some of the larger vendors have simply created offerings that combine servers and storage, but have not redone the file system. Without a file system that allows for hyper-scaling, it's not real HCI. Roundstone can help you make sense of the market players and their plusses and minuses.

Let's recap:

- HCI is the hottest platform right now, because it makes sense for almost every data center
- Benefits of HCI allow you and your IT department to focus on the applications that you're running
- Operations are simplified
- Costs are reduced
- The leader is Nutanix
- Roundstone knows HCI very well and can help you make it all work

Roundstone is very experienced in HCI, and we can help you determine what potential benefits you might be able to yield from HCI. Give us a call at 925-217-117 or email us at [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com) and we'll be happy to sit down and discuss your unique requirements.

*We send this email version of the Roundstone Solutions Quarterly Newsletter to over 20,000 contacts every quarter. We try to keep our list current, and only wish to send it to those who will find it useful. If you're getting this newsletter and you like it, please let us know. If you're getting it and you don't wish to continue to receive it, also let us know. We'll remove you from our mailing list right away. Thanks.*

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# Unified Communication as a Service (UCaaS)

Many companies are still using on-premises PBX systems for their phone service. That's hard to believe, except that the idea of changing out a company's phone systems seems like an insurmountable task with little financial benefit. That's old school thinking, and we can help you.

Roundstone Solutions is a partner of Fuze. Fuze has been around for over 10 years, providing UCaaS to over 2,000 customers. You may have heard of Fuze prior to their name change, when they were known as Thinking Phones. Odd name, but great service. Thinking Phones acquired Fuze in late 2015, and then took the Fuze name. Check them out at [www.fuze.com](http://www.fuze.com).

It's not just those that still run PBX gear that are targets for Fuze. Companies that are using Cisco or Avaya UC systems are paying more than they need to. Both Cisco and Avaya require that you run servers onsite in order to deliver their software based communications services. You don't need to do that. You can have it all hosted in the Cloud, and that's the way Fuze delivers their services.

Roundstone has done the work of looking at vendors in the UCaaS space. There are quite a few that exist; some are ready for prime time, and others are not. Fuze is a big time player, and here to stay.

We'd love to help you take a look at whether UCaaS makes sense for you and your company. We can tell you that in every case we looked at we could save money over traditional PBXs or installed Cisco or Avaya installations. Plus the features that are available from Fuze are very robust. Let Roundstone help you take look to see if UCaaS from Fuze works for you.



## Systems Management from Extrahop

We've partnered with another innovator in the business; Extrahop. Extrahop takes a data driven approach to real-time wire data and IT Operations Management.

Extrahop was founded in 2007 in Seattle by two (2) engineers who had been with F5 Networks. There are thousands of existing customers, so this is not an untested company. Customers rave about the product and technology.

Most systems management tools are agent based and driven by a specific hardware vendor's desire to sell more hardware. Most of these programs are out of date shortly after they are implemented (think HP OpenView) and require a lot of consulting to make useful. The end result is that you've spent a lot of money to gain knowledge about your IT infrastructure, and then you have to spend even more money, never really getting the knowledge.

Not Extrahop. They use wire data to find out where problems are in the IT infrastructure, whether it is on-premises or in the Cloud, whether it's in the network, server, storage, or in the applications. In short, Extrahop can find issues in your current infrastructure (without agents) and recommend solutions. It's automated. You get the information you need, and then make decisions based on the analytics provided by Extrahop.

The platform can be deployed either on a separate physical server (appliance) or as a virtual server on one of your existing servers; your choice. once installed, Extrahop begins to compile machine and wire data to determine performance characteristics, allowing you to maximize your performance.

Take a look at Extrahop at [www.extrahop.com](http://www.extrahop.com). Then, call us and we'll get us all connected.



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# What's going on in the Storage Market?

So, the acquisition of EMC by Dell is done. That deal was the biggest deal in IT history, and it represents the demise of the most successful storage company in the world, ultimately being acquired by a personal computer company.

Let's talk a bit about the storage industry...

We've been hearing a lot about how Nimble Storage and Pure Storage have been increasing sales of their products. Both vendors have installed bases, and their marketing and sales efforts have been increasing of late. What we notice, however, is that as their sales increase, so does the loss each quarter. We wonder how that can continue, considering that each company has a significant accumulated loss since inception. At some point, don't they have to be profitable?

Please note that we aren't talking about the technology here; just the long term viability.

We're seeing a lot of discussion about NVMe memory, and down the road, the Intel/Micron 3D XPoint memory. Both of these technologies might take the place of some storage arrays in the future.

Nexsan, which has been around for a long time, is seeing kind of a resurgence, through a corporate restructuring as well as a refreshing of their storage portfolio. Nexsan is all about inexpensive storage, but they have added a unique feature to their arrays that will allow users to eliminate Dropbox or Box, and share files behind the firewall.

We've been working with Quantum, which has an interesting play in the market today. Quantum has been around for a very long time, and is known primarily for tape storage.

Quantum focuses on managing storage, from Flash storage, disk storage, tape storage, and the storage management to make best use of the right technology based on archival requirements.

We remain very interested in the network attached storage market with our partner Qumulo. Qumulo is showing huge performance increases over Isilon and NetApp, especially for small file sizes. Qumulo is a software defined offering, and is priced very aggressively.

Regarding connectivity, Fibre Channel continues to be used for storage connectivity. While 16GB has been around for about 4 years, Brocade is now delivering 32GB technology. Interestingly, most users are still not even using 16GB. iSCSI is growing in use, especially 10GbE for storage arrays.

Roundstone is one of the most experienced and hands-on Solutions Providers/VARs in Northern CA. We know storage technology well, and we'd like to understand your environment and goals so we can help you select the best approach for your company.

Call us at 925-217-1177 or email us at [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com) for more details.

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## What's new in Networking?

It's been awhile since there's been a real buzz about advancements in the networking space. Most of the news in this space has been acquisitions by wired networking vendors of wireless vendors. Specifically, Ruckus was acquired by Brocade, and Aruba was acquired by HP, now HPE.

The move to 10GbE is now heading to 40GbE and 100GbE. There are products that support these speeds already in the market, and performance is as advertised.

In the Fibre channel space, Brocade, which has about 80% of the market, has introduced 32GB switches.

Contact Roundstone for help with your networking. We can be reached at [tim@roundstonesolutions.com](mailto:tim@roundstonesolutions.com), or call us at 925-217-1177.



# The Reseller/VAR business has been changing

Roundstone Solutions is a Reseller/VAR of innovative computer products and services. We've been doing it in this incarnation for almost 4 1/2 years, and prior to that, many years of owning and running healthy reseller businesses. We know the business, and know it well.

The business has been changing. While a lot has been written about changes to the business due to the emergence of the Cloud, we think more of the change is due to the way End-User companies can do a lot of their own research prior to engaging with a salesperson from a manufacturer or reseller.

The Cloud is here to stay, but let's put it in perspective. The Commercial market for servers, storage, and networking is still growing, not contracting. That's not written very often. The growth of storage continues unabated, quantity of servers installed are still growing, the network market is in the midst of migrating to 10GbE/40GbE, and 100GbE, etc. There's a lot going on with the IT infrastructure market.

Companies are moving some workloads to the public Cloud. Most of those workloads are test/dev for engineering, not production workloads. Also, once the test/dev environment gets too big at one of the public Cloud vendors, the cost to bring it back in-house (perhaps into an HCI environment) is much less.

End-Users do a lot of their homework online with vendor websites, as well as solicit insight from others online. Part of the reason for this is that most Resellers/VARs don't really provide much in the way of insight, advice, information, etc. With no real value being delivered, why involve a reseller until absolutely necessary?

Roundstone does it differently. Call it "old school", if you want. We work hard to learn all we can about our Clients' IT environments, understand where they would like to take their business, and make intelligent recommendations about how to move forward. We're price competitive and have the support of our vendor partners.

Give us a call and let's see if we can work together. We can be reached at [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com) or at 925-217-1177.

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## About Roundstone Solutions

Roundstone Solutions is an IT Infrastructure Integrator based in San Francisco. We help End-User Clients transform their IT infrastructure through the use of Next Generation IT Infrastructures. The end result are much higher performing, lower cost, simpler, enabling infrastructures.

Roundstone Solutions was founded in 2012 and continues to grow. Our relentless focus is to be the Northern CA VAR/Reseller with the highest level of customer satisfaction. We accomplish this by understanding our Clients' business objectives, and then matching the appropriate technology solutions to get the job done right.

Please see more about Roundstone Solutions at [www.roundstonesolutions.com](http://www.roundstonesolutions.com). Our blog can be found at [www.timjoyce-roundstonesolutions.blogspot.com](http://www.timjoyce-roundstonesolutions.blogspot.com) and is updated regularly.

**Let us help you transform to a Next Generation IT infrastructure!**

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