ROUNDSTONE SOLUTIONS

Once you try it, you'll want more of it; we're talking Hyper Scale

Most manufacturers are rushing to figure out how to appear like they are selling converged infrastructure when what they're really trying to do is slow the migration. Why would they do that?

It's called Inventors Dilemma, and it was the subject of a book by Clayton Christensen. It's the situation large manufacturers find themselves in when a completely different technology comes along that has the potential to change the existing business forever. There are many examples of this, such as ring tones (kids don't make calls anymore), fax machines (we all scan and email instead), car phones (we all have smartphones now that don't need to be mounted), etc.

The same may be true with the way we deploy and use information technology infrastructures. For years, we all felt that we needed to have our own data centers, filled with equipment that we controlled, either owned or leased. Along with this, we needed a large group of employees to run the infrastructure.

The alternative getting all the press is to completely ditch your entire environment and run it in "The Cloud". Why do it that way? For the promise of simplicity. Maybe save some money? But most people don't want to do that, because of security issues, or a reluctance to put sensitive data in someone else's data center.

There are things about the Cloud that are good. Mostly, the Cloud has figured out a way to provision services quickly, simply, and with excellent economics. So, how can you get those benefits in your own data center?

The way you do it is to do what Cloud vendors do. They use converged infrastructure, where they run compute on standard, inexpensive servers, and use industry standard storage. The key is the file system to make it all run. It's put together in one package.

I started by saying that most manufacturers are rushing to figure out how to capture this new business while not cannibalizing their existing business. Most of them have cobbled together a "reference architecture" so that you buy their existing legacy technology and you plug it together with other legacy equipment, "kind of" forming a system that works together. That's not the right approach.

You should look at vendors that have built their new converged systems ground up. The leader in the space thus far is Nutanix.

NUTANIX®

Roundstone Solutions is certified to be able to help you design and configure a converged infrastructure solution from Nutanix, and we will also involve the manufacturer in our efforts, giving you twice the attention. We're happy to arrange for an on-site presentation and discussion about your particular environment and how Nutanix could offer you a great option for growth.

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

Let Roundstone and ProIntegrators handle your installations of IT infrastructure

As more and more organizations move their IT talent from the IT infrastructure and into applications that solve business challenges, there has been created a void of talent in the infrastructure group. It seems like it's no longer cool or interesting to be involved in keeping the IT infrastructure up and running. However, come to work one day and NOT have that infrastructure work, and people quickly see how important it is that there is talent to keep everything operational and performing as expected.
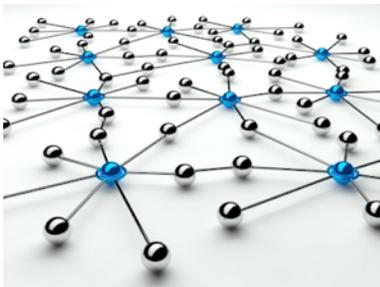
Manufacturers of IT equipment used to do all installations of their servers, storage, and networking. But those days are long gone, save for some unique technologies. As IT equipment has gotten less expensive, much of the additional help and hand-holding that used to accompany the sale are no longer part of it.

Manufacturers expect that this service (installation/implementation and integration into a customer's environment) is being performed by their resellers/VARs. This is mostly true, but you'd be surprised at how few resellers/VARs actually have their own personnel to do these installs. This is because of the same economics that keep an End-User organization from keeping someone on staff just to do installations. It's expensive to have an installation guy sitting "on the bench" if there are no installations to perform.

Rather than do that, most resellers/VARs subcontract out for installation talent on an as needed basis. That's what Roundstone Solutions does, although we keep a close watch on how the installations progress, as it's our name that's on the install.

Because we're seeing a lot of business in this area, we wanted to do something to give us more control over our installations, and provide a service that others might find useful. So, our CEO, Tim Joyce, partnered up with three (3) other guys who are experts in the field, and formed a new company called ProIntegrators. Tim is a part owner of the company, as are the others.

ProIntegrators is based in Northern CA, and provides installation services for networks and data centers. The types of equipment that they're expert in include networks, servers, storage, virtualization, security, and

Microsoft. This pretty much covers a large part of the market.

Going forward, all of Roundstone's installations will be handled by ProIntegrators, and you can be assured that your installations will go well.

ProIntegrators offers its services to End-Users directly, through resellers/VARs (like Roundstone), and through distributors and manufacturers of IT equipment. The company has already been well received by customers and partners alike for its approach.

You can find ProIntegrators on the web at www.prointegratorsllc.com very soon.

In the meantime, if you have any installations you need done correctly, just contact us at Roundstone, and we'll be happy to make it happen. We can be reached at (925) 217-1177 or sales@roundstonesolutions.com.

ROUNDSTONE SOLUTIONS

NexGen Storage spins out of SanDisk, and makes it all about performance

Back in 2013, NexGen Storage was a storage company that had been started by the same guys who had previously founded Left-Hand Networks, which had been acquired by HP. Shortly after the acquisition by HP, the principals left to start NexGen Storage, and focused on building a high performance, hybrid storage array that was different than others in the market.

NexGen Storage gained a lot of attention with their technology, particularly the way that they used Fusion-io server-based Flash in the storage array, and not SSD, as most others did. Additionally, they pioneered the concept of having QoS measurements on the data that was being stored on the devices. All good stuff.

NexGen was acquired by Fusion-io in 2013, which at the time was a public company and the leader in PCIe based Flash acceleration. The thinking at the time was that Fusion-io would be able to offer a more complete product line to their customers, which spanned server-based Flash through Hybrid storage that incorporated Flash in the appliance. Made a lot of sense.

But running a Flash company that does 90% of its business with an OEM model and selling storage direct to End-Users are different things, and require a careful approach to sales compensation to incent the right behaviors. I don't think that this happened. As a result, a really terrific technology and product went largely unnoticed for over a year.

Fusion-io itself was acquired in 2014 by SanDisk. SanDisk wasn't interested in selling hybrid storage devices while they were also selling Flash to OEM manufacturers that sold storage. As a result, SanDisk has "spun out" NexGen Storage to be a completely separate company. SanDisk no longer holds any financial interest in NexGen Storage, other than to be the company that NexGen buys its Flash from for incorporation into their storage array.

During the time that NexGen Storage was a part of Fusion-io, a lot of engineering resources were dedicated to making the hybrid storage product a winner. All of those engineers have made the move to the new NexGen Storage. So what you have now is an experienced company with a terrific product, being developed by experienced and energized engineers. That's a great combination!

The product is called the n5 Hybrid Storage Array and it's a winner. Customers rave about the technology and the simplicity of deployment. Roundstone has deployed many of these devices, and all have gone extremely well.

Roundstone is a primary partner of NexGen Storage in Northern CA. We'd love to introduce you to the technology and the company. Give us a call at (925) 217-1177 or email us at sales@roundstonesolutions.com.

To learn more about NexGen Storage, visit them at www.nexgenstorage.com.

How does a newer company like Roundstone Solutions get to work with you and your company?

Do you remember the book "Catch-22"? I remember having to read it in high school years ago. It was written by Joseph Heller and was later made into a movie starring Alan Arkin. What Catch-22 referred to was a paradoxical situation from which there was no escape.

Trying to do business with new End-User customers is a lot like Catch-22. We often hear that you only deal with people that you already deal with. So, because we don't already deal with you, we can't deal with you going forward. Doesn't that sound dumb?

Think about it…if you acted that way in your personal life, you'd never meet anyone new, never try anything different, or go anywhere you hadn't been before.

Look, we get it. You have developed a way to try and put a barrier between yourselves and resellers who do no good. Frankly, we don't blame you, because most resellers don't really provide much value (our opinion). But how do you ever meet new companies to do business with that actually can provide good value?

Our approach is to get to know our customers so that we can help make informed recommendations about how to improve End-User operations. We know our stuff, and always try to work with your best interests in mind. We're price competitive and very responsive, as well as knowing a lot about newer technologies.

So, getting to the question at hand, how can we get to do business with you and your company?

We send out regular emails about topics we think might be relevant, we try and give you independent opinions about vendors and technologies, and we make sure we reach out often enough so we can be positioned to help when you need it.

We'll keep trying to figure out how to get your attention and get past the Catch-22 situation. In the meantime, if you want to get more help than you've had before, why not call us at 925-217-1177 or email us at sales@roundstonesolutions.com for more information?

We look forward to working with you!

About Roundstone Solutions

Roundstone Solutions is an IT solutions provider, based in Northern California. Roundstone is focused on the network and data center environment for small, medium, and large enterprises. As more and more workloads 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 look forward to helping you achieve your business goals!

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