

ESG SHOWCASE

StorONE Rethinks the Cost of Capacity with Drive-based Pricing Model

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Overview

Data and digital infrastructure empower both business operations and revenue opportunities. Therefore, access to the infrastructure required to support an organization's growth cannot be viewed as opportunistic. The infrastructure that stores, protects, and delivers data is essential to operations. It should be treated more like a non-optional utility.

However, it's easier said than done to adopt a mindset that accepts data storage and its ongoing growth as essential. Budget considerations alone are a constant



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burden to digital business operations. According to ESG research, 64% of IT decision makers agree that data storage infrastructure requirements and spending are hard to predict for their organization. And 26% identify hardware costs as a top challenge for their block-based SAN storage environments.¹

Fortunately, StorONE, an innovator in storage software, has developed a potentially game-changing approach to pricing hybrid storage software. Under its scale-for-free pricing model, users pay for StorONE software not by capacity needed per month but rather by drives per month. Thus, as hard disk drives (HDDs) and solid-state drives (SSDs) increase in capacity over time, users would not pay more to StorONE, even though the capacity available would increase.

Rethinking Price Per Capacity

Why do we pay for storage software by capacity? It is a simple question, but it is difficult to answer. Current storage solutions are often a melding of software and hardware innovation by drive manufacturers. For decades, drive manufacturers, whether they were making SSDs or spinning HDDs, have been able to innovate to deliver larger-capacity drives at prices typically similar to those of previous generations. As the cost of hardware capacity came down, the price organizations paid for software on a capacity basis often remained flat. In a pay-per-capacity model, when a larger-capacity drive replaces an existing drive, the cost of the storage software often increases.

StorONE's model breaks that dynamic. When a larger drive replaces a smaller drive, the cost of StorONE's software doesn't change, even though the business realizes greater available capacity. With StorONE's model, as hardware gets less expensive, so, too, does StorONE's storage solution.

In addition, as business and IT leaders push to meet sustainability goals, progressing beyond cost-per-capacity and, instead, adopting a cost-per-drive mindset offers additional dividends. If IT optimizes an architecture to leverage high-capacity drives, it reduces the number of drives needed. That, in turn, reduces the power consumed and the number of components that must be managed and eventually disposed of. This focus on maintaining or reducing the number of drives—while still scaling up capacity—has the potential to offer considerable benefits to data center operations.

¹ Source: ESG Research Report, [Data Infrastructure Trends](#), November 2021.

StorONE Scale for Free

The [StorONE Storage Engine](#) software supports the prominent storage protocols, including Fibre Channel, iSCSI, NVMe-oF, NFS, SMB, and S3. Consolidating those protocols on a single platform offers flexibility for multiple application environments, including traditional databases, virtualized applications, and modern cloud-native applications that leverage S3.

The ONE Storage Engine software also supports multiple hardware technologies, including NVMe SSDs, SAS SSDs, QLC SSDs, and HDDs—allowing IT to provision storage volumes leveraging any of the deployed media types. It even provides additional flexibility in regard to erasure-code options for higher levels of resiliency.

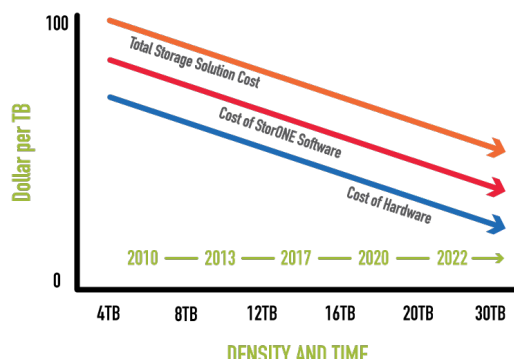
With the introduction of Scale for Free, pricing for the StorONE Storage Engine is on a per-drive, per-month basis. While some pricing differences exist (based on the use of HDDs versus SSDs), this model rewards users who adopt higher-performing and higher-density drive options.

To better enable denser capacity deployments, StorONE is also delivering complementary innovations tied to recovery. The StorONE website contains a video that shows a volume made up of HDDs following an HDD failure recovering in less than three hours. To accelerate recovery without innovations in place, like those from StorONE, multi-day recovery times can be the norm with massive capacity drives.

The Bigger Truth

As data and disk capacities continue to increase rapidly, businesses need to be more conscious about spending. Storage costs do more than bloat the overall cost of IT operations. They also carry an opportunity cost: Every budget dollar spent on running existing infrastructure is a dollar that cannot be applied to a new digital initiative.

With Scale for Free, organizations don't "pay the storage software" for the innovations of drive manufacturers. They already paid the drive manufacturer for that performance and capacity once. There is no need to repay them a second time. Any IT organization with a rapidly growing storage environment and a tight budget should investigate the suitability of StorONE and Scale for Free for their environment. It is time to rethink how we pay for storage, and StorONE is helping to lead this effort.



Source: StorONE

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