

Cashing in on Convergence

Grow Your Business with Dell EMC Ready Nodes and Ready Bundles

ABSTRACT

For value-added resellers who partner with Dell EMC, now is the time to cash in on infrastructure convergence and the momentum of hyper-converged infrastructure. Dell EMC Ready Nodes and Ready Bundles create a fast route to success in this rapidly emerging market.

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A HYPER-MARKET OPPORTUNITY

For value-added resellers who partner with Dell EMC, the opportunities are now better than ever to cash in on infrastructure convergence and the rapid momentum of hyper-converged infrastructure (HCI).



Dell EMC partners who are well-versed in the technology are in a strong position to take advantage of exciting market opportunities that arise with hyper-converged infrastructure.

Just consider a few numbers: The HCI market is projected to grow at a remarkable compound annual growth rate (CAGR) of 44 percent between 2016 and 2022.¹ At that point, the HCI market will hit US\$12.6 billion. Want to make this story even better? Industry research indicates that 99 percent of the potential install base is currently untapped.²

This all adds up to exciting opportunities for Dell EMC partners who want to score points with their customers and win big in the sales arena by simplifying and accelerating technology rollouts. Dell EMC gets you there today with straightforward paths to success: Ready Nodes and Ready Bundles.

CASHING IN ON READY NODES

Dell EMC Ready Nodes help you tap into the large and rapidly growing market for preconfigured systems that reduce project risk, lower total cost of ownership, and scale quickly and easily.

Ready Nodes are servers preconfigured and validated for specific applications like VMware vSAN, ScaleIO, Microsoft Storage Spaces Direct and SAP HANA. These hyperconverged building blocks are ideal for starting or scaling software-defined storage (SDS). These are quick resale systems that can open the door to follow-on opportunities as your customers add additional nodes to keep pace with growth.

DELL EMC vSAN READY NODES

IT organizations are bombarded with ever-increasing demands for storage capacity. To keep up with these demands, many have adopted VMware vSAN™ software-defined storage for hyper-converged infrastructure (HCI). With Dell EMC vSAN Ready Nodes, you can help your customers realize more value from vSAN with lower deployment risk and the fast, easy scalability of pre-configured and validated SDS building blocks.

Dell EMC vSAN Ready Nodes are based on Dell EMC™ PowerEdge™ servers with a choice of Intel® Xeon® processors. Each Ready Node is pre-configured, tested and certified for VMware vSAN and optimally configured with just the right amount of CPU, memory, network, I/O controllers and storage (SSDs, HDDs or flash devices). The Ready Nodes are offered with flash-dense configurations and server-side storage. To scale up, simply add flash devices to existing nodes for increased performance, or add hard drives or flash devices to increase capacity. To scale out, just add more nodes with hybrid or all-flash.

For a lower total cost of ownership, system management integration across servers, storage and networking from Dell EMC OpenManage and VMware vCenter Server plug-ins enables day-to-day operations management of compute and storage in one tool. Add in the benefits of faster configuration, fewer update steps, and reduced time for maintenance, troubleshooting and resolution and you've got a win for your customers and a win for your business.

DELL EMC SCALEIO READY NODES

Enterprises are producing, ingesting and storing more data than ever before. While traditional storage area networks (SANs) offer high performance and availability, they may not provide the massive scalability, linear performance gains and resiliency that enterprise workloads require.

¹ MarketsandMarkets, "[Hyper-converged Infrastructure Market worth 12,607.4 Million USD by 2022.](#)" May 2016.
² VMware, "[Capitalising on the hyper-converged market opportunity.](#)" March 2017.



With online sizing tools, it's easy to quickly configure Dell EMC Ready Nodes that are sized just right for your customer. For example, check out the sizing tool for [vSAN Ready Nodes](#).

Dell EMC ScaleIO software helps your customers overcome these challenges. It converges storage and compute resources into a single-layer architecture, aggregating capacity and performance with simplified management and enabling scaling from three to thousands of nodes. But how do you keep deployments simple, repeatable and consistent, whatever the scale? This is where Dell EMC ScaleIO Ready Nodes enter the picture.

Dell EMC ScaleIO Ready Nodes combine the capabilities of rack-optimized Dell EMC PowerEdge servers, Intel Xeon processors and ScaleIO software to create a reliable, easy-to-deploy building block for software-defined storage. Before you get a ScaleIO Ready Node, Dell EMC has not only configured it for firmware and software compatibility but also for the ScaleIO cluster environment. And because they are delivered with the configuration steps completed and tested, the Ready Nodes are easy to order and a snap to deploy.

DELL EMC MICROSOFT STORAGE SPACES DIRECT READY NODES

To keep up with ever-increasing demands for storage capacity, many organizations are adopting Microsoft® Storage Spaces Direct (S2D) to create highly available, highly scalable software-defined storage at a fraction of the cost of traditional arrays. Dell EMC Microsoft S2D Ready Nodes can help your customers adopt or add to their SDS environments with the confidence, convenience and customer support that sets us apart from the competition.

Dell EMC Microsoft S2D Ready Nodes are built on Dell EMC™ PowerEdge™ R730xd servers with Intel Xeon processors. This hardware foundation provides the storage density and compute power to maximize the benefits of S2D and the advanced feature sets in Windows Server 2016. Each Ready Node is optimally configured with the required amount of CPU, memory, network, I/O controllers and storage (SSDs, HDDs or flash devices).

Microsoft now includes S2D with Windows Server 2016 Datacenter, and they're pushing hard to compete in this fast-growing market. Dell EMC Microsoft S2D Ready Nodes help you tap into this hot market. You can now give your customers the confidence and convenience of pre-configured, tested and certified configurations designed just for S2D, along with superb customer support.

DELL EMC SAP HANA EDGE READY NODES

The Dell EMC SAP HANA Edge Ready Nodes are the latest evolution in real-time analytics platforms engineered and sized for mid-market implementations. Dell EMC is the first to offer this easy-to-deploy and easy-to-manage system that makes advanced analytics accessible to the entire organization. The Ready Nodes enable report consolidation and self-service analytics to dramatically reduce the costs associated with business insights while improving overall reporting services.

Drawing on the performance of Intel Xeon processors, the Dell EMC SAP HANA Edge Ready Nodes offers blazing in-memory analytics, just like SAP HANA Enterprise Edition, but at a much lower entry investment. These Ready Nodes are designed specifically for analytics processing, providing access to near real-time analysis of a wide range of data to a broad market of midsize and small businesses, organizations and agencies.

DELL EMC SAP HANA READY NODES

The Dell EMC SAP HANA Ready Nodes are fully contained in the Intel-based Dell EMC PowerEdge R930 server, making use of fast internal SAS disks for storage and solid state storage (SSD) for data and logs. Solid state SAS storage technology offers high IOPs and low latency performance for SAP HANA system log maintenance while an array of internal 10Krpm SAS disks is used to maintain a copy of the data image.

CASHING IN ON READY BUNDLES

If you're a system integrator, Dell EMC Ready Bundles for Hadoop, OpenStack and SAP HANA present a great opportunity to sell your services and software while helping your customers solve their big data and cloud deployment challenges. This opportunity reflects Dell EMC's long-term commitment to working with system integration partners to resolve our customers' technology and business problems — while leaving the door open for our partners to generate attractive margins.

DELL EMC READY BUNDLE FOR CLUDERA HADOOP

For nearly a decade, Dell EMC, in partnership with Cloudera, has helped organizations solve the Hadoop skills gap by providing expert guidance and knowledge to streamline the architecture, design, planning and configuration of Hadoop environments. Today, this expert guidance and knowledge is embodied in the Dell EMC Ready Bundle for Cloudera Hadoop.

Dell EMC Ready Bundle for Cloudera Hadoop is an end-to-end Apache® Hadoop™ system based on Dell EMC PowerEdge servers with a choice of Intel Xeon processors. The solution is designed to help customers meet their data analytics requirements, reduce costs and optimize performance. This is a tested and validated solution — including server, storage, networking and services — for selected customer sizes and use cases.

Dell EMC offers flexible options for deployment of the Ready Bundle for Cloudera Hadoop. The solution may be self-assembled or ordered pre-built, delivered and ready to go. Either way, you can offer your customers access to expert service and support — from installation, configuration and deployment to optimization and tuning with existing IT infrastructures.

DELL EMC READY BUNDLE FOR RED HAT OPENSTACK PLATFORM

Many large enterprises are adopting private and hybrid clouds to transform their businesses to meet the demands of the digital economy. You can help your customers with this transformation by offering them the Dell EMC Ready Bundle for Red Hat OpenStack Platform.

This Ready Bundle enables the rapid, automated deployment of a reliable and easy-to-manage OpenStack® cloud. Based on Dell EMC PowerEdge servers with Intel Xeon processors, each Ready Bundle has been jointly engineered and validated by Dell EMC and Red Hat for Red Hat® OpenStack Platform software on Dell EMC hardware, allowing your customers to deploy reliable private and hybrid cloud infrastructures quickly and efficiently.

The Dell EMC Ready Bundle for Red Hat OpenStack Platform combines a highly scalable validated architecture with selected extensions for containers and for hybrid cloud management to create an adaptive infrastructure that integrates the best innovations from the OpenStack community with proven Dell EMC and Red Hat technologies. This open, secure, reliable and supported solution is built on validated, integrated components and features rapid, automated provisioning to simplify and speed deployment — so your customers can take advantage of cloud benefits sooner.

DELL EMC READY BUNDLE FOR SAP HANA SCALE OUT

The Dell EMC Ready Bundle for SAP HANA Scale Out offers an optimally configured analytics solution that includes a hardware appliance, preloaded software and a full range of services. With performance benchmarked and certified by SAP for predictable results, this is an ideal end-to-end solution for real-time business intelligence.

The Ready Bundle for SAP HANA Scale Out delivers efficient performance in a quickly deployed system that scales out easily. Your customers can start with high availability at 2TB and grow to 32TB without disruption to the operation of the system, scaling the system in

SERVICE REVENUE OPPORTUNITIES

For many of these offers, there is an opportunity for partners to resell our deployment services along with the solution itself. Alternatively, qualified partners may choose to perform the deployment services themselves. For instance, with the Ready Bundle for Red Hat OpenStack Platform, partners can resell our turnkey deployment package or are free to use the very same JetPack automation toolkit, validated procedures and documentation that Dell EMC uses, for a rapid, reliable — and profitable — deployment experience.

1TB, 1.5TB and 2TB increments. There is no requirement to change architectures or remove existing system components to facilitate expansion. That easy seamless scalability can yield a much better total cost of ownership as the customer's application use evolves over the life of the system.

The Ready Bundle for SAP HANA Scale Out uses the same Intel-based Dell EMC PowerEdge R930 servers as our single-server configurations. In the Ready Bundle, Dell EMC combines the superior scalability and RAS features of the PowerEdge R930 platform into a multi-node configuration, using 10GbE networking and sharing data across Dell SC Series SAN Storage.

THE OPPORTUNITY IS YOURS

Today, converged systems from Dell EMC are easier than ever to scale and modify — thanks to flexible architectures and tools like [Dell EMC System Builder](#). For Dell EMC partners, the combination of flexible system architectures, easy-to-use configuration tools and easy-to-deploy hyperconverged infrastructure opens the door to increased sales with existing and new customers.

It all adds up to a unique opportunity for your business to cash in on convergence.

NOT A DELL EMC PARTNER?

If you're not on the Dell EMC team, now is a good time to explore the benefits of our [PartnerDirect](#) program and then [become a partner today](#).

To learn more, visit: DellEMC.com