



Education

Writing Storage RFP's in 2010

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- The data storage industry has changed dramatically over the past few years. The traditional Request for Proposal (RFP) does not address these changes or the challenges faced by IT organizations. Therefore, a new way of defining storage requirements to leverage this evolving technology is needed.
- This tutorial defines the “must-have” criteria that should be included in any data storage RFP in the current era. Performance, scalability, and resiliency are given; but new challenges will arise around power consumption, space requirements, and overall cost containment. In addition, accommodations for developing technologies such as server virtualization and Green IT must be designed into the RFP. Attendees of this session will receive an RFP template designed specifically to take advantage of current storage and IT technologies.

Business Problem Assessment

- What problem(s) are you trying to solve?

- RFI, RFP, or RFQ?

- Weighting
 - ◆ What's most important?
 - ◆ What's least important?
 - ◆ What's in-between?

- Who will you have to sell the solution to?
 - ◆ CxO
 - ◆ Business Units
 - ◆ Others within IT

RFP Platitude Avoidance

- Get as much decision-point data as possible at the beginning of a project (rather than at the end)
- Be aware of all project phases up front so that you can gather data for each phase *during* the RFP process
- Ask succinct questions that discourage RFP marketing rhetoric
- You don't get what you don't ask for

While Writing the RFP...

Do

- ◆ Be detailed and specific
- ◆ Be as descriptive of the IT environment and the business need as is prudent in the RFP
- ◆ Know the relevant standards and ask for them
- ◆ Put yourself in the vendor's shoes (Ask a confusing question, get a confusing answer)
- ◆ Give vendors a reasonable time to respond

Don't

- ◆ Create a “vendor bias” impression

Important Questions to Ask

- Can we run a test environment?
- Can we get product documentation before we buy?
- Can we get a product road map?
- Is virtualization spoken here?
- Is FCoE spoken here?

Preparing for Negotiation

- **Bundled solution or individual components?**
 - ◆ Pro – bundles have a flat rate giving you a fixed cost
 - ◆ Con – you might end up paying more if bundled
- **Get a line-item cost for everything**
 - ◆ Basic modules and add-ons
 - ◆ Upgrades (even if you don't need them right now)
 - ◆ Maintenance and support
 - ◆ Training
 - ◆ Implementation services
- **Don't be afraid to ask for creative financing options**
 - ◆ Leasing
 - ◆ Deferred payments

Covering the People-to-People Issues

- How much help can the vendor provide during the internal selling process?
 - ◆ Procurement should be a partnership
- What is the vendor's problem resolution process?
 - ◆ Service and support capability
 - ◆ Problem escalation procedure
- Will the RFP response give you:
 - ◆ The ammunition you may need to defend yourself or your group if (when) challenged?

The New Storage Buying Criteria

- We live in a world of IT virtualization
 - ◆ Server Virtualization
 - ◆ Network Virtualization
 - ◆ Storage Virtualization

- Today's storage should coexist in this world
 - ◆ Tiered or Tierless?
 - ◆ Virtual Storage Pools
 - ◆ Dynamic Provisioning
 - ◆ Policy-Based SLA's
 - ◆ Automatic Quality of Service (QoS) Levels

Non-Stop Operations

- Some things you may not have thought of:
 - ◆ Non-disruptive data migration
 - ◆ Non-disruptive upgrades
 - › Hardware **and** software
 - ◆ Recovery from lost/misplaced writes
 - ◆ Rapid drive rebuild
 - ◆ Proactive failure detection/correction (i.e. Self Healing)
 - ◆ Error monitoring and reporting

Capacity Optimization

- Efficiency should be the standard
- SNIA Green Storage Initiative:
 - ◆ Advanced RAID
 - ◆ Delta Snapshots (read-only and write-enabled)
 - ◆ Data Deduplication
 - ◆ Data Compression
 - ◆ Thin Provisioning
- If data is growing and your budget is not, something needs to change

Energy Efficiency

➤ Waste not want not

- ◆ Data center power constraints?
- ◆ Data center space constraints?
- ◆ 80 Plus power supplies
- ◆ SNIA energy mark being developed
- ◆ ENERGY STAR rating in process for data center storage

Storage Management Standards

Getting Started With Some Basic Questions:

- Single “pane of glass” or multiple views?
- Integration with other management apps?
- SAN Management, or Storage Resource Management (SRM), or both?
- Do you want to merely monitor?
 - ◆ Does the mere thought of automated management scare you?
- What’s the “agent philosophy” in your organization?

What is SMI-S and Why Should You Want It?

- Storage Management Initiative Specification
- Based on pre-existing open standard
 - ◆ DMTF Common Information Model (CIM)
 - ◆ Wealth of information available from SNIA and vendors
- Reduce management complexity
- Increase flexibility
- Mitigate risk of vendor “lock-in”
- Reduce cost

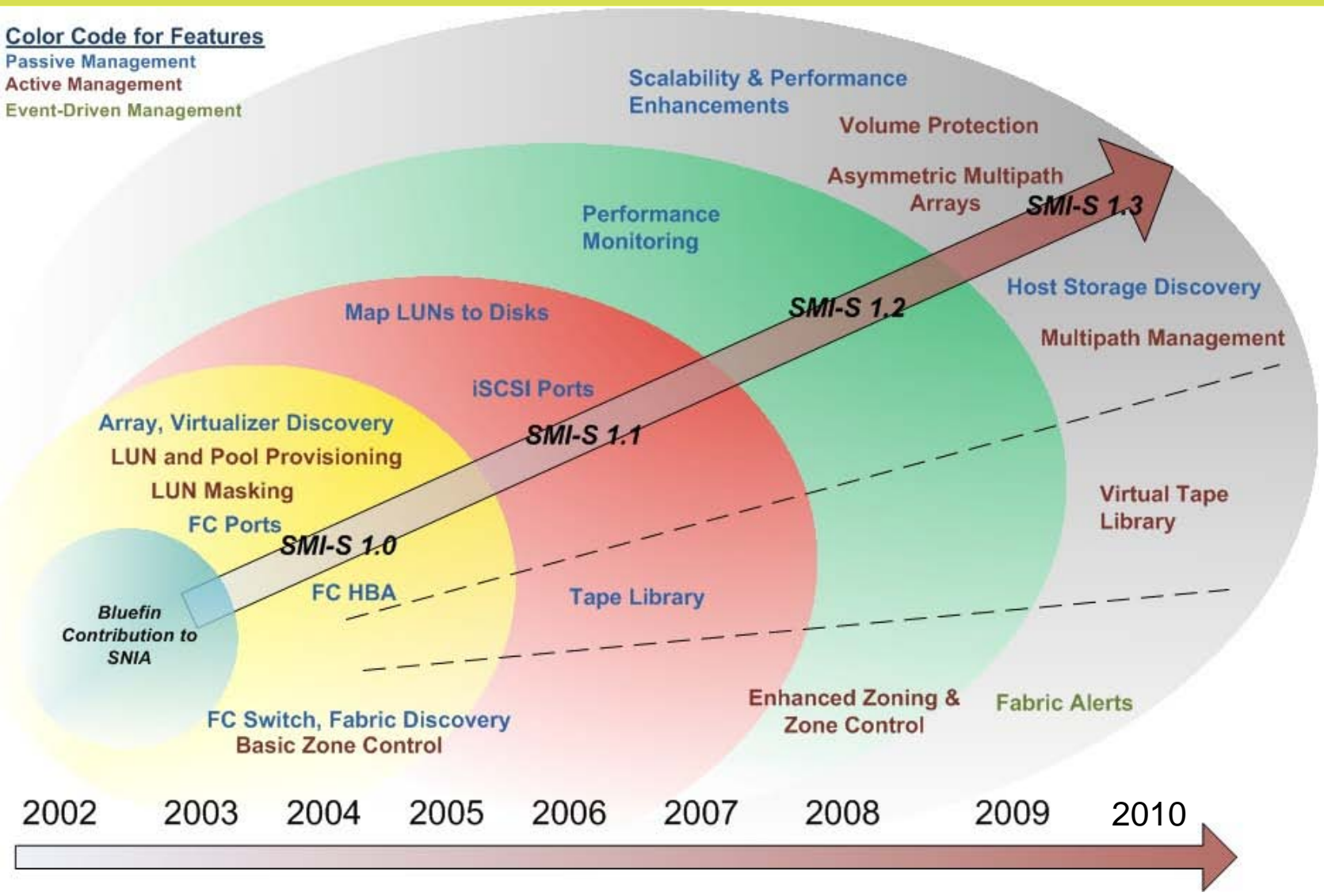
What is CTP and Why Should You Want It?

- **CTP = Conformance Test Program**
 - ◆ Test SMI-S implementations to specific version of the SMI-Specification
- **SMI-S version specific**
 - ◆ Currently at version 1.4
 - ◆ Increased features and Test Reports with each newer version
- **Reduces Management Cost**
- **Require the latest available version on your RFP**
- **Conforming Implementations can be found on the SNIA web site**

CTP Conformant Implementations

Color Code for Features

- Passive Management
- Active Management
- Event-Driven Management



➤ Enhancements being developed

- Capacity Optimization
- Remote Array Snapshot and mirror copies
- Thin Provisioning
- Mainframe ports
- FCoE
- Power Monitoring
- Partitioned Tape Libraries
- NAS remote copies

- Storage has evolved rapidly
- New considerations should be made in RFP's
 - ◆ Virtualization
 - ◆ Non-stop operation
 - ◆ Capacity optimization
 - ◆ Energy efficiency
 - ◆ Storage management standards
- Ask the right questions, get the right answers

- Please send any questions or comments on this presentation to SNIA: trackstoragemgmt@snia.org

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