

Storage in the cloud

SolidFire is a leader in all-flash storage systems built for the Next Generation Data Center. The company has customers worldwide; just recently, RSAWEB, a hosting and connectivity provider in South Africa, became the first Internet Service Provider to deploy its innovative all-flash scale-out storage platform on the African continent. Stuart Oliver, Global Service Provider Channel Manager at SolidFire, is pleased about the fact that they are helping to make it easier for companies on the African continent to move to the cloud.



Mr. Oliver's primary role involves working with service providers to productise, price, position and deliver their Fueled by SolidFire (FBSF) services to market. He explains that the FBSF programme at its inception was really designed to help service providers create marketing programmes to allow them to sell more services that run on SolidFire storage. The programme has evolved over the past two years to include technical and architectural experts that help service providers dig through the technical

challenges of deploying new services and solutions into the market.

Through programmes such as FBSF, SolidFire has gained industry recognition for the quality of its support services, with a technical support team leaving nothing to chance and proactively monitoring multiple storage units in multiple data centers around the globe. The company is also said to provide exceptional agility in provisioning, full API access, and ease of scale. At the core of SolidFire's offerings remains its all-flash architecture, enabling datacentres to guarantee storage performance to thousands of applications within a shared infrastructure. Coupling this functionality with in-line data reduction techniques and system-wide automation results in substantial capital and operating cost savings relative to traditional disk and basic all-flash storage systems.

The company sees a good growth opportunity in Africa, says Mr. Oliver. According to a recent report by Gartner, "about half of Africa respondents considered cloud -- specifically SaaS -- as a viable option. Investments in infrastructure and data center climbed to the top of the list from No. 3 last year. Investment in this area is largely fuelled by the banking and oil industries, which are keen to improve their data center performance." In line with Gartner's findings, SolidFire's new African customer RSAWEB has customers who require an infrastructure with simple online

management, resiliency and performance predictability without any maintenance or capital cost headaches. Leveraging SolidFire storage infrastructure, RSAWEB can now provide its customers with flexible, infinitely scalable cloud server and virtual private data centre infrastructure at an affordable price.

"RSAWEB has always been an innovative company, launching the first public pay-as-you-go IaaS service in South Africa in 2010. With an infrastructure Fueled by SolidFire, it continues to drive innovation for its customers and allows us to establish strong presence in the region," comments Mr. Oliver. "Our solution was designed from the ground up for service providers like RSAWEB, enabling them to deliver performance-sensitive applications from a shared cloud infrastructure. Combined with our scale-out model and automation, service providers and their customers gain increased agility, allowing them to respond to business demands faster than ever."




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