



# Lessons learned from the Tech Giants

Designing elastic (storage) architectures



# Tech Giants Force Rethinking Scale-out Infrastructures

## Web Monsters, Hyperscale & Cloud

Based on the same architectural principles and with the same objectives, Excelero has designed a **Software-Defined Block Storage** solution utilizing client-side services for hyperscale web & cloud applications.

IT for web-scale applications -> Standard Servers -> Shared-Nothing Architectures  
Maximum operational efficiency, flexibility & highest reliability.



# Industry Trends



**New-generation SSD performance** and density are evolving rapidly but **capabilities are underutilized**

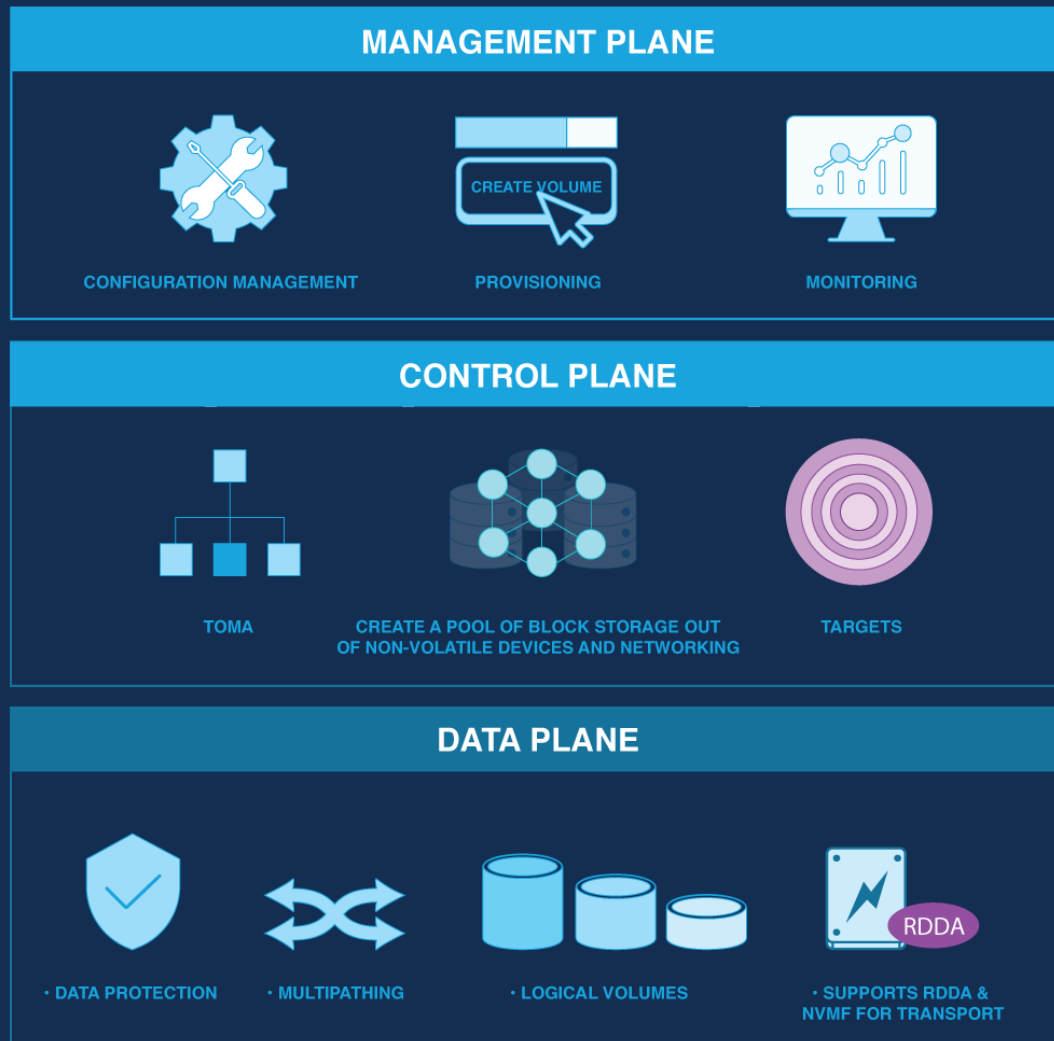
**25/50/100G** networking & **RDMA** enable new distributed storage architectures

**Server SAN** enables maximum utilization of high-performance flash over the network

# Key SDS requirements



# NVMe's Software Defined Data Center Compliance

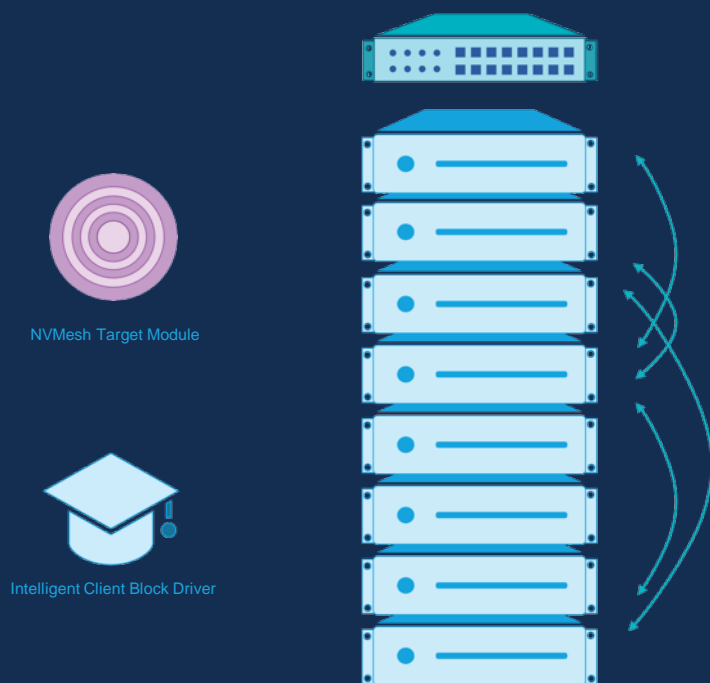


*NVMe software-defined storage separates the data-, control- and management-plane.*

- ✓ *Flexibility, Efficiency & Reliability*
- ✓ *Standard Hardware & Intelligent Software*
- ✓ *Distributed, shared-nothing architectures*

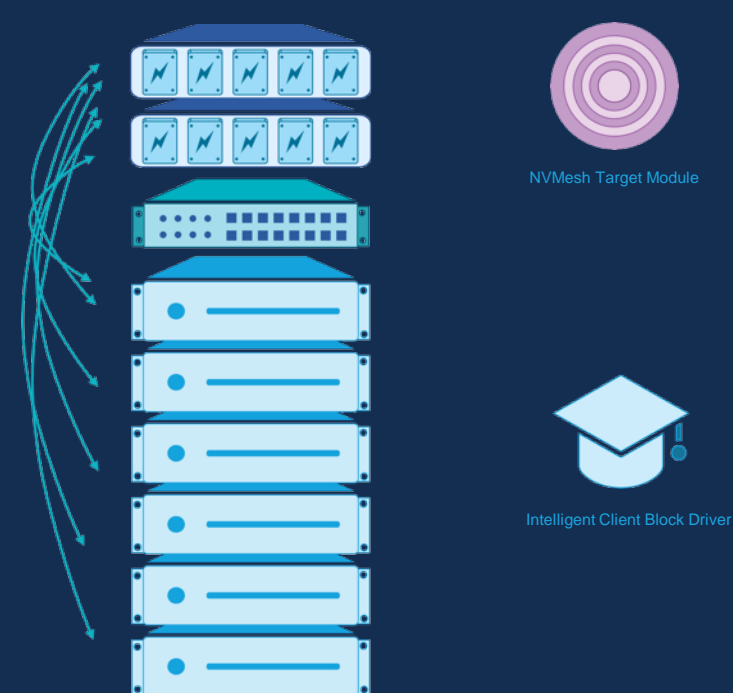
# NVMe Deployment Challenges

## Local Storage in Application Server



- Storage is unified into one pool
- NVMe Target Module & Intelligent Client Block Driver run on all nodes
- NVMe bypasses server CPU
- Linearly scalable

## Storage is Centralized



- Storage is unified into one pool
- NVMe Target Module runs on storage nodes
- Intelligent Client Block Driver runs on server nodes
- Applications get performance of local storage



# Hyperscale (Storage) Challenges

Maximize operational efficiency and architectural flexibility

Achieve rigorous business objectives:

100% uptime

Low TCO

Meet complex application requirements

Scalability

Performance & Latency for RT Analytics, DL & AI

## Database Storage Challenges

Data and application growth

The need for speed and productivity

Fast applications need fast databases

Resources consumed as a service

Stretched budgets and staffing

Database software license costs

Time spent on query and DB optimization

## Container Storage Challenges



Container mobility at data center scale

Persistent volumes

Local flash performance

Flexibility and data protection

of centralized storage



# What Makes NVMeMesh Unique?

Server SAN	100% SDS, leveraging standard servers and next generation storage & networking components
Elastic NVMe	Pools NVMe storage across a network at local speeds and latencies
Zero-CPU	Enables 100% converged infrastructure
Virtual Array	Deployed as a virtual, distributed non-volatile array and supports both converged and disaggregated architectures
Client-side, distributed Architecture	Enables NVMe sharing that scales performance linearly at near 100% efficiency





# Excelero customer success



Reducing NVMe TCO for  
Predix Cloud with 70%



128 x86 servers with NVMe SSD's  
140GB/s of throughput  
30M random 4k IOPS.



4K streaming @ 60fps to 50+  
workstations concurrently



- 80 pooled NVMe devices
- 250GB/s of throughput
- 20M random 4k IOPS

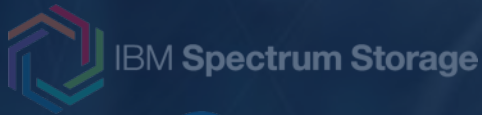


Transcoding for hundreds of  
titles in dozens of different  
formats



Running Oracle faster  
than Oracle

# FINALISTS



Excelero's  
 NVMesh® Named  
**2017 Product of  
 the Year**  
 in Software-Defined  
 Storage  
 by Storage Magazine and SearchStorage

 Excelero

Thank you!

