High-Performing Cloud Services Powered by Nimble Storage

Nimble Storage Platform Enables Cloud Service Providers to Simply and Cost Effectively Deliver Efficient, Differentiated Cloud Services

The Expanding Role of the Cloud

Cloud computing provides many significant benefits to the enterprise, from reducing capital and operating expenses, to improving data security, network availability, application performance, and scalability. As a result, the demand for cloud services is growing exponentially. Whether it’s deploying a private cloud, or the addition of a workload in the public cloud to complement the company’s existing datacenter applications and infrastructure, the IT goals remain the same—reducing costs and increasing operational efficiencies to more easily meet the enterprise’s key business objectives.

With the accelerated interest in cloud computing, many service providers, be they managed service providers or hosting providers, are unable to onboard new customer instances fast enough to keep pace with demand. Others are struggling to satisfy their clients’ growing need for high-performance platforms delivered as a service. To meet these escalating expectations and speed the customer journey to the cloud, service providers need more powerful infrastructure starting with a high-performance storage platform that can facilitate faster deployment, improved performance, and better scalability for their suite of cloud offerings.

Checklist for Delivering Cloud Services

The cloud service providers that garner the largest share of the IT-as-a-service market will be those that can quickly and cost-effectively deliver robust, efficient, secure, and differentiated IT services. They will be the ones that have already put in place a storage infrastructure that is high-performing, affordable, and easy to manage.

Cloud service providers need the ability to differentiate their offerings beyond just application hosting, with related services such as data protection and disaster recovery. In order to gain market share, they need to offer customers the opportunity to not only run their workloads, but to recover their existing environments in case a failure occurs.

With the recent surge in data-focused workloads, the choice of storage has become more critical than ever. The storage platform is the foundation that supports the entire cloud system. Cloud service providers can no longer afford to be held back by the performance and scalability limitations of their existing server and storage hardware.

High-Performing Cloud Infrastructure, Built on Nimble Storage

As the amount of data grows exponentially and services become correspondingly complex, the storage platform needs to advance at the same pace. User requirements are already pushing the limits of nearly every service provider’s cloud infrastructure. That’s where Nimble Storage comes to the rescue.

Nimble’s flash-optimized hybrid storage arrays integrate the exceptional performance of flash with the favorable economics of high-capacity hard disk drives—creating the ideal platform for delivering differentiated cloud services. Service providers that build their infrastructure using Nimble Storage can rest assured that they are offering their clients a best-in-class solution.
Nimble Storage features and benefits include:

- **High Performance**: Nimble arrays deliver the adaptive performance needed to handle cloud environments in a compact datacenter footprint. Customers that have migrated to Nimble Storage are experiencing much faster response times, 2x or more than their older storage platforms.

- **Increased Efficiency**: Nimble’s patented Cache Accelerated Sequential Layout (CASL™) architecture incorporates many efficiency features, including inline variable-block compression, cloning, and integrated snapshots to store and serve more data in less space. IT organizations that have deployed Nimble are achieving 30 to 75 percent reductions in storage footprint, with no performance impact.

- **The Ability to Scale on Demand**: Nimble's scale-to-fit capability enables service providers to independently and non-disruptively grow the clients’ storage performance and capacity. By integrating compute, fabric, storage, and virtualization into a single architecture, providers can easily and quickly upgrade controllers, increase the amount of flash, or add shelves to support increasingly high-performance workloads.

- **Integrated Data Protection and Disaster Recovery**: Nimble CASL architecture provides the ability to backup and restore data using point-in-time, space-efficient snapshots taken at regular intervals. With Nimble Storage, service providers can deploy affordable data protection and verifiable disaster recovery as a service.

- **Simplified Management**: A intuitive management view into the storage environment makes Nimble arrays easy to use and push-button simple to manage. From just a few sets of tabs, administrators can obtain a top-down view of performance, network availability, and storage capacity. With Nimble’s built-in, proactive monitoring and management capabilities, service providers can ensure their storage is running optimally.

- **Faster Onboarding**: With Nimble Storage, customer deployments can be completed in days or just hours. This compares to the 30-60 day windows common with legacy architectures and platforms. Faster onboarding significantly increases customer satisfaction and accelerates revenue streams for new cloud services.

**A Complete Ecosystem of Industry-Leading Solutions**

Nimble Storage is working with industry leaders including Cisco and VMware to publish validated reference architecture to aid quickly deploying cloud services for workloads such as VDI. All compute, network, storage, desktop and server virtualization components work together, out of the box, every time. Nimble’s wizard-driven management, along with our partner’s powerful yet simple management tools, make new cloud deployments push-button simple and fast. This helps lower risk and accelerates cloud deployments for service providers—further improving ROI.

**Getting Started**

It’s time your storage platform stepped up to the demands of the cloud. Give us a call. We can help you create a solid plan for building high-performing, efficient, and differentiated cloud services for all of your clients. For more information, visit [www.nimblestorage.com/solutions](http://www.nimblestorage.com/solutions) or contact an authorized reseller.

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“Nimble Storage provides all of the performance and operating metrics we demand to maintain our competitive advantage in the exploding cloud services market, delivering highly efficient hybrid services at extremely cost-effective price points.”

Phill Lawson-Shanks  
CTO  
Virtacore