



Performance Storage

Enterprise SAN Storage

Now there is an alternative to the purchase of storage infrastructure, that provides the enterprise SAN storage needs of your business on demand out of 6 datacentres across Australia.

Self Service Options through the Management Portal

- * Create Volume by Tier
- * Set One -Off Snapshots and Snapshots over time to local and remote volumes
- * Replication between data centres
- * Cloning of volumes

Performance Storage leverages 4 tiers of high performance storage options (including access to Fibre Channel, SSD, SAS & SATA disk pools) as a service. Each coming with specific performance characteristics to meet the storage expectations of your applications.

It is a fully managed, scalable, highly available and high performance SAN environment that grants access via a customer self-service portal to create storage volumes, leverage one time volume snapshots, recurring snapshots over time, replication services across our datacentres for redundancy and disaster recovery, and data de-duplication across the environment.

Microsoft | Partner Program
2009
AWARD WINNER

S+S Hosting
Partner of the Year

Microsoft
Partner Network
MAPA
2010
FINALIST

Hosting Solution
Partner of the Year


BLUEFIRE

A DIMENSION DATA COMPANY

QUOTE: IDC says that this year, data will grow 1.2 million petabytes, or 1.2 zettabytes. This explosive growth means that by 2020, data will be 44 times as big as it was in 2009. The McKinsey Report says that Data is flooding in at rates never seen before—doubling every 18 months—as a result of greater access to customer data from public, proprietary, and purchased sources. Gartner predicts that Enterprise data growth will be up 650% by 2015.

The Storage Dilemma

The factors behind the increased data storage burden are multiple. Strategies must be developed that not only take into account growth but also the rate of growth and the predictability—or unpredictability—of that growth. IDC says that staffing and investment to manage corporate data is growing at a factor of 1.4, as compared to information exploding at a factor of 44. Business compliance directives mean that legally significant data must now be kept for much longer. New Data Protection regulations and an increase in what data companies must keep on file internally now also accounts for some of the increase. If we were to add email, file storage and other digital records to the mix - its clear there is significant demand amongst IT Managers for flexible, fully redundant enterprise level storage, at affordable prices.

The Solution

Outsourcing Your Primary, Secondary or additional Storage needs.

Traditionally, managing a primary storage area network 'in-house' has meant a very significant capital outlay in both hardware and infrastructure terms, not to mention the internal skill sets that need to be paid for. New developments such as Storage-On-Demand are opening up new possibilities. More and more businesses are turning to BlueFire because we have the right partners, and the right experience to deliver high performance Storage, but at a lower cost than what our clients can do themselves.

We can bring new levels of flexibility and scalability to your applications, while allowing you to precisely match your infrastructure costs to your business needs, optimising systems utilisation and eliminating wasted investment in unnecessary hardware, software and services.

iSCSI - BlueFire's iSCSI SAN is a cost effective solution ideal for mid-range applications. Our management

portal enables automatic movement of data while it is in use. This technology provides the foundation for online expansion, automatic configuration, performance optimisation, and advanced software functionalities - all with continuous access to data. That means no downtime for increasing capacity and most management tasks are handled by the array, not the administrator. As a result, BlueFire makes enterprise-class shared-block storage practical for all servers and applications.

Fibre Channel - BlueFire's FC SAN is designed for high performance/high transaction applications that simply cannot afford any downtime or tolerate any data loss. Our Fibre Channel SAN provides a bullet-proof platform with complete hardware redundancy, hot-swappable components and non-disruptive upgrades online. Tightly integrated clustering solutions, along with disaster recovery support, enable complete enterprise-class business continuity.

Assign different categories of data to different types of storage media based on business needs. Performance Storage architecture provides storage on demand, allowing you to precisely align your infrastructure with your business needs.

Tier 0 Performance Storage offers the fastest throughput and lowest latency solid state tier available. Tier 0 storage is an excellent choice for Database Indices or any application that demands the very fastest storage available.

Tier 1 Performance Storage offers very fast spinning disks (* typically 15,000RPM). Choose Tier 1 Storage OLTP applications or any transaction oriented mission critical application. Tier 1 I/O requests are prioritised over Tier 2 requests via quality of service management.

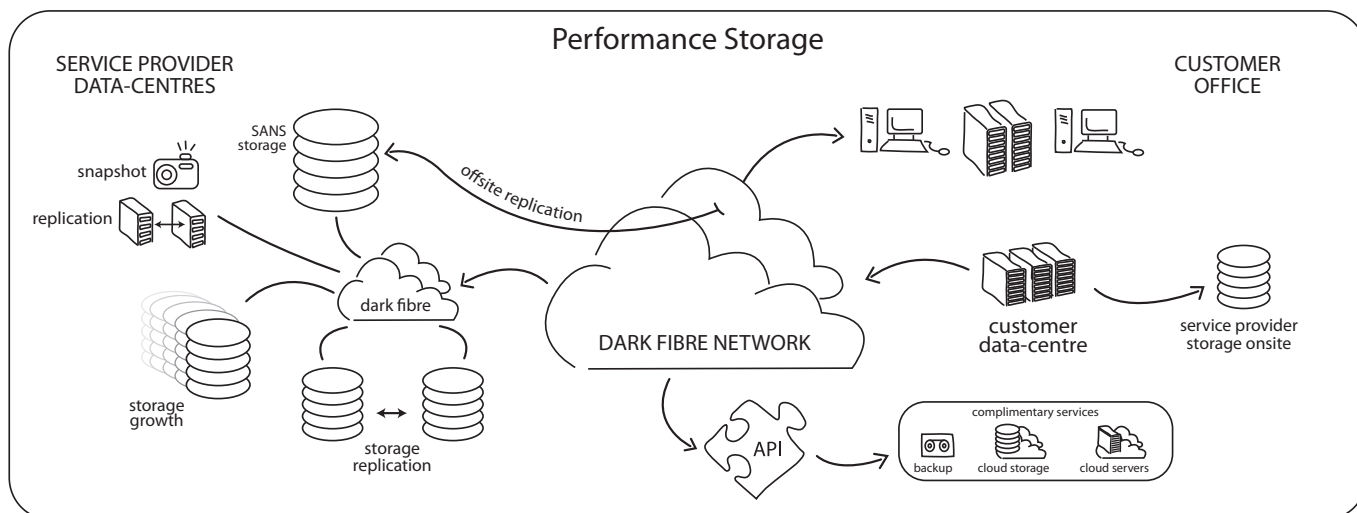
Tier 2 Performance Storage is good general purpose storage. With economical RAID set ups and fast disks, use Tier 2 storage for File Sharing, E-Mail or Collaboration.

Tier 3 Performance Storage is the most economical in terms of dollars per gigabyte. Access type and storage density have been chosen based on bang for buck. Use Tier 3 Storage for archiving or static content requiring infrequent access.

Connectivity options are available across Australia and New Zealand via high speed IP or Dark Fibre over

specific distances to allow servers in your premise to connect to storage in our datacentre facilities.

Reliable and resilient service delivery architecture consists of Fully Redundant Meshed Networks that reduces risk associated with failures, Virtual SANs for FC security that creates Logical Separation between multi tenant SAN Storage and MPLS Networking for IP Security.



Features:

The solution solves both the economic and capacity-on-demand shortcomings of traditional infrastructure, allowing you to pay only for the resources you need while enabling the rapid deployment of new capacity. And it does all of this without any performance compromise, in a secure, highly available enterprise-class environment.

FEATURE	BENEFIT
Scalability	Ensures storage capacity never runs out by providing a capacity management service. The service can scale to meet an organisation's changing needs with very short notice.
Manageability	Metering technology automatically measures and reports storage capacity utilisation. End user management and administration is via a customised Management Portal. Storage allocations can be managed via a single interface, leveraging existing staff and requiring little training.
Ease of Use and IT Simplification	The customer Self Service Portal allows easy and quick activation and provisioning. Manage more storage with less effort and fewer resources by leveraging automation. Multiple self service provisioning options deliver control to the end user.
Accessible through multiple means	Fibre Channel, NFS, iSCSI, CIFS, Fibre Channel over Ethernet (FCoE), Fibre allows access within Data Centre locations or via Dark Fibre to the client's Data Centre
Financial flexibility	Priced as \$/GB/Month. The monthly fee is based on Gigabytes of Storage allocated, enabling clients to align their costs to business demands and avoid large capital expenditures, yet increase capacity rapidly when required and vice versa.
Data protection	Snapshot point-in-time copy technology, enables you to protect your data with no performance impact and minimal consumption of storage space, both on remote volumes and on local volumes. You can use this technology while applications are running and create Snapshot copies in seconds, regardless of volume size or level of activity on the storage system.

Clone Images	Each clone is a transparent, virtual copy of your data that can be used for essential enterprise operations such as testing and bug fixing, platform and upgrade checks, multiple simulations against large data sets, remote office testing and staging, and provisioning of server and desktop images. Cloning provides substantial storage space savings, which means you can manage many more data set variations in less time and with less risk
Lower costs	Cost-effective shared storage solution for physical and/or virtual environments. Only use what you need and avoid over provisioning.
Useable Storage Model	Storage is presented and billed on a useable and allocated basis. This enables clients to realise their true storage costs per useable gigabyte and need only pay for what is required.
High Performance and fault tolerant RAID setups	<p>Allows customers to achieve transactional goals whilst keeping data on disk safe and protected. The service delivers outstanding levels of performance with tiered options for extremely fast access for specific applications through to cost effective highly dense storage for static content.</p> <p>Latest technology offers true dual-parity protection without compromise to budgets, performance, or data integrity. BlueFire offers enterprise-class data protection against dual disk failure together with high performance on SAS or SATA disks at a manageable storage cost.</p>
Security	Your storage is always secured using industry recognised techniques such as about Virtual SANs on Fibre Channel Fabric and Virtual LANs and MPLS for IP Security.
Reliability	The infrastructure supporting the service is constantly being monitored for any potential issues, so it can be proactively addressed before incidents arise. Exceptional reliability is achieved with redundant, hot-swappable components, including: disk drives, processors, I/O interfaces, power supplies, batteries, fans and control processors.
High Availability	Fault tolerant RAID technology and redundant data paths or 'multi-pathing ensure that there is no single point of failure, virtually eliminating the likelihood of unplanned down time
Maximisation of Resources	<p>Leverage the benefits of virtualisation (cost savings, consolidation, asset optimisation, etc.) in the storage infrastructure and achieve better utilisation.</p> <p>Eliminate storage inefficiencies: As data is created, distributed, backed up, and archived, duplicate data objects are stored unabated across all storage tiers. The end result is inefficient utilisation of data storage resources. By eliminating redundant data objects and referencing just the original object, an immediate benefit is obtained through storage space efficiencies.</p>
Complete storage solution	Add snapshots and replication for a complete solution.

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