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HYPERCONVERGENCE

TRANSFORMING THE DATA CENTER

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TRANSFORMING THE DATA CENTER
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Most people know there's a lot of data zipping around the planet, but few people realize just how much data or that the amount will continue to grow by leaps and bounds. In fact, **the IDC predicts** that the total amount of worldwide digital data will reach 180 zettabytes by 2025, up from less than 10 zettabytes in 2015. That's 180 trillion gigabytes, the bulk of which will come from smart devices. And while there are around 13 billion devices connected to the Internet right now, the IDC expects this number to climb to 80 billion by 2025.

So what does this mean? One result of all the data is that traditional hardware-defined infrastructures just won't cut it. The projected amount of data is far more than traditional hardware-defined IT infrastructures can properly process, store, and analyze. And the rate at which it's being created (90% of data stored today was created in last three years, per the IDC) only adds to the problem. Enter hyperconvergence.

Hyperconvergence Benefits

Simply put, hyperconverged infrastructure combines storage, computing, and networking functions into a single software solution or device. This makes it easier for companies to store



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and manage data spread across private servers and the public cloud from a single appliance.

And the benefits for end users are numerous.

They include:

- **Mobility** - Greater mobility in workloads and applications
- **Scalability** – A simpler, more flexible way to scale resources in and out
- **Cost savings** - Lower cost of entry compared to legacy infrastructure and other integrated systems
- **Data efficiency** - Reduced storage and bandwidth
- **Data protection** - The ability to easily restore data

Opportunities in Hyperconvergence

For resellers, the booming hyperconvergence market offers exciting opportunities for growth.

Gartner predicts that hyperconvergence revenue will grow at a compound annual rate of more than 60% in the next few years.

“We would call hyperconvergence the fastest-growing segment of the integrated systems market,” Gartner analyst George Weiss told [MarketWatch.com](#). “We are forecasting it to be a \$6 billion market by 2020, compared with \$1.2 billion in 2016.”

So when should resellers approach their customers about adopting a hyperconvergence solution? According to Don Frame, Director, Enterprise Products Brand Manager at Lenovo, the best time to talk about hyperconvergence is

when customers are ready to refresh their technology.

“This is a total new dichotomy for the data center. So, this is going to be for greenfield opportunities, or for project-based opportunities. This is not going to transition your existing type of traditional infrastructure,” [Frame said in a video interview](#).

“If someone’s stuck on the old infrastructure, and they’re not ready to do that refresh cycle, they may want to wait. But for customers that are now getting to their year-two, year-four, or even year-five refresh cycle, they’re starting to think about this now. That is the time to start architecting these new solutions and making that trend.”

To learn more about hyperconvergence solutions with Lenovo and SYNnex turn to [page 20](#). To learn how one Varnex member has made hyperconvergence work for his business, turn to [page 8](#).