IBM Introduces Cost-Effective, Easy-to-Use Entry Storage System

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IBM today announced the System Storage DS3300, a robust, reliable and cost-effective new entry-level disk array featuring integrated management software designed to give small and medium-sized businesses (SMBs) a simple and affordable solution to handle all their storage needs. The DS3300 brings iSCSI to the IBM System Storage D3000 series of products, providing the industry's broadest choice of interfaces.

"SMBs continue to face the same issues that large enterprises are dealing with when it comes to the deluge of data -- they are seeing an ever-increasing amount of feature-rich documents, limitless e-mails, audio and video files, data-intensive new applications, and a slew of government regulations by which they must abide," said Charlie Andrews, Director, IBM System Storage Product Marketing. "The DS3300 storage system provides an unprecedented solution to these issues, helping even the smallest of businesses to easily upgrade their infrastructures and better manage their data, without putting a strain on the IT administrator's time."

The DS3300 storage system is the newest addition to the IBM System Storage DS3000 product series and is designed to meet the consolidation needs for a wide range of users. With iSCSI interfaces, next-generation Serial-attached SCSI (SAS) back-end technology, and DS3000 management software, the DS3300 storage system provides businesses with robust, reliable, cost-effective shared storage. For even the smallest of businesses, transitioning direct attached storage (DAS) configurations

to an IP (Internet Protocol) SAN is now virtually effortless. With Installation wizards to guide administrators through setup and configuration, even businesses that lack experienced IT staff can easily install a DS3300 solution.

"The DS3300 will be an ideal solution for SMBs who are transitioning from internal to external storage and have limited IT resources and expertise to dedicate to such a task," said Sean Hobday, Executive Vice President of Sales, Zones. "As an IBM System Storage volume reseller and Business Partner, we find that many small and medium businesses would benefit from a solution like the DS3300 and require quick and simple implementation and a value-add for their business."

The DS3300 is designed to provide as an easy-to-use IP SAN (iSCSI storage area network) solution for SMB customers looking for an alternative to a Fibre Channel SAN as they transition from a DAS environment. The DS3300 may be shared between applications, servers, computer rooms and remote locations for increased efficiencies across a company's IT environment.

The IBM System Storage DS3000 series of products now offers a full range of host interface options -- SAS, Fibre Channel and, now with the introduction of the DS3300, iSCSI rounds out the portfolio. All three interface-types provide flexible and scalable solutions that can deliver higher performance and reliability at an affordable price, so that an organization can choose the right technology base on their various requirements.

The DS3300 supports SAS hard disk drives and expansion via the IBM System Storage EXP3000 Expansion Unit for up to 14.4 terabytes of raw capacity that allow for the storage systems to scale up to 48 hard disk drives. Additionally, customers can elect to include enhanced data protection features such as FlashCopy for point-in-time, full volume

copies of data, and VolumeCopy for full logical drive replication.

The IBM System Storage DS3300 will be generally available September 7, 2007 and will start at a list price of $5,000.

Source: IBM