



## Roundstone's IT infrastructure predictions for 2018

Happy New Year! We trust 2017 was a good year for you and your business, and that you were able to accomplish your business goals. Here at Roundstone Solutions, we had a good year in 2017, and grew our business helping our Clients move to Next Generation IT Infrastructures.

Looking at 2018 and beyond, we see increasing change in our business. Your business will also face change, and you'll want to make sure you're properly positioned to take advantage of opportunities that present themselves. Part of what this means is you'll need to have an agile, scalable, and cost efficient IT Infrastructure. We can help.

We took out our crystal ball, and looked to see what we might encounter in 2018. Here then, are our predictions for IT Infrastructures in 2018:

- 1. We believe organizations will move more of their workloads off 3-tier infrastructure onto hyper-converged infrastructures (HCI).**  
Continuing to use traditional 3-tier infrastructures no longer makes sense, as HCI offers much better agility, scaling, and cost structure. Clients that have moved to HCI, like that from [Nutanix](#), have been thrilled by the move, and their only regret is that they didn't make the move sooner.
- 2. It's no longer going to be an automatic that workloads go to the Public Cloud (i.e. AWS, Azure, GCP).** All you read about in the press is that AWS is the way to go for all workloads. What you rarely read about is how expensive and restrictive that approach ends up being.

Our Clients have all opined that Public Cloud was a great move initially, but over time, an on-premises infrastructure was more effective and less costly, especially when you consider security. For year, users complained about vendor lock-in by hardware vendors, but Cloud lock-in is far worse, as they have your data! A well thought out plan using HCI on-premises will give you an Enterprise Cloud that you can control. All things being equal, that's a better move.

- 3. SSDs and NVMe will continue to become the standard as storage media.** For the past few years, much has been written about the demise of spinning disk, and although it's still cheaper than SSDs, the price differential has closed. On the horizon is NVMe and 3D Crosspoint, which offers media at sub millisecond speed. It seems as though the days of spinning disk are numbered.
- 4. Organizations will finally add up all they spend on subscription based services and be amazed at the total.** We're seeing our Clients start to add up how much their Public Cloud vendors are charging and are starting to rein in access and costs. It's about time.
- 5. Unified Communications belongs in the Cloud, just like Email.** Any organization running Office365 knows how easy it is compared to managing their own email servers. The same will be true with all communications methods, like voice, video, collaboration, and chat. There's no need to run these discreet programs and try to combine them yourself. There are *(CONTINUED ON PAGE 3)*

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

### IN THIS ISSUE:

OUR 2018 PREDICTIONS.....	Page 1	IF I RAN AN INFRASTRUCTURE.....	Page 3
TECHNOLOGY PARTNERS FOR 2018.....	Page 2	WHAT IS FUZE?.....	Page 4
NUTANIX UPDATE.....	Page 2	ABOUT ROUNDSTONE SOLUTIONS.....	Page 4



# Roundstone's technology partners for 2018

As a Solutions Provider/VAR, we choose our vendor partners carefully. The partners we work with have to be leaders in their market spaces, with a defined market niche that makes them a desired platform by end users. Roundstone partners with most of the larger, more traditional vendors, and also some of the newer, disruptive vendors that have entered the market.

Roundstone's focus partners are:

**Nutanix:** The acknowledged leader in Enterprise Cloud/hyper-converged infrastructures. Nutanix is defining the market space and is disrupting the entire industry.

**Kaminario:** A higher performing, growing All-Flash-Array storage vendor. Kaminario is scale-out AND scale-up storage, at a better price point than the largest company in the space.

**Rubrik:** A newer way to do backup and restore, Rubrik takes HCI concepts and simplifies backup. Rubrik is easy, and will make your backup environment much better than your current vendor.

**Fuze:** Unified Communications is filled with vendors with incomplete offerings, focused on SMB-sized companies. Not Fuze; they are an Enterprise class UCaaS vendor, and coming up strong.

**Extreme Networks/Ruckus:** Extreme acquired the data center portion of Brocade's IP portfolio, and they are the #3 networking company in the business. Why pay Cisco prices, when you can get superior technology at lower prices? Ruckus Wireless acquired the campus and wireless business from Brocade, and are a superior alternative to Cisco for campus and wireless deployments. We're happy to work with both companies.

**Nexsan:** Nexsan, while considered a low cost vendor of traditional storage, offers an excellent trusted archive product, which is in demand by many.

In addition to the vendors above, we work with the following:

Servers: Dell, Lenovo, HPE  
Storage: Dell/EMC, HPE, Qumulo, Quantum, Lenovo, Veeam, and others  
Networking: Cisco, HPE/Aruba

So, in other words, we work with the IT infrastructure vendors that matter. Let us help you. We can be reached at 415-963-9366 or 925-217-1177 or at [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com).

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## Nutanix update

Nutanix continues to make a difference for their customers. They are now a public company, and are expected to surpass \$1B in revenues in the current fiscal year. Our Clients that have deployed Nutanix love the platform.

Nutanix is in the midst of showing customers the ability to control ALL Clouds from their platform. Nutanix's goal is to be the operating system for the Cloud.

Recent Nutanix announcements worth looking at include Calm, which is perfect for dev/ops environments, and will help you see where an application should be run.

Soon to come from Nutanix is broad NFS support, which is going to be a huge deal for those companies that are big users of NetApp and Isilon.

Roundstone are experts in Nutanix and we invite you to contact us for a discussion. We're at 415-963-9366, 925-217-1177, or [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com).

# Roundstone's 2018 Predictions (continued)



a few options for combining these services, and one that we work with is [Fuze](#). Fuze is a Unified Communications as a Service (UCaaS) vendor, and really the only one considered Enterprise class.

As you move into newer technology platforms, make sure you work with a partner that understands them, and isn't afraid to have you move from older approaches. If you're working with a partner that makes their money selling you traditional infrastructure, they're not likely to want to interrupt

that by suggesting newer, and disruptive platforms. Why would you let that occur?

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

Contact us at 415-963-9366 or 925-217-1177 or at [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com) for more details.

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## If I was running an IT infrastructure

I've spent my entire career in Information Technology and have been around long enough to have seen many different approaches to technology. I've never been in a user organization but have been on the side of IT manufacturers, partners, and leasing companies for the entire time. In other words, I have worked with customers who use technology.

I don't pretend to know everything, but I do know IT infrastructure. IT executives have a difficult job, having to walk a fine line between the desires of the business and what's possible technically. The job appears to require an equal amount of knowledge, experience, savvy, and the ability to make magic happen. I have great respect for IT executives.

For a long time, IT was viewed as an expense to the business, kind of a "necessary evil". Part of this viewpoint was due to the fact that IT, by itself, wasn't easy for the layman to understand. Like the old joke about a thermos, "how does it work?".

Nowadays, IT is understood as a way to gain competitive advantage over the competition. As a result, executive management is looking more to IT to help the business, and they are looking to "invest" in it. But investment doesn't mean buy it, it means spend money.

The Cloud has been the biggest topic for a few years. IT executives understand "the Cloud" as being another phrase for "Datacenter" but others view it as the be-all, end-all. Tons of money is being thrown at Public Cloud because all the articles executives read on in Forbes and Fortune while on a plane say that's the smart move.

Possibly, but not necessarily.

If I was running an IT infrastructure, I would boil it down to a simple approach; the things that matter most are the applications which allow our business to run and thrive. Hardware that runs our business is much less important, but still critical. And where that hardware is located needs to be decided upon based on the application workloads that our business depends on, not by decree.

For example, I would use Office365 or Gmail for email. While absolutely critical, I think Microsoft and Google do a better job of running it than anyone else can. So, why have it running in my data center?

Take an application like SAP. That, for sure, would run in my datacenter. I would never let that go to a Public Cloud vendor. It's the company's lifeblood... why would you let anyone else control it? Doesn't make sense to me.

Communications...that makes sense to go to the Cloud, but to a specialized Cloud. Communications don't belong in with various workloads, and should be treated differently. Why bother with running a PBX or UC system in my data center? Let others who can do a better job run it.

VDI? Maybe. Not sure. Unless you can prove a better user experience at lower costs I don't see why it's worth the effort. However, VDI has been making more sense lately due to Microsoft Windows upgrade issues...so, I would seriously consider it.

Overall, I would keep as much as makes sense in my own datacenter (could be a co-lo) and move specialized workloads that are better served into the Cloud.

What do you think?



# What is Fuze and why should you look at them?

Here's what our partner Fuze is about:

You currently pay for voice service, probably with an on-premises PBX (which is old) or with a Cisco or ShoreTel UC system, housed in your data center. Expensive, difficult to maintain and update. Old school.

Next, you have video of some sort, which you pay for separately. Probably something like Zoom or similar. Separate system, subscription based. You also have some Chat function, probably Slack. Again, separate subscription, but great function.

Finally, you run some kind of collaboration program, probably WebEx or GotoMeeting. Difficult to operate, always requiring an update, never working quite as expected. Not cheap, but you don't know that because Cisco or Citrix threw it into a deal for other stuff.

So, four different services, not terribly integrated, costly, and difficult to operate. Not optimal.

Fuze combines all 4 in an integrated service. No on-premises anything, simple interface, and can run on any device or phone. Less expensive. Exactly what you're looking for. Call us and we'll expand on this.

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## Want to Try Nutanix for Free?

Hey, we've been telling you all about Nutanix and how it can help your IT Infrastructure. Want to give it a try? For free?

Nutanix has a free version of their software, called Nutanix Community Edition. You can load it onto your laptop or server or run it in the Cloud. Take a look. No cost. Play around with it, see what you think.

To download it, click here: <https://www.nutanix.com/products/community-edition/>

You're going to be impressed. Then, contact us for more details on what it can do for you.

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## About Roundstone Solutions

Roundstone Solutions is an IT Infrastructure Solutions Provider based in San Francisco. We help our Clients by enabling much higher performing, lower cost, scalable, simpler, infrastructures.

Our relentless focus is to be Northern California's leading VAR/Partner/Reseller with the highest level of satisfaction as measured by our Clients. We accomplish this by first understanding our Clients' business objectives, and then matching appropriate technology solutions to get the job done right. **We succeed when our Clients improve their IT infrastructures, resulting in better business outcomes.**

Please see more about Roundstone Solutions at [www.roundstonesolutions.com](http://www.roundstonesolutions.com). Our blog can be found at <http://timjoyce-roundstonesolutions.blogspot.com>, and is updated regularly. We can also be found on Twitter at [@TimRoundstone](https://twitter.com/TimRoundstone).

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