



Enterprise and Cloud Storage

Expanding Channel Partners Growth with G4 Storage Solutions

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Biography

Eric Herzog is the Chief Marketing Officer at Infinidat (<https://www.infinidat.com>). Prior to joining Infinidat, Herzog was Chief Marketing Office and Vice President of Global Storage Channels at IBM Storage Solutions.

His executive leadership experience also includes: CMO and Senior VP of Alliances for all-flash storage provider Violin Memory, and Senior Vice President of Product Management and Product Marketing for EMC's Enterprise & Mid-range Systems Division.

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Abstract

Many IT companies continue to invest heavily in providing support with their channel partners. With channel revenue contribution up 52% year-to-year globally, Infinidat has continued to enhance its new sales enablement and training program – the Infuziast Certified Partner Program – that together with its regional program enhancements, such as channel partner advisory boards, has seen the company expand its channel base and win multiple awards. As Infinidat starts delivering a brand-new storage array from the ground up with the launch of its InfiniBox® G4 solutions, a G4 world of enterprise storage is emerging. In this article, the author explains what the shift to G4 will mean for the channel.

Introduction

Our partners have started to offer the InfiniBox G4 series, and the newest software enhancements are already seeing traction in the market. Since the 3rd generation InfiniBox is more than five years old, the new InfiniBox G4 solution gives our



Enterprise and Cloud Storage

channel partners a great opportunity to usher in a storage refresh for each of their enterprise customers, as well as an even better refresh of competitive storage products.



With the announcement of the InfiniBox G4 solutions, we have delivered a brand-new storage array from the ground up. It's now a G4 world of enterprise storage. **The big question is: What does this shift to G4 mean for the channel?"**

As a partner, you could upgrade your existing customers with G4 systems. Your customers can take their existing 3rd generation InfiniBox systems and turn them into backup target devices. They can turn them into a replica, and then the new InfiniBox G4s can replicate to the 3rd generation storage arrays for an excellent disaster recovery and business continuity deployment. Not to mention the opportunity they gain by refreshing competitive products with the award-winning solutions from Infinidat.

On the all-flash side, we also introduced a completely new configuration that opens up amazing opportunities for our partners. We have lowered the entry point by offering the partially populated models of the InfiniBox™ SSA G4 systems. Then, as a partner, you can upgrade your customers with more storage as they expand their applications and workloads, and that additional storage is a completely non-disruptive upgrade. Your customers always want to be 100% available.

We also have a new series in the all-flash family, the InfiniBox SSA G4 F1400T. It's a small form-factor configuration that is easily installable in any industry standard rack. So, if you have end-user customers with empty rack space, it slides right in.



You don't have to sell your customer the full Infinidat rack. As long as it's industry standard, our smaller G4 1400 will slide right in.

If you are running a colocation (known as a "colo") – and many partners are getting into the colo business as well – it can fit into the rack – and we have done this with no compromise. This is a high-end array that includes all of the industry acclaimed features of a full rack InfiniBox™ SSA G4, but just in a smaller form-factor. It has our incredible performance, built-in cyber resilience, and all our guaranteed Service Level Agreements (SLAs) – 100% availability, performance, and cyber storage resilience and recovery.

With the launch of the small form factor SSA G4 partners have new opportunities to sell into edge/distributed data centres. For example, the InfiniBox SSA G4 1400 family is an ideal solution for a partner to sell into an enterprise that has, for example, 29 factories, each of which has its own small data centre. Partners can expand their business by targeting edge/distributed data centres.

In addition, we have wrapped the G4 with a new controller upgrade program, InfiniVerse® Mobius. The partner can sell this optional controller upgrade. When Infinidat's next generation comes out in the future, the partner can non-disruptively upgrade to our new controllers but leave the existing media in place, avoiding the issues and complexities of data migration. Partners have an upsell opportunity, while customers won't have to migrate their data in the future.



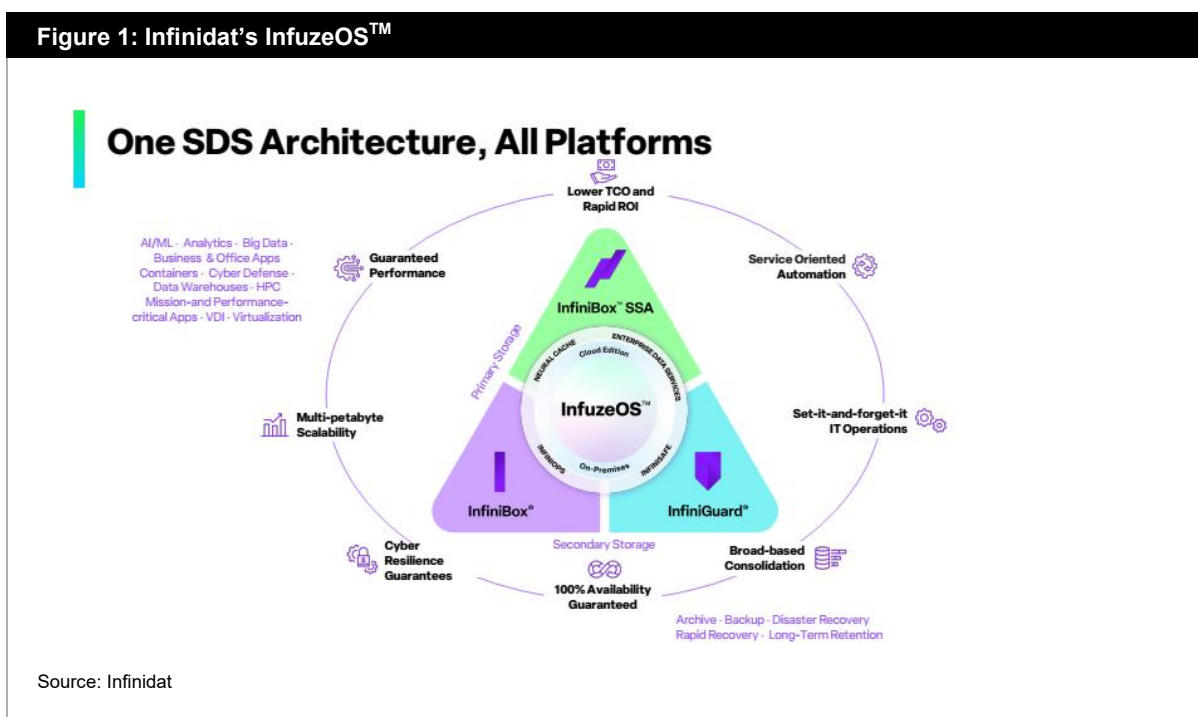
New opportunities galore for the channel

The G4 truly offers a ton of new opportunities for partners. It's more than twice the performance of the existing 3rd generation InfiniBox, as well as the competition.



Enterprise and Cloud Storage

You can go to your customer and say confidently, “Hey, the new G4 is more than twice as fast, and you have workloads that need it. So, why don’t you upgrade to the new G4 hybrid or new G4 all-flash?” Check out our June webinar about the G4 and the adjacent solutions, defining the future of enterprise storage.



Cyber resilience and hybrid multi-cloud

Our latest software enhancements also create new opportunities for partners. Our InfiniSafe[®] Cyber Detection is sold as a Software-as-a-Service (SaaS) – and it’s an additional revenue opportunity for our partner base. In May, we launched InfiniSafe Cyber Detection for VMware environments. It’s chargeable, increasing revenue for our partners while addressing the need for VMware environments to avoid malware and ransomware. Our advice to the channel is start making those calls to enterprises with VMware environments.

Moreover, for partners who sell data centre-wide cybersecurity packages which are designed to sense cyber threats, we are now offering a groundbreaking cyber capability. Through seamless integration with cybersecurity software, when there is a threat detected, our InfiniSafe Automated Cyber Protection (ACP) will automatically create an immutable snapshot. You can even go farther and integrate with InfiniSafe Cyber Detection to scan that immutable snapshot that was just taken. This gives our partners a joint sell with their cybersecurity software offerings and a services opportunity as well.



Also, you can integrate with cyber detection capabilities, which would mean the snapshot is scanned immediately. No other storage vendor is integrating with cybersecurity applications like Infinidat. We are giving you the opportunity to sell storage and security together. It's an ideal sell.

Furthermore, your customers can get Infinidat's cyber resilient capabilities in the cloud, among our other capabilities. Our InfuzeOS™ storage operating system has a Cloud Edition, which supports both Amazon AWS and Microsoft Azure. What an excellent opportunity to provide your enterprise customers with the opportunity to sell a seamlessly integrated hybrid multi-cloud solution.

When we launched the G4 family in May, there were channel partners who were so excited because the G4 represents a slew of new solutions that not only deliver powerful technical and business value to their enterprise customers, but also drives powerful partner revenue opportunities. As the hottest new solution in the storage industry to create new opportunities for channel partners, nothing can beat it.