



## Highlights

[HPE Storage - Now Cloud](#)

[KIOXIA - Dell Technologies World Highlights](#)

[Lightbits - Network World Enterprise Storage Startups to Watch](#)

[WekaIO Key Findings in AI & Analytics Infrastructure 2021 Study](#)

Live conferences? Yep, nope, scheduled, canceled. We are getting there but it is taking a while. I appreciate in-person networking, comparing products side by side, keynote presentations, and catching up with friends and colleagues. And, from a substantive standpoint, I enjoy the panel discussions, whether between direct competitors or several presenters with compatible products. This is difficult to re-create virtually. Our multivendor webinars allow engagement, whether from competing perspectives or compatible approaches, at a substantive level, and allows for hundreds of attendees to have the same front row seat. The conversations feel spontaneous, there is a rapport and dialogue that can go deep with each panelist having a solid opportunity to argue their perspective. Plus, the high quality recorded webinar and slide deck remain available for use long after the event.

We have two webinars this month – one in enterprise storage on the 18th and our first cybersecurity deep dive on the 25th. Cybersecurity is, or should be, a major concern for any organization today. If you are interested in sponsoring a webinar but don't see a topic that quite fits your needs, we can modify topics or add topics to meet your objectives. Our entire webinar schedule, poll results from a prior webinar, and other upcoming enterprise storage events are at the end of our newsletter.

*Cheers! Mike Heumann*

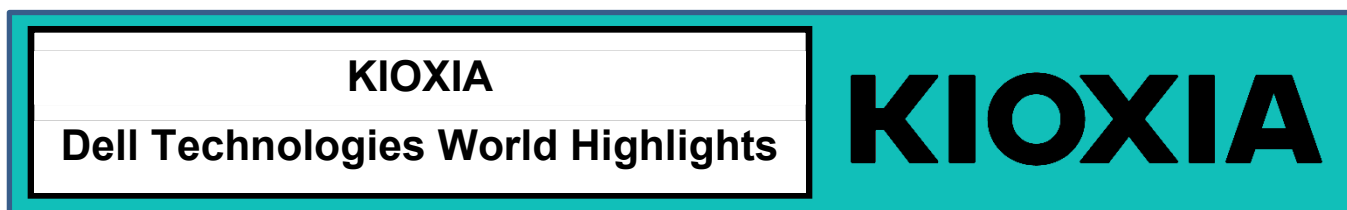
			
		<p>Responsive and Efficient Storage Architectures for Cloud Service Providers</p> <p>Tuesday, May 18 9:00am</p>	
			
<p><b>HPE Storage - Now Cloud</b></p>			

[Hewlett Packard Enterprise \(HPE\)](#) announced they are [transforming HPE Storage](#) into a cloud-native, software-defined data services business. This is after seeing storage revenues improve toward pre-COVID levels over the last few quarters, but still short of their peak in the early-mid 2010s, as customers move their data to the cloud and to all-flash storage systems. HPE unveiled a data services platform that delivers on its Unified DataOps vision for a new data experience that brings a cloud operations model to wherever data lives and unifies data operations. The new cloud data services will be available through [HPE GreenLake](#), its public cloud and infrastructure-as-a-service (IaaS) platform, enabling both existing and new customers to migrate to the cloud operating model with data management and infrastructure services. Now customers can migrate their workloads between on-premises, fully managed in a pay-per-use model at the edge, in colocations, and data center options.

The new platform is designed to address the data explosion edge-to-cloud, collapse the silos and complexity that plague data environments, improve agility and innovation, and reduce business risk. HPE touts the announcement as marking an important milestone in the company's vision to become an edge-to-cloud platform as-a-service (aaS) organization.

[Ron Westfall](#), Senior Analyst and Research Director, [Futurum Research + Analysis](#), describes the impact, “I can see the healthcare and government sectors being early benefactors as the iLand endorsement align with those two segments. Otherwise, further out, I see broader market distribution that parallels IaaS adoption including finance, banking, retail, manufacturing, and telecommunications.”

The new data services platform consists of three new innovations that simplify data operations from edge to cloud including: [Data Service Cloud Console](#), a cloud console that is designed to deliver cloud operational agility and unified data operations as a service; [Cloud Data Services](#), a suite of software subscription services that simplify and automate global infrastructure management at scale; and [HPE Alletra](#), a new portfolio of cloud-native data infrastructure that powers data edge-to-cloud.



[KIOXIA](#) showcased a broad lineup of next-gen, flash-based solid state drives (SSDs) designed to upgrade performance in server and storage application solutions at this year's [Dell Technology World](#) as a diamond-level conference sponsor for the fifth consecutive year. Of particular emphasis is [how its SSDs can optimize](#) a variety of new [Dell EMC PowerEdge Services](#) and [VMware vSAN solutions](#).

[NVMe SSDs from KIOXIA](#) address demands of enterprise performance requirements, cloud-based data center architectures, and performance-centric and latency-sensitive applications. “While NVMe SSDs are penetrating server platforms at an increased pace, interoperability between the two cannot be taken for granted,” [Alvaro Toledo](#), senior vice president and general manager of KIOXIA’s SSD Business Unit.



[Alex Mei](#), vice president of corporate marketing for KIOXIA, emphasized their belief that “the digital world is made better when we work together” citing their longstanding corporate partnerships. “Over our longstanding collaboration with Dell, we’ve seen firsthand proof that the possibilities that exist in today’s data-driven world are endless. Together with other technology innovators, we stand ready with comprehensive flash-based storage solutions that can turn transformation strategies into reality.”

KIOXIA and Dell held a joint session addressing the challenges IT professionals face in adhering to new data storage security requirements, various degrees of drive-level security, including encrypting data at rest and managing encryption keys, as well as the role [PCI Express Gen 4.0 SSDs](#) play in enabling data security while setting the bar for performance. This year’s featured products:

[CM6 Series PCIe 4.0® Enterprise NVMe® SSDs](#) will be shown running in an extremely high performance VMware vSAN environment. The 10x performance difference between PCIe Gen 4 vs. Gen 3 will also be highlighted. These drives will also be featured demonstrating encryption without a performance hit on a Dell EMC PowerEdge R7525 server.

[PM6 Series 24G Enterprise SAS SSDs](#) – the first 24G SAS SSDs for servers and storage1 – demonstrating the performance of 24G SAS. 24G SAS implements reliability innovations and now doubles the performance over 12Gb/s SAS SSDs to take better advantage of PCIe 4.0 ecosystems.

[CM6 Series PCIe 4.0 Data Center NVMe SSDs](#) will be configured in bare metal Dell EMC PowerEdge MX750c and MX740c servers running a database workload to highlight PCIe 4.0 vs. 3.0 performance. A 55% MySQL database performance improvement over PCIe 3.0 SSDs will be shown.



[Lightbits Labs](#), founded in 2014, is featured in [Network World enterprise storage startups to watch](#):

Why they're a hot startup to watch: Lightbits Labs has all of the right ingredients--solid funding, strong senior team, early customer traction--to compete in a tough NVMe market. The startup has raised more than \$54M, and has named customers.

The founding team's pedigree is also a mark in Lightbits' favor. CEO and co-founder Eran Kirzner gained VP-level experience at PMC-Sierra and Wintegra. Co-founder and Chairman Avigdor Willenz co-founded Annapurna Labs, which was acquired by Amazon in 2015, and co-founder and Chief Scientist Muli Ben-Yehuda served as chief Scientist for software-defined data-center vendor Stratoscale.

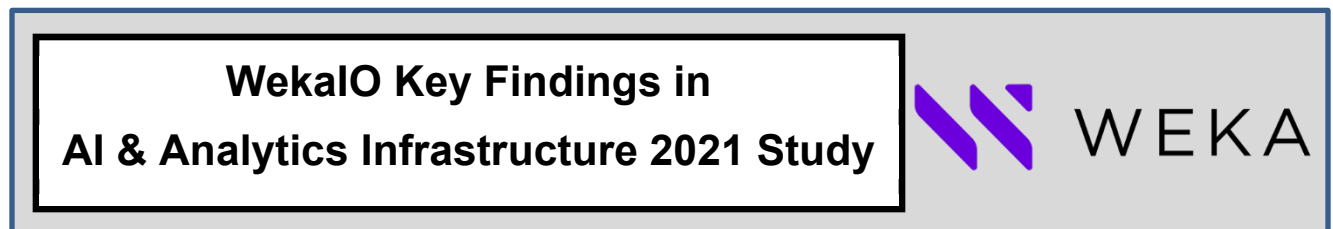
Lightbits Labs develops NVMe over TCP software-defined block storage. The latest version of their storage software, [LightOS 2.1](#), is an NVMe/TCP scale-out, disaggregated storage solution designed to perform like local flash. When installed on commodity servers in large-scale datacenters, LightOS 2.1 automatically optimizes for I/O intensive compute clusters, such as Kafka, Cassandra, MySQL, MongoDB, and time-series databases. Each storage server in the cluster can support up to 64K namespaces and 16K connections. LightOS 2.1 also supports containerized environments like

Kubernetes that require large-scale clusters with persistent and durable storage for rapid node migration, workload rebalancing, or recovery from failure without copying data over the network.

[LightOS 2.2](#) showcases the latest in memory and storage innovations and how to deliver disaggregated, composable infrastructure with high-performance from Edge2Cloud. More RAM, more drives, and more bare metal servers configured with more than before, with Edge2Cloud innovation.

Competitors include: [Ceph](#), [Excelero](#), [Fungible](#), [Pavilion Data](#), and [Pure Storage](#)

Customers include: [Finanz Informatik Technologie Services](#), [AMPD](#), and [Equinix Metal](#)



[WekaIO](#) surveyed 500 technology professions about their AI and analytic strategies.

Among the [key findings](#) were:

86% of respondents have at least one AI initiative. Most companies tend to have 2-3 initiatives, while a few even had as many as 5 initiatives.

Use cases vary significantly by vertical, but the most cited initiatives were recommender engines, scientific visualization, and image recognition.

The approaches to AI vary, but research and government tend to build their own models that are customized to their needs, while commercial enterprises tend to use ready-to-consume models to gain a time-to-market advantage.

In general, 50% of the data used is self-generated, but other sources contribute.

While no respondents stated that they plan to be cloud-only, most expect a significant and increasing portion of their workloads to be in the cloud. Privacy concerns and the complexity of extending workloads to the cloud are the main headwinds toward additional cloud adoption.

Over half of the respondents are already using GPUs, and adoption of GPUs is especially high in Automotive

Weka suggests companies [construct a plan](#) for managing their data well ahead of their actual need to use it and to keep their AI investments well documented in order to measure their ROI or to compare whether they are spending too little or too much on their AI initiatives.

“The survey revealed that the biggest headwind to successful AI initiatives are too few data scientists and insufficient technology infrastructure, such as cloud adoption. Many of our customers use Weka to burst to the cloud for cost-effective, on-demand capacity or compute resources. The [Weka File System \(WekaFS™\)](#) can extend to the cloud seamlessly, which enables data mobility while eliminating data silos. So, whether your data is on-premises or in the cloud, your applications have access to all your data in a single, unified namespace. [Ken Grohe](#), president and CRO at WekaIO (note: Ken has recently left Weka).



From our G2M Research Multi-Vendor Webinar:

[Advanced NVMe™ SSDs – Addressing the Blast Radius Problem](#)

with sponsors Lightbits, Kioxia, and Intel

To what extent is the SSD “blast radius” problem an issue for your organization? (check one):

It is a <b>significant problem</b> across <b>most</b> of our mission-critical workloads today:	17%
It is a <b>problem</b> for a <b>number</b> of our mission-critical workloads today:	14%
It is a <b>problem</b> for a <b>couple</b> of our workloads today:	9%
It is <b>not</b> a workload-specific problem, but a <b>general “IT efficiency” concern</b> :	20%
It is <b>not a problem today</b> , but we expect it to be in the <b>next 2-3 years</b> :	29%
<b>We do not see it as an issue</b> for our workloads in the next 2-3 years:	11%

## Advanced NVMe™ SSDs – Addressing the Blast Radius Problem

When looking at solutions for the blast radius problem, which of these approaches has your organization explored? (check all that apply):

Scale-Out Flash Storage (SOFS) software solutions:	37%
Distributed File Systems:	33%
Networked SSDs (Ethernet, NVMe-oF, etc.):	30%
Composable Infrastructure:	10%
Centralized storage arrays:	37%
Other:	17%

## “How to take a 360 Degree View of Cybersecurity”

Tuesday, May 25 at 9:00am



# Security Scorecard



## Crowe



## G2M RESEARCH

---

## G2M Research Multi-Vendor Webinar Series

Our webinar calendar - including an enterprise storage and cybersecurity webinar this month.

You can [view](#) our webinars and [access](#) the powerpoint presentations.



- |          |  |
|----------|--|
| May 18:  | <a href="#">Responsive and Efficient Storage Architectures for Social Media</a>                                  |
| May 25:  | <a href="#">How to Take a 360 Degree View of Your Organization's Cybersecurity</a>                               |
| June 15: | <a href="#">It's 2021 - Where Has NVMe-oF™ Progressed To?</a>  |
| July 13: | <a href="#">Computational Storage vs Virtualized Computation/Storage in the Datacenter: "And The Winner Is"?</a> |
| Aug 17:  | <a href="#">AI/ML Storage - Distributed vs Centralized Architectures</a>   |
| Sept 14: | <a href="#">Composable Infrastructure vs Hyper-Converged Infrastructure for Business Intelligence</a>            |
| Oct 12:  | <a href="#">Cloud Service Providers: Is Public Cloud, Private Datacenter, or a Hybrid Model Right for You?</a>   |
| Nov 9:   | <a href="#">The Radiometry Data Explosion: Can Storage Keep Pace?</a>  |
| Dec 14:  | <a href="#">2021 Enterprise Storage Wrap-up Panel Discussion</a>   |





May 25-26	<a href="#">VEEAM ON</a>
May 26	<a href="#">SAP</a>
May 26-27	<a href="#">Extreme Connect</a>
June 2-3	<a href="#">Cisco Live 2021</a>
June 8	<a href="#">SDC EMEA</a>
June 9	<a href="#">Women of the Channel+</a>
June 14-16	<a href="#">SYSTOR 2021</a>
June 21-23	<a href="#">ConnectWise IT Nation Secure</a>
June 22-24	<a href="#">HPE Discover</a>

**G2M**  
COMMUNICATIONS



Effective Marketing & Communications  
with Quantifiable Results