ROUNDSTONE SOLUTIONS

To get the price/performance you want, you should look "outside the boundaries"

The principals of Roundstone Solutions have been in the business for over 25 years. That's a good thing, because the chances are good that we've seen pretty much everything. A lot of what's being sold these days as "new technology" is actually just a different packaging of previously invented technology. That's not say that there's nothing new; there is. But most of what's being discussed has been discussed before.

One of the things that has always amazed us is the reluctance of IT systems users to consider alternative vendors. Change seems to be something to be avoided, yet that's exactly the business that anyone in IT is in! Change is what this industry is all about.

Take, for example, cell phones. Is there anyone who hasn't changed the brand or type of cell phone that they've used? All of us use a different cell phone than we used a few years ago, which means that we were OK with one technology change in our personal lives. So why are we so afraid of change in our business lives? Doesn't make sense.

Moving to IT environments, let's look at networking. Most users have Cisco IP technology installed, which makes sense, since Cisco has been in that business for almost 30 years. Heck, they pretty much defined the business for most of that time. But, they now have competition that delivers as good, if not better, technology at lower prices. Why then, are users afraid to look at alternatives to Cisco? Don't be afraid to take a chance...the benefits are there waiting for you.

Another example are servers. Most servers are still underutiized, even after years of virtualization. Why is this so? We think it's because users are reluctant to look outside the boundaries and implement a technology that could eliminate the need to buy a lot of new servers. We're talking about Flash technology, which offers huge performance benefits, at very low costs. On balance, you're going to get a lot more out of your servers, and put off another big server buy. What company wouldn't want you to do that (other than HP, Dell, and IBM)?

At Roundstone Solutions, we're not beholden to anyone but our clients. We're going to challenge you to look at different alternatives that will benefit you and your business and deliver better business outcomes. That's what you should expect from us, and that's what you'll get.

Give us a call at 925-217-1177 or email us at sales@roundstonesolutions.com for more details.

What are you waiting for?

Fibre Channel isn't going away anytime soon, so you might consider upgrading it

Fibre Channel (FC) technology has been the defacto standard for storage networking for over 15 years, and it's still going strong. This is despite all of the industry pundits predicting the end of FC as being outdated and "old school".

A funny thing happened on the way to the newer storage technologies, like iSCSI, Fibre Channel over Ethernet (FCOE), and NAS. Everyone thought that these technologies would eliminate the need for FC, but that hasn't materialized. You see, FC is still the most reliable and fastest networking technology for storage, and it continues to grow.

In our work, we do a lot with storage and networking. The standard of FC is now 16GB/sec, and there are both storage arrays and server adapters that can transmit at this speed. But many users are still using older FC technology, at speeds of 2GB/sec, 4GB/sec, and 8GB/sec.

Brocade, the leading vendor of FC switches and directors, will be introducing 32GB/sec FC switches and directors in 2014. So, if you're not already at 16GB/sec, you're going to fall further and further behind.

We know why most FC switches aren't upgraded to 16GB/sec yet. It's because the switches work, and once installed, few users

bother replacing the switches (because they work).

Also, many users acquire their FC switches from their vendors of storage, like EMC, HDS, HP, IBM, and other traditional storage array vendors. If there's no new storage array being installed, there's usually no switch deal.

Which brings us to our point; why not get your storage networking upgraded to 16GB/sec so that you can get the speed that your arrays and servers can transmit? In these days of performance being the most important thing, it seems that that's one of the easy things you can do to get higher performance. After all, switches aren't that expensive, and you'll get a huge performance boost by upgrading to 16GB/sec.

Upgrading FC switches is easy. It's simply a matter of replacing the FC cables from one to the other.

Brocade sells about 80% of their FC switches and directors through the storage vendors listed above. But you can also acquire Brocade FC products through Brocade's partners, like Roundstone Solutions.

We'll let you in on a little secret: storage array vendors may be overcharging you for your Brocade switches. You can probably save money on your FC switches by

buying them from Roundstone Solutions. Same new switches, same Brocade quality and support, and lower prices. Why pay more?

Roundstone Solutions has the technical acumen, relationship with Brocade, and business sense about helping our customers with new FC switches.

Contact Roundstone Solutions and we'll help you take a look at upgrading your Fibre Channel, and get you more performance and lower costs very quickly. We can be reached at (925) 217-1177 or sales@roundstonesolutions.com.

HP's Moonshot server is pretty interesting, don't you think?

HP has been in the news a lot over the last couple of years, usually for things other than their great technology. It's nice to be able to look at HP again and be impressed with their technology.

Roundstone Solutions is a partner of HP. The principals of Roundstone have a long history with HP, and have been rooting for the return of HP to product excellence. We think, with HP Moonshot, they're back.

Here's a link to HP's website page with information about Moonshot: http://h17007.www1.hp.com/us/en/enterprise/servers/products/moonshot/index.aspx#top

It's not for every company, because it's all about density and price/performance. But with many Cloud vendors looking to get as much performance out of every square foot of real estate, it's a perfect system for it. We look forward to helping users evaluate HP Moonshot to see if it's appropriate for their IT environments.

Contact Roundstone Solutions at 925-217-1177 or sales@roundstonesolutions.com for more information.

HP Moonshot server

Nimble Storage IPOs and market goes wild

Hybrid storage has been the hottest product in the storage market for the past couple of years. This technology, which combines spinning disk with Flash technology, offers a different level of price/performance that has users taking notice.

One of the hottest companies in this space is Nimble Storage. Roundstone Solutions is a partner of Nimble and we like the technology.

Looks like Nimble's going to be around for some time to come, as they have just finished one of the most successful IPOs in the market in 2013. Good for Nimble Storage!

Contact Roundstone Solutions at 925-217-1177 or sales@roundstonesolutions.com for more information.

ROUNDSTONE SOLUTIONS

Pay for your network equipment as you go with Brocade Network Subscription

With increased interest in paying for technology capacity and performance on a "pay as you go"basis, Brocade has announced a program that allows you to acquire network equipment without purchasing it.

It's called Brocade Network Subscription, and, frankly, no one else in the business offers users a way to acquire equipment this way.

How does it work? Simple...all you do is configure your desired network using Brocade equipment, and we'll give you a price to pay for it on a month to month basis. Don't worry...you don't get hammered with a high rental price; it's actually very competitive.

Why would Brocade do this? Well, they want to give users every opportunity to experience Brocade's IP networking products and servers, and this allows a user to pay for it using OpEx.

Brocade's not stupid; they know that most users have Cisco installed, and that's usually what people say to push off on considering Brocade. Well, it's tough to say no to a great deal like this. Users can try Brocade technology and if they don't think it's better than what they currently run, they can simply cancel it and return it to Brocade. No muss, no fuss. Of course, most users that have installed Brocade equipment using Brocade Network Subscription have

kept the equipment for a longer term. Using Brocade Network Subscription allows those users to stay current with their networking equipment, as there's no depreciation schedule to consider.

Give us a call and we'll be happy to explain how it all works. You're going to be pleasantly surprised when you learn how Brocade can upgrade your network for less.

Contact Roundstone Solutions for help in how to acquire your IT assets.

About Roundstone Solutions

Roundstone Solutions is an IT solutions provider, based in Northern California. Roundstone is focused on the data center environment for small, medium, and large enterprises. As more and more workload moves to the Cloud, we specialize in helping companies and public sector entities implement IT environments that are higher performing and lower cost than their previous environments.

Roundstone Solutions was founded by Tim Joyce, an industry veteran who has run similar companies for many years, always with an eye towards earning the highest level of customer satisfaction.

Please see more about Roundstone Solutions at www.roundstonesolutions.com
Our blog can be found at www.timjoyce-roundstonesolutions.blogspot.com
We can be reached at (925) 217-1177
Our email address is sales@roundstonesolutions.com