

The logo for C-DRIVE 2009. The text 'C-DRIVE' is in a large, bold, grey sans-serif font. Below it, the year '2009' is written in a smaller, blue sans-serif font. The text is underlined with two horizontal orange bars.

C-DRIVE
2009

Selling Compellent Hardware: Controllers, Drives, Switches and HBAs

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Agenda

- Session Objectives
- Feature Overview
- Technology Overview
- Compellent Differentiators
- Competition
- Case Study
- Available Resources
- Questions to Ask

Three Things to Remember

1. Compellent offers customers a complete end-to-end storage solution
2. One stop shop for support of the entire storage solution
3. Interoperability testing and qualification for all major HBA and Switch manufacturers

Customer Challenges

- Customers do not want to manage multiple vendors for their storage environment
- Knowing who to call for support for each product within their storage fabric
- Compatibility between server-side host bus adaptors and storage controllers
- Ensuring that the complete storage solution has been tested for interoperability

Hardware Ordering Options

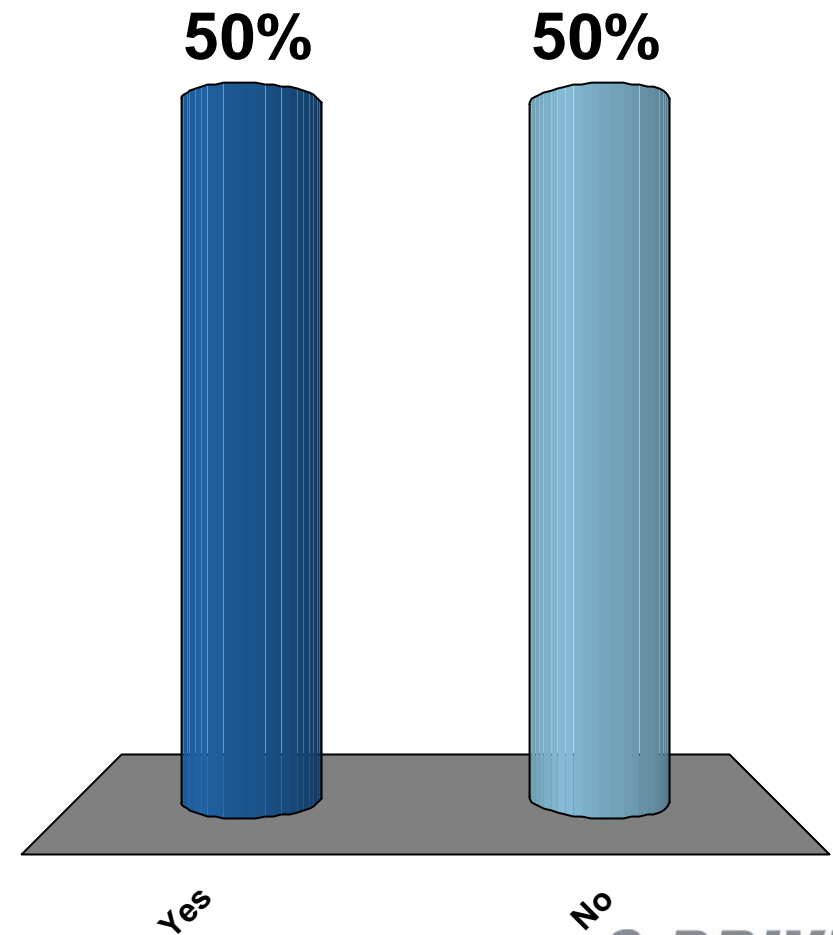
	Compellent	Other
Controllers	Yes	No
IO Cards	Yes	No
Disk Enclosures	Yes	No
Disk Drives	Yes	No
Storage Switches	Yes ¹	Yes ²
Host Bus Adapters	Yes ¹	Yes ²
External UPS	No	Yes

1. **Compellent tested and supported** – will take first call and warm transfer to manufacturer if necessary
2. May not have been tested and qualified to work with Compellent - rely on distributor's support

Audience Response Requested

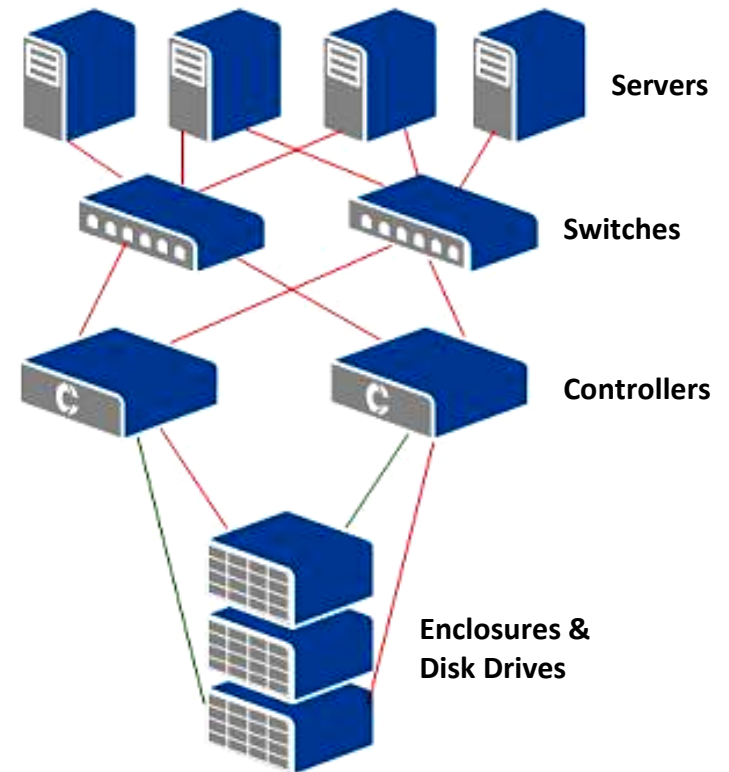
Q: Did you know that Compellent offers both QLogic and Emulex HBAs?

1. Yes
2. No



Compellent's End-to-End Solution

- Controllers built on standards-based servers
 - Stay in lock-step with technology trends
 - Server and disk connections via PCI cards
 - Controller clustering for high availability
 - “Shared nothing” approach
 - High-speed mirrored, write-back cache
- Disk enclosures based on standard enclosures
 - Expand storage online
 - Ability to mix different drive speeds (10K vs 15K) and capacities (146/300GB)
- HBAs and Switches tested and qualified for interoperability



Controller Comparison

	CT-SC010	CT-SC020	CT-SC030
Processor	2.8 GHz	3.2 GHz	3.0 GHz Dual-Core
BUS Speed	533 MHz	800 MHz	1333 MHz
Cache	2.25 GB	2.25 GB	3.5 GB
Expansion Slots	5 x PCI-X	4 x PCI-X 1 x PCI-E	1 x PCI-X 4 X PCI-E
Form Factor	2U	3U	3U
Fans	4 – Front 2 – Rear	4 – Front 2 – Rear	3 – Front 2 – Rear
Power Supplies	2	3	2
Maximum Ports	14 (14 FC or 8 iSCSI)	20 (20 FC or 8 iSCSI)	20 (20 FC or 8 iSCSI)

Complete Investment Protection

- Investment protection
 - Previous CT-SC020 controller is not end-of-life
 - Can be intermixed in a dual controller cluster
 - Can replicate between mixed controller series

	Series 10	Series 20	Series 30
Series 10	Yes	Yes	Yes
Series 20	Yes	Yes	Yes
Series 30	Yes	Yes	Yes

- Controller evolution
 - Field upgradeable hardware



Series 10
10/2004 – 12/2006



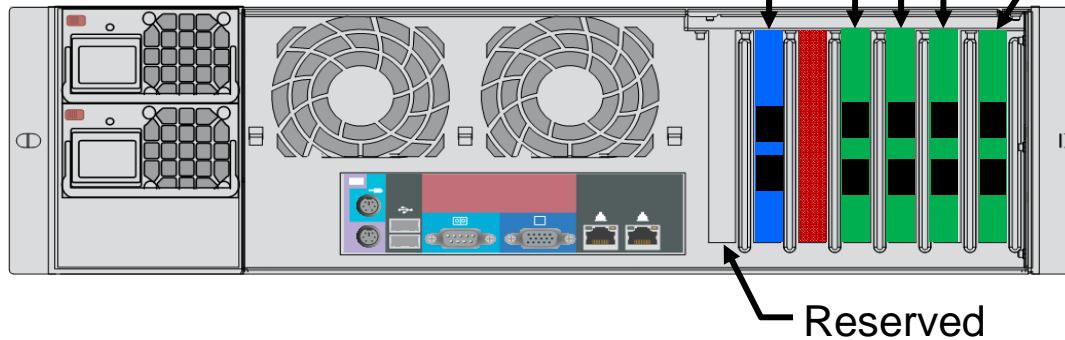
Series 20
12/2005 – TBD



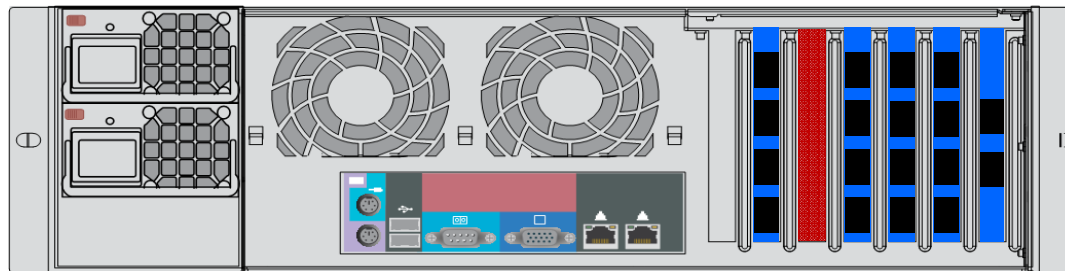
Series 30
2/2008 - TBD

Controller Configurations – Designed for Flexibility

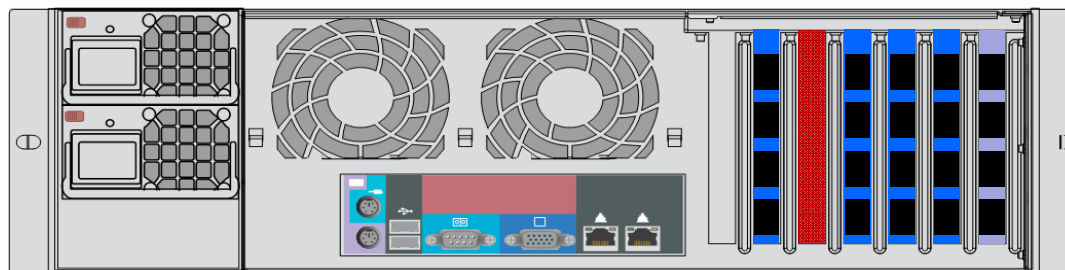
■ 4gb FC ■ 2gb FC ■ iSCSI ■ Cache PCI-E PCI-X



iSCSI Performance
(10 ports: 8 x iSCSI + 2 x FC)



Max FC Performance
(18 ports: 18 x 4Gb FC)



Max Density
(20 ports: 16 x 4Gb FC + 4 x 2gb FC)

Switch Strategy – Complete Support

- Cisco – primary

- Selected highest growth vendor
- Provides scalable fabric product
- Director opportunities
- Unique relationship allows reselling to BPs
- Leverage Cisco-owned spares



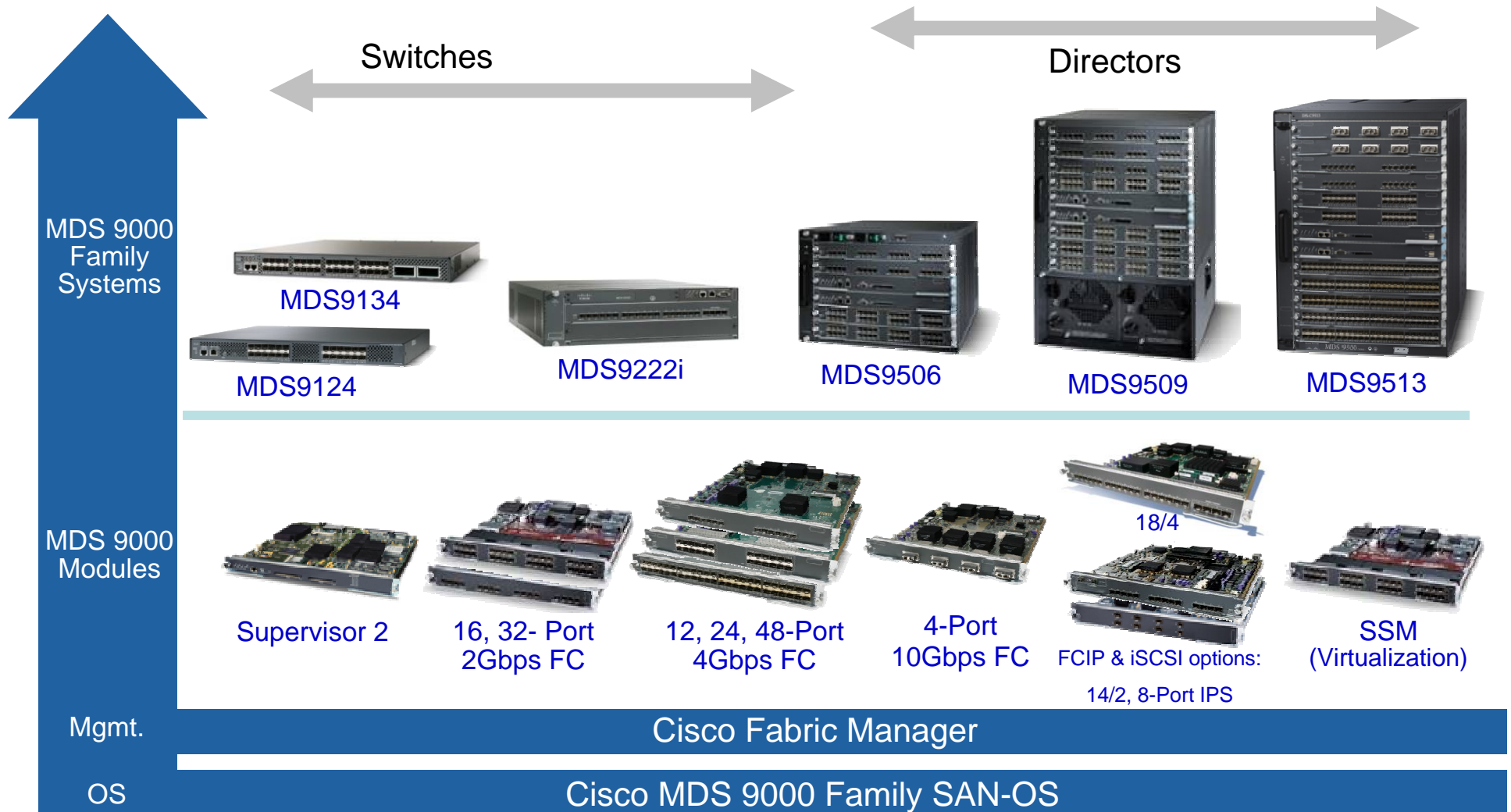
- Maintain interoperability

- QLogic: Addresses lower end customers
- Brocade: Market share leader
- McData: Existing install base



Cisco MDS 9000 Product Solutions – Overview

Industry-Leading Investment Protection Across a Comprehensive Product Line



Providing Complete Connectivity

■ Edge Switches

- MDS9124 24-port Fibre Channel switch
- MDS9134 32-port Fibre Channel switch
 - Scalable to 64-ports by stacking



MDS 9124



MDS 9134

■ Entry-level Director-class

- MDS9222i 22-port base (18 FC + 4 GbE)
 - Scales to 66 FC ports with additional modules
 - Flexible “Blade” Architecture



MDS 9222i

● Director-class Switches

- MDS9506/9509/9513
 - Fully redundant and designed for High Availability



MDS 9509

Enterprise Director Switches

- Available through Compellent
 - Copilot supported taking 1st call
 - Cisco SMARTNet maintenance contacts
- Cisco Directors not in Quote Center
 - Sold on an exception basis



MDS 9506



MDS 9513



MDS 9509

Offering Aggressive Pricing

- Continual price reviews to ensure Compellent remains competitive on HBAs and Switches
- Leveraging IDC pricing service to compare with other competitors
 - Hard Drives, HBAs, Switches, Software, Maintenance
- Example: **Cisco MDS 9124 16-ports Active**
 - Compellent BP Reg List = \$ 5,000
 - CDW List = \$ 5,445
 - With *End User* markup of 10%, Compellent = \$ 5,500

Complete Line of Host Bus Adapters

	Emulex	QLogic
Fibre Channel		
Single Port	HB-11000X	HB-2460X
	HB-11000E	HB-2460E
Dual Port	HB-11002X	HB-2462X
	HB-11002E	HB-2462E
iSCSI		
Single Port	No	HB-4050X
		HB-4060E
Dual Port	No	HB-4052X
		HB-4062E

Example of Additional Revenue with 3rd Party Products

- ASP of Storage Center = \$ 80,000
- Additional HBA revenue
 - Assume 5 attached servers
 - ASP of HBAs = \$ 1,000/ea = \$ 5,000
- Additional Switch revenue
 - Assume 2 edge switches (MDS 9124)
 - ASP of Switches = \$ 6,000/ea = \$12,000
- Total End-to-End Solution = \$ 97,000

20% Increase in Top Line Revenue

Questions to Ask

Question	Response
Are you looking for one company to support your entire storage solution?	Compellent offers an end-to-end storage solution – from HBAs for server host attach to Cisco storage switches for scalability and VSAN support.
Do you want to be assured that all of the components within your storage environment have been tested to work with one another?	Compellent tests interoperability not only for the 3 rd party products it sells such as QLogic HBAs and Cisco switches, but also for the other industry leading vendors such as Brocade switches.
Are you looking to consolidate your spend with one storage vendor?	By working with Compellent, you can avoid the hassles of having to manage multiple different storage vendors with different terms and conditions.

Available Resources

- Storage Center Datasheet
- Storage Center Source Book
- Selling Guides
 - Controllers
 - Hard drives
 - Switches
 - HBA's
- Cisco Sales and Systems Engineers
- QLogic – John Lynes john.lynes@qlogic.com
- Emulex – Brian Barrieau Brian.Barrieau@emulex.com

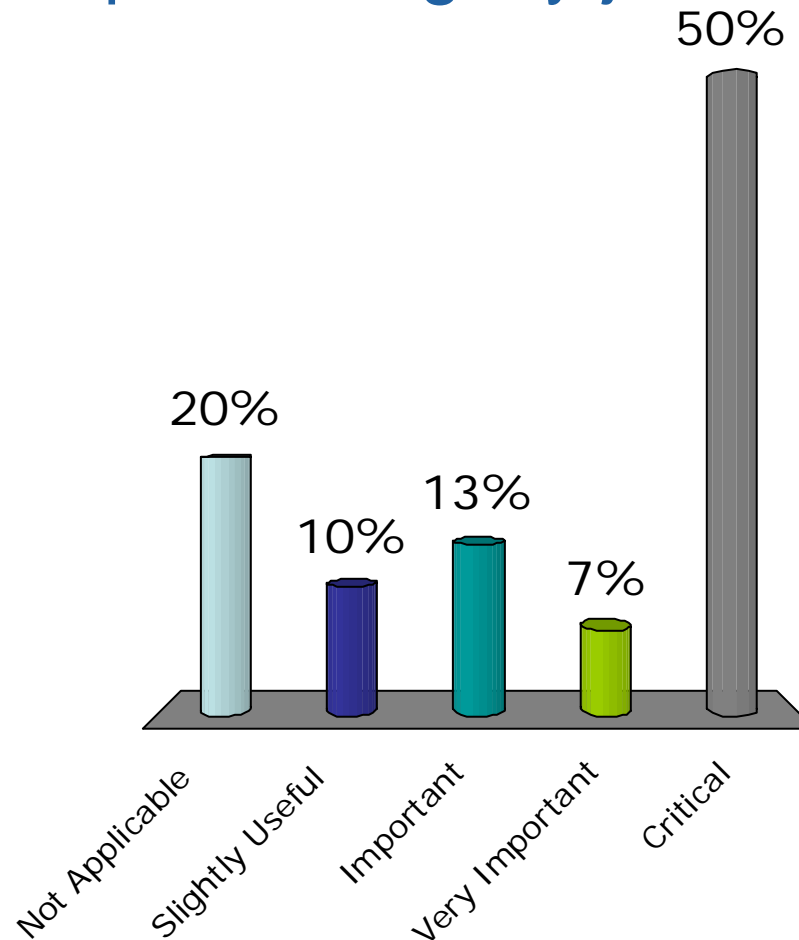
Session Evaluation

- Please rate this session by responding to the following questions.
- Your feedback helps us to improve the quality of future sessions.
- Unlike the previous polling questions, your responses will not be visible on the screen but will be captured and recorded for the presenter to view offline.
- Should you have additional feedback, please utilize one of the hard copy evaluation forms at the back of the room to provide us with your written comments.

Session Evaluation: Audience Response Requested

Q: This subject is _____ to performing my job?

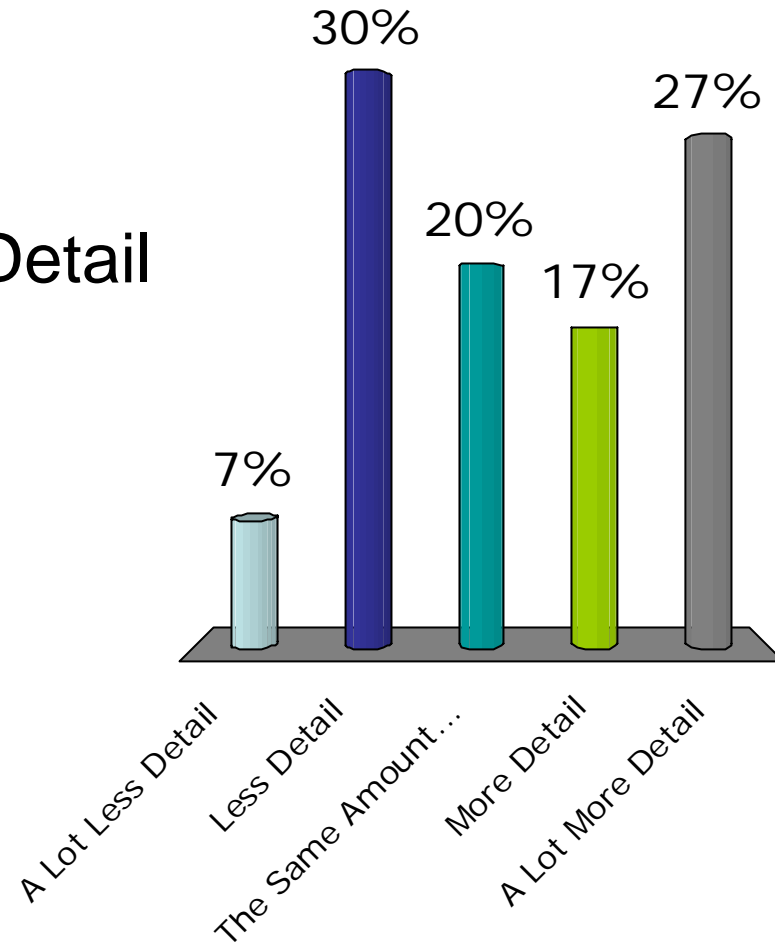
1. Not Applicable
2. Slightly Useful
3. Important
4. Very Important
5. Critical



Session Evaluation: Audience Response Requested

Q: I would like _____ in the material presented.

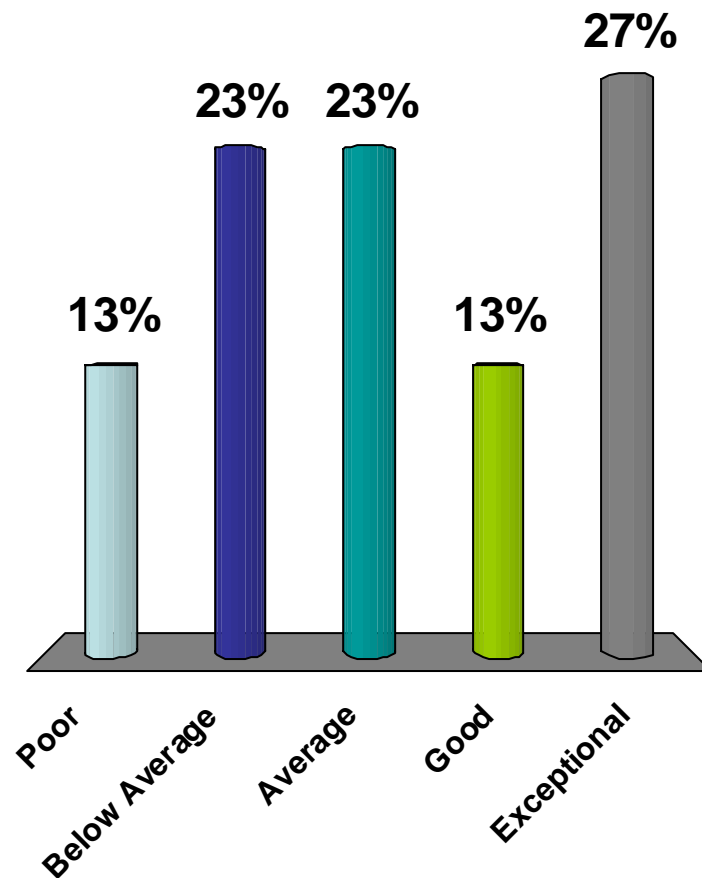
1. A Lot Less Detail
2. Less Detail
3. The Same Amount of Detail
4. More Detail
5. A Lot More Detail



Session Evaluation: Audience Response Requested

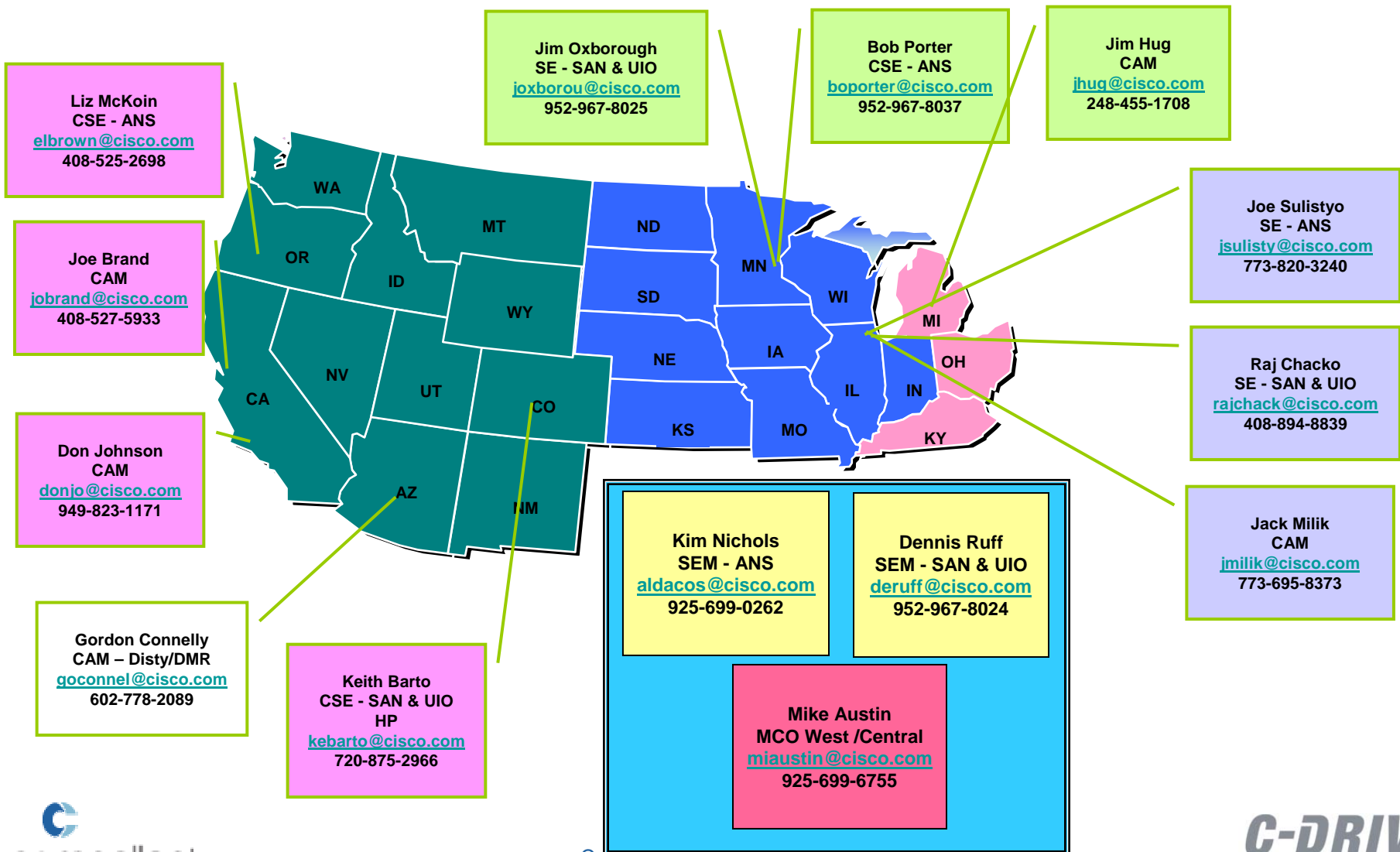
Q: I would rate the presenter as _____.

1. Poor
2. Below Average
3. Average
4. Good
5. Exceptional

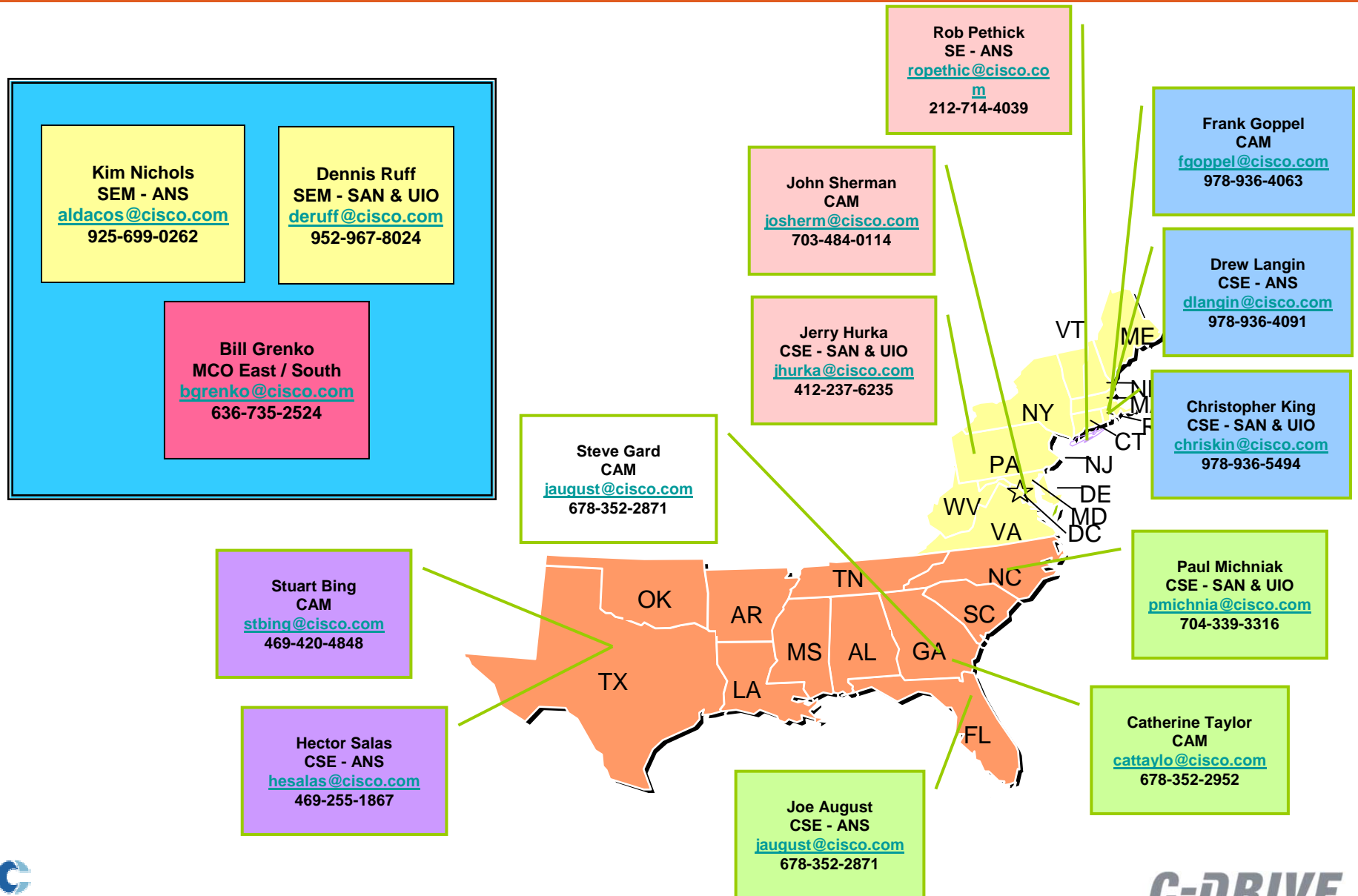


BACKUP

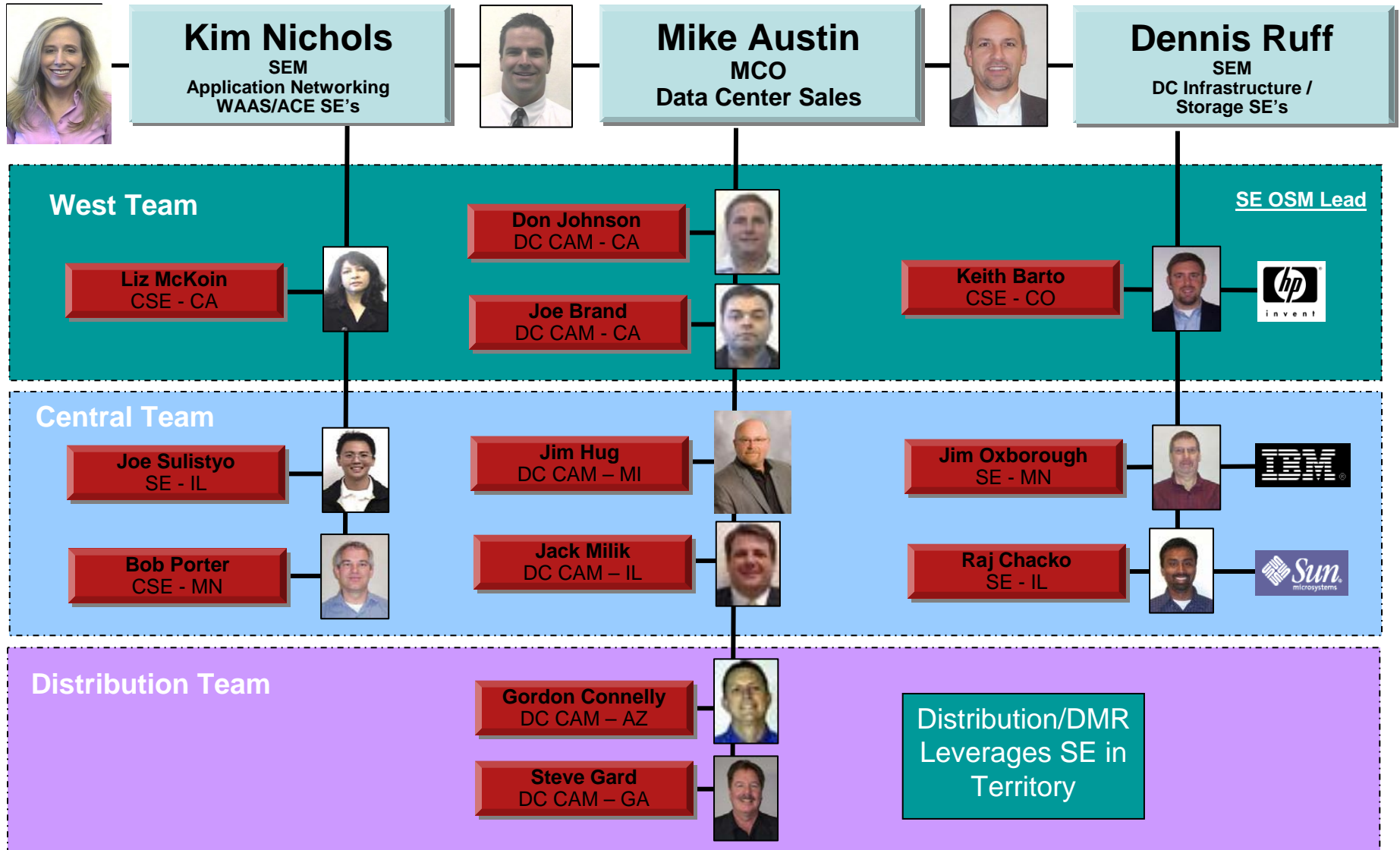
Cisco Data Center – West / Central Sales Channel Map



Cisco Data Center – East / South Sales Channel Map



Data Center Channels Organization – West / Central



Data Center Channels Organization – East / South

