



IBM FlashSystem Family

# Storage, Made Simple

for Hybrid Multicloud

May 2020

**Business Partner Edition**



**The IBM® FlashSystem® family**, including entry-level products formerly known as IBM Storwize®, meets the full range of enterprise storage needs in one portfolio.

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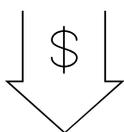
# Why sell FlashSystem?

Having a range of different storage requirements used to mean running a complex mix of storage. With the IBM FlashSystem family, organisations have one platform to address entry, mid-range and high-end needs. FlashSystem all-flash and hybrid-flash arrays are all built on a unified set of software, tools and APIs, which extends enterprise functionality throughout the storage estate, simplifies hybrid multicloud, and is designed for complete peace of mind.

It's not just for big businesses. Use this ebook to learn how IBM FlashSystem helps organisations protect, manage and extend data to the cloud with less complexity and lower costs.

[Watch the video](#) →

## Simpler, faster, better



### Affordable without compromise

Eliminate software licensing costs with fully inclusive software. Store more in less space. Scale out instantly with utility pricing.



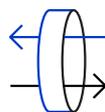
### Multicloud enabled

Gain security, performance, control and cost savings with easy-to-deploy private and hybrid multicloud solutions.



### Faster, smarter data

Accelerate business insights with NVMe storage. Simplify management with intelligent software. Use consistent automation APIs on premises and in the cloud.



### Easy data mobility

Easily migrate data and applications to and from cloud. Optimise cost and performance with intelligent Easy Tier®, which automatically moves only the most active data to flash.



### Extraordinary data availability

Guarantee 99.9999% availability, or optional 100% data availability with HyperSwap. Replicate across 2 or 3 sites. Configure for cross-site high availability.



### Protected and secure

Encrypt data automatically. Malware detection and application-aware snapshots help provide dependable cyber resiliency.

[Learn more about IBM FlashSystem](#) →

# The new FlashSystem family

The new FlashSystem family provides total data integrity, simplified management and the capabilities clients need to master hybrid multicloud.

## Complete peace of mind

IBM FlashWatch provides compelling sales messages for you and a whole suite of guaranteed results for your clients.



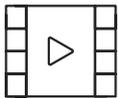
### Protected endurance

Flash media is covered for all workloads while under warranty or maintenance



### Risk-free upgrades

Upgrade IBM storage controllers with no up-front charges and no commitment to buy



### IBM Flash Momentum

A fully flexible offering from IBM  
[Watch the video](#) →



### Proactive cloud analytics

Manage your environment with IBM Storage Insights, at no extra cost

→ [Find out more](#)

## The simple storage experience

With automated insights and diagnostics, plus responsive IBM support, the FlashSystem family is easy to manage and extremely resilient.

### 1. See a unified view of storage

with intelligent analysis from IBM Storage Insights

### 3. Know about issues sooner

with proactive insights and notifications

### 2. Predict and prevent problems

automatically with IBM Spectrum  
Virtualize diagnostics

### 4. Quicken time to resolution

with 24x7 support, fast response times and remote management

## True hybrid multicloud mobility

Pre-tested 'blueprints' mean it's fast and easy to deploy hybrid multicloud environments, right out of the box. Integrate on-premises infrastructure with IBM Cloud™, AWS® and VMware®. Utilise public cloud to optimise workloads. Easily migrate data to and from 450+ supported storage systems, with industry-leading storage virtualisation built in.

# Choose the right solution



One platform makes storage simple. One family of systems allows clients to select the innovations and enterprise-class features they need for each deployment.

	FlashSystem 5010	FlashSystem 5030	FlashSystem 5100	FlashSystem 7200	FlashSystem 9200
IBM Spectrum Virtualize software	●	●	●	●	●
IBM Storage Insights (AI-based monitoring, predictive analytics and proactive support)	●	●	●	●	●
VMware & Red Hat® OpenShift® container integration	●	●	●	●	●
3-site replication	●	●	●	●	●
Local & remote replication (snapshots, DR, copy/migrate to cloud)	●	●	●	●	●
IBM Easy Tier®	●	●	●	●	●
Transparent data migration	●	●	●	●	●
Data reduction pools		●	●	●	●
Scale-out clustering		●	●	●	●
HyperSwap high availability		●	●	●	●
Encryption		●	●	●	●
NVMe flash and FC-NVMe host connections			●	●	●
High-performance compression & encryption for IBM FCM			●	●	●
External storage virtualisation of 500+ systems			●	●	●
Storage Class Memory			●	●	●

# Meet the solutions

Explore the FlashSystem family of faster, smarter and more affordable enterprise storage.



## FlashSystem 5010

Your budget-conscious clients shouldn't miss out on enterprise-class features, performance or service. Delivering faster data than the previous generation and support for hybrid multi-cloud, FlashSystem 5010 is the future-proof answer to small business storage needs.

[Product details](#) →

[Take a 3D tour](#) →

### 4x more cache

than the previous generation, up to 64GB

### Up to 70% better performance

in mixed workloads

### Protects storage investments

with data migration across 450+ supported systems, plus VMware and container integration

### Increases agility

with non-disruptive V5030 upgrades and the ability to scale up to 6PB of flash

### 3-year international warranty

for easy cross-border transfers

### Fully inclusive software

eliminates software licensing and maintenance costs

[View datasheet](#) →



# FlashSystem 5030

With next-generation performance and versatility, FlashSystem 5030 makes handling mid-range workloads truly affordable. Shrink storage needs with inclusive guaranteed data reduction, while being ready for the future with scalability up to 7.7 petabytes.

[Product details](#) →

[Take a 3D tour](#) →



## Turbo-boosts efficiency

with high-performance data compression and de-duplication

## Extreme scale

up to 23PB in a single system, or scale out to 32PB with 2-way clustering

## Up to 20% better performance

than the previous generation in mixed workloads

## Ultra-available and secure

with data encryption and IBM HyperSwap dual-site replication across edge, virtual and 'container-based' environments

## Simple 3-year warranty

with international coverage for smooth cross-border transfers

## Eliminates software licensing

and maintenance costs with fully inclusive software

[View datasheet](#) →

# FlashSystem 5100

For businesses that need faster response times at affordable prices. FlashSystem 5100 supports both affordable NVMe SSDs and Storage Class Memory (SCM) for even lower latency, packing up to 23 petabytes of outstanding performance, scalability and flexibility in a 2U rack unit.

[Product details](#) →

[Take a 3D tour](#) →

## 9x more cache

than the previous generation, up to 576GB per enclosure

## Accelerates data

with NVMe drives and fast 32GBps Fibre Channel connectivity

## Extreme scale

up to 23PB in a single system, or scale out to 32PB with external virtualisation and 2-way clustering

## Enterprise-class out of the box

with encryption, compression, de-duplication and IBM HyperSwap for 100% data availability

## Proven performance of FlashCore technology

delivering 2:1 compression and FIPS 140-2 encryption with no performance loss

[View datasheet](#) →

# FlashSystem 7200

FlashSystem 7200 brings high-end storage capability to organisations that need enterprise mid-range storage. Take advantage of AI-enhanced applications, real-time analytics, and multicloud architectures that require higher levels of performance and capacity.

[Product details](#) →

[Take a 3D tour](#) →



## Blazing fast data

at 2.3 million max. IOPS 4K read hit, 45GB/s max. bandwidth

## Power to perform

with 4 x 8-core processors and up to 1.5GB cache per enclosure

## Microsecond latency

as low as 70µs

## Enterprise scale

supporting up to 760 drives with expansion enclosures

## Enhanced data reduction

with data reduction pools (DRP) that significantly increase capacity

## NVMe optimised

for accelerated end-to-end storage performance

[View datasheet](#) →



# FlashSystem 9200

Accelerate mission-critical applications with the highest levels of performance, functionality, security and availability. FlashSystem 9200 is NVMe-optimised high-performance storage made simple for the modern multicloud enterprise.

[Product details](#) →

[Take a 3D tour](#) →

## Highest responsiveness

at 4.5 million max. IOPS 4K read hit, 45GB/s max. bandwidth

## Highest performance

with 4 x 16-core processors and up to 1.5GB cache per enclosure

## Microsecond latency

as low as 70µs

## Transforms data economics

with data reduction without performance loss

## Enormous scale

supporting large-capacity IBM FlashCore modules up to 38.4TB

## Protects availability

with dual canisters, dual power and redundant cooling

[View datasheet](#) →



# Earn more



In today's fast-changing business world, infrastructure decisions count. IBM offers support and options\* to help you and your clients make the best storage investment.

## Finance

### IBM Global Financing

You increase the probability of winning a deal by 33% when you include IBM Global Financing. With IGF you can get paid quicker, remove non-payment risk and receive a financing fee. You can also use IGF offerings to win more – like sparking a client's interest with 0% financing, or Flash Momentum storage upgrades with cloud-like pricing.

[See the latest IGF offers](#) →

### IBM Storage Utility Offering

Enable clients to pay only for the storage capacity they use. IBM Storage Utility Offering aligns storage opex with business needs. Costs are calculated monthly and billed quarterly based on usage. Clients get all the performance and capacity they need. And they have greater agility to plan for growth – with no lengthy procurement process.

[Learn more](#) →

## Channel-only benefits

FlashSystem is exclusively available through IBM Business Partners. You benefit from:

#### Introductions to clients

who may not already buy storage from resellers

#### Simplified customer engagement

with no channel contention

#### Sales support from IBM

brand specialists and marketing teams

## Exclusive promotions

A range of special FlashSystem promotions are waiting for you in BP Storage Zone. Incentives and offers help you build your sales and technical skills and earn financial rewards.

[Learn more](#) →

### Contact IBM

Talk to your local IBM representative for more details about finance, channel benefits and promotions.

\*Not all offerings are available in every country in which IBM operates.

# Succeed with FlashSystem

Ready to talk to clients? Use these handy conversation topics and client success stories.

## The FlashSystem family is ideal for businesses that want to:



### Improve economics

Store more with less hardware with up to 5x data reduction. Align opex with consumption with a cloud-like experience.



### Simplify storage

Manage IBM storage and 500+ multi-vendor systems from a single pane. IBM Storage Insights provides intelligent assistance.



### Keep data protected and available

Achieve 100% data availability with HyperSwap. Encrypt data at rest and in the cloud. Detect malware. Recover from errors.



### Utilise hybrid multicloud

The FlashSystem common software platform extends seamlessly to hybrid multicloud storage deployments.

## Client case studies

### TM-Solutions

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**TM-Solutions** created a new IT hosting service offering built on all-flash IBM FlashSystem solutions. Up to 20x better performance led to faster client responses and sky-high availability, while a 50% energy saving and low TCO made the business more competitive.

[Read the story](#) →

*“With IBM storage, we’re ready to help 24/7 businesses operate to their full potential round the clock.”*

– **TM-Solutions**

### Fosen IKT

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**Fosen IKT** embraced flash storage to enhance data-driven services for 20,000 citizens in five municipalities in Norway. Deploying FlashSystem 9100 shortened application response times by up to 50%, achieved 29% data compression and reduced power consumption to deliver operational cost savings.

[Read the story](#) →

*“IBM FlashSystem 9100 is the scalable, high-performance platform we need to develop innovative services.”*

– **Fosen IKT**

# Tools and resources



Increase your knowledge and show clients the value of FlashSystem.

## Seller tools

### Smart buyer's guide to flash

→ [Find out whether flash storage is right for your business](#)

### IDC customer satisfaction study

→ [Share IBM's consecutive wins in IDC's annual worldwide survey](#)

### FlashSystem virtual tour

→ [Give clients an in-depth, interactive demonstration](#)

### ESG economic analysis

→ [Share this report on the real-world value of the FlashSystem family](#)

## Quick links

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[Your handy visual sales companion](#) →

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## Ready to learn more?

Discuss FlashSystem further and start selling solutions.

[Contact your IBM representative now.](#)

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