



Intelligent
Storage
through
Integrated
Technology

ISIT : Offering Value to Customers

John Bentley
Sales Director, Middle East

CIO Challenge: IT Imperatives

- **Reduce Cost**

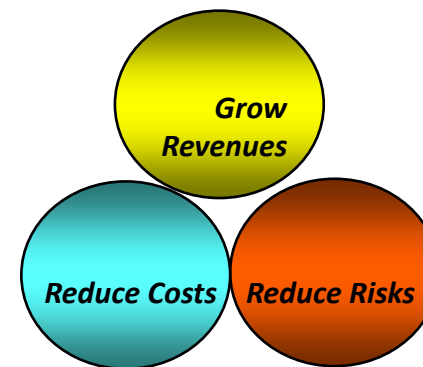
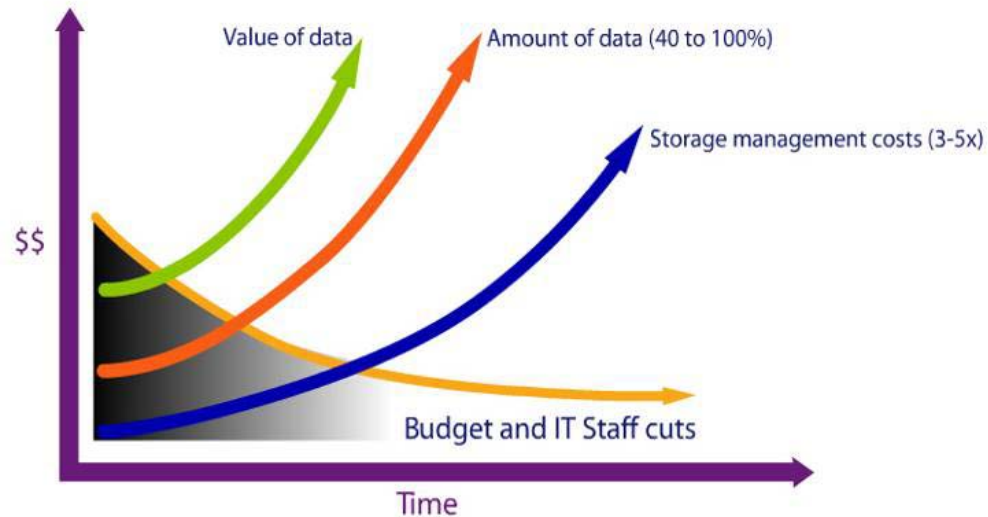
- Capacity grows – Budgets don't
- Regulation - spend more to stay compliant
- Technology complex expensive to manage.
- Do it all with the same number of people.

- **Improve Levels of Service to Business Units**

- Business (IT customers) more demanding
- Performance measurement ?
- Anticipate change - better QoS than last year

- **Manage Risk**

- Application Availability and Recoverability
- IT is reactive not proactive
- Cost reduction and risk mitigation are mutually exclusive



...and the CIO's job just got worse!...

Catastrophic Global Financial & Economic Meltdown!



IT Management's 2009 Challenge...

TO DO ***EVEN*** MORE WITH ***EVEN*** LESS!



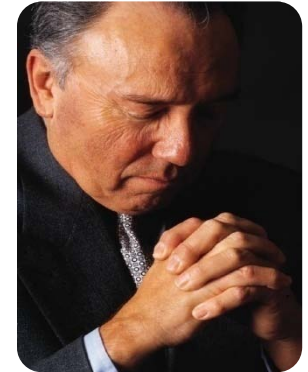
CIO Feedback

- *Do not want to talk about ‘speeds and feeds’*
- *Believe many storage vendors are ‘good enough’ to do the job..BUT*
- *Want to know how storage vendors can truly help them bridge the gap between their business objectives and their critical IT challenges*

...Complexity, Cost, Availability, Management & Risk

CIO's are desperate for Partners who can add *real value* by delivering a storage infrastructure that...

- *Identifies under or over utilisation of their estate*
- *Offers significant reduction in the real Total Cost of Ownership*
- *Truly manages a heterogeneous environment from a single platform*
- *Does not have a prerequisite for swapping out legacy systems*
- *Protects current investments by prolonging their active life, increasing ROI, and saving cost*
- *Comprises 'best-in-class', trusted & proven technology*
- *Embraces 'Green' Principles by saving Space, Cooling and Power*
- *Provides the foundation for improved Governance, Risk and Compliance*
- *Is of robust design & totally supported - TO BET THEIR BUSINESS ON!*



I
N
T
E
L
L
I
G
E
N
T

S
T
O
R
A
G
E

T
H
R
O
U
G
H

I
N
T
E
G
R
A
T
E
D

T
E
C
H
N
O
L
O
G
Y

I S I T

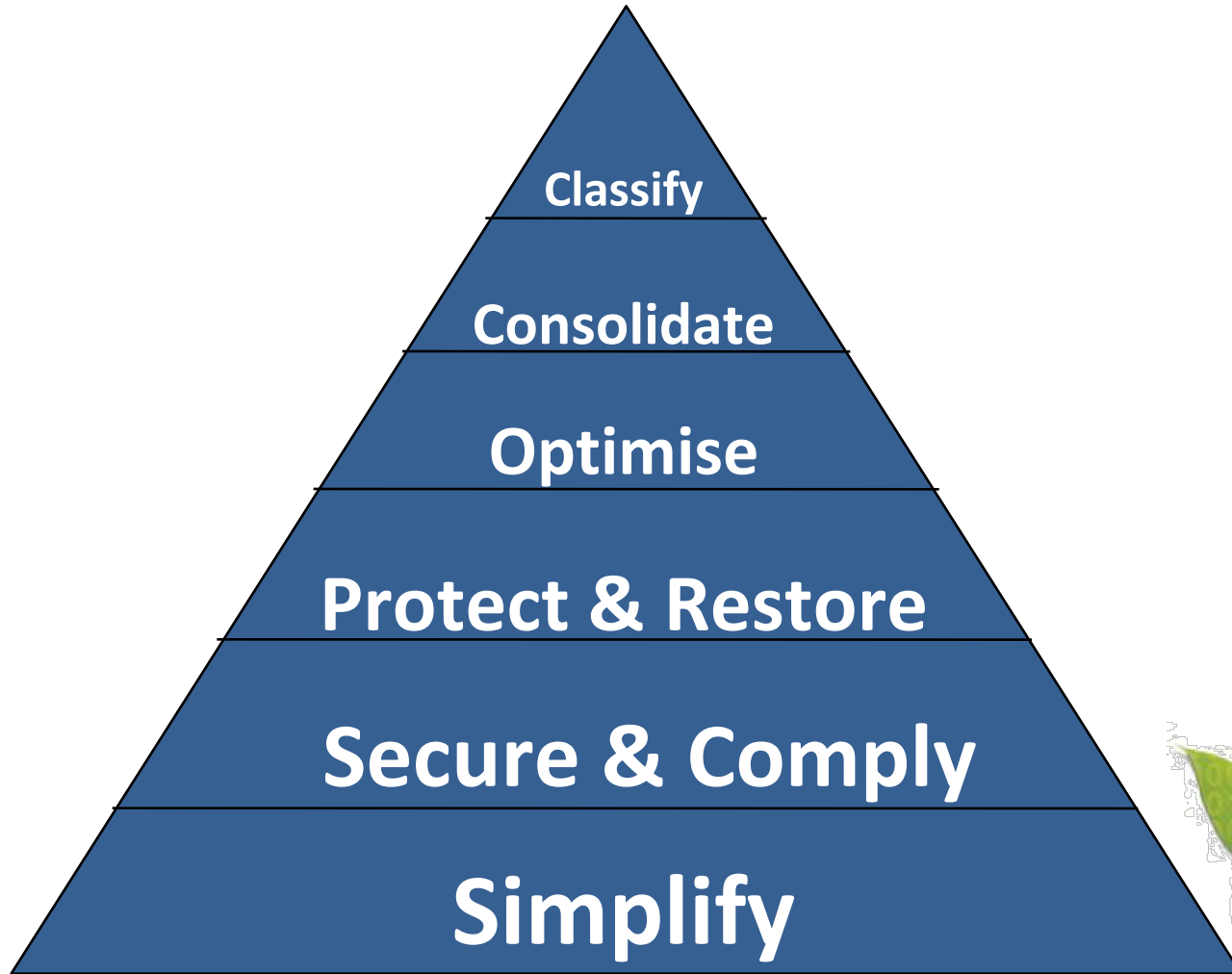
THE STORAGE COMPANY

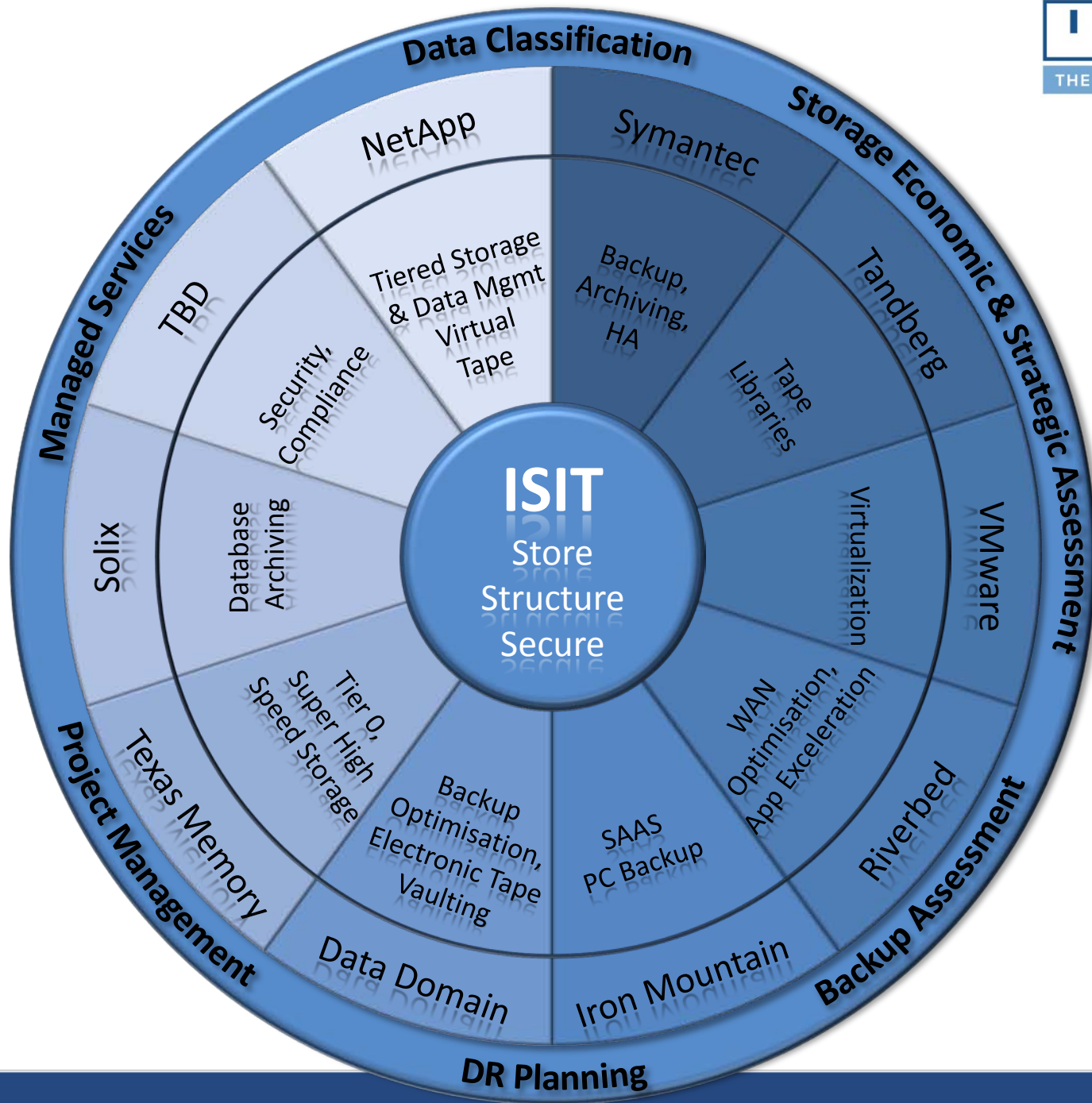
CIO's 4 Questions of any Potential Partner...

- **What do you do ?**
- **How do you do it ?**
- **Where have you done it ?**
- **Why should we Partner with you?**



INTELLIGENT STORAGE





INTEGRATED 'Best-in-Class' TECHNOLOGIES



ISIT INTEGRATED SERVICES

- **ISIT PREMIUM SUPPORT**
- **ISIT COMPREHENSIVE IMPLEMENTATION SERVICES**
- **ISIT MANAGED RESOURCE SERVICES**
- **ISIT CONSULTING**
 - **PROJECT MANAGEMENT**
 - **DATA CLASSIFICATION**
 - **ECONOMIC STORAGE ASSESSMENT**
 - **DISASTER RECOVER PLANNING**
 - **BACKUP ASSESSMENT**
 - **MANAGED SERVICES**
 - **IT GOVERNANCE, RISK AND SECURITY**

ISIT Customers

Small Business



Mid-size Business



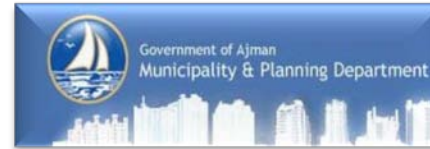
Large Business



Enterprise

All Customers are facing the same challenges....scale is different

ISIT CUSTOMERS



ISIT: Offering Value in a Changing World

Pedigree & Experience: *Over 15 years of pioneering the storage focus to meet Customer's storage challenges – now in Middle East!*

Pay Less, Achieve more: *Avoid redundancy, Protect Investment, Maximise Growth*

Greener Green Storage: *Reducing more the overwhelming need for Power, Cooling & Space*

Business Agility: *Reduced Cost, increased Operational Efficiency = Faster time to Market
.....Translating Technical Excellence into Business Advantage*

Governance & Compliance: *Mitigating Risk & Setting Framework for Future Security*

Premier Regional Storage Solutions Integrator:

ISIT - The Specialists to STORE, STRUCTURE , SECURE your Data!

....So, How can ISIT help you?

Initially ISIT and/or it's Certified Partner can:

- Use a workshop approach to review infrastructure, operations and risk.
- Conduct a Storage Economics & Strategy Service
- Agree joint objectives & define the project plan
- Conduct appropriate Proof-of-Concept
- Conduct in-depth five-stage survey (maximum ten days).

And how much do you pay ?

World-class service is never free...But, credits against the study may apply...

Next steps..... contact us

Contacts...

Contact us: Email: info@isit.ae
Tel: +971 (0)4 375 7936

Or call me directly: John Bentley: +971 (0)50 558 4278

Visit our website: www.isit.ae



THE STORAGE COMPANY

Intelligent
Storage
through
Integrated
Technology

Thank You!