

**THE FUTURE IS FLUID.**



 compellent

# INTRODUCING FLUID DATA™ FROM COMPELLENT.

We've created a revolutionary enterprise storage solution that automates the movement and management of data throughout its lifecycle, so you can constantly adapt to changing business conditions.

Other storage systems treat data as a static thing. They are missing an essential truth: data isn't something to be "stored," it's something to be actively, intelligently managed.

At Compellent, we call it Fluid Data. It's the future of data storage.





Fluid Data storage is enabled by a dynamic architecture that actively and intelligently manages data at a more granular level. This patented storage automation cuts cost, time and risk and allows you to rapidly respond to growth and change.

Compellent combines a powerful data movement engine, virtualized software applications and an agile hardware platform to redefine efficiency, productivity and protection in a truly scalable enterprise storage solution.

Intelligent automation optimizes the provisioning, placement and protection of data. A modular hardware platform grows with your business. One interface manages any number of systems, giving you instant visibility and control. And one phone call covers your entire storage infrastructure, creating the best customer experience in the industry.

Compellent enterprise storage works as promised from the moment you turn it on, and it easily adapts and grows with your business in the future. Finally, enterprise storage with the future built in.

**ONLY A FLUID  
DATA ARCHITECTURE  
CAN DELIVER:**

- » Breakthrough Efficiency
- » Intelligent Storage Automation
- » Single Platform Scalability
- » Continuous Data Protection
- » Real-Time Responsiveness



**ENTERPRISE STORAGE WITH  
THE FUTURE BUILT IN.**

**DATA THAT ASSESSES  
ITS OWN IMPORTANCE  
BASED ON ACTUAL  
USE AND CASCADES  
FROM TIER TO TIER  
ACCORDINGLY.  
THAT'S FLUID DATA.**



### WHAT CAN FLUID DATA DO FOR YOU?

- » Optimize performance and cost
- » Leverage lower-cost disks for inactive data
- » Store snapshots on an inexpensive tier
- » Automate the data lifecycle
- » Cut administration time in half

### BREAKTHROUGH EFFICIENCY

## BUILT-IN INTELLIGENCE AND AUTOMATION MANAGE THE DATA LIFECYCLE

As the innovator in **Automated Tiered Storage**, Compellent is the only SAN in the industry to integrate intelligent tiering with advanced virtualization features like thin provisioning, snapshots and replication. Our unique, patented technology automatically classifies and migrates data to the optimum tier of storage based on usage, allowing you to store infrequently accessed data on lower-cost drives. The system dynamically moves the most active data to the fastest, outer edges of each drive for the highest performance. Inactive data and snapshots flow to cost-effective, energy-saving drives. This reduces disk expenditures, streamlines management and increases system performance.

REAL ESTATE



“With Fluid Data I have the ability to store infinitely more data at a price that’s actually reasonable. If I were to build the same SAN with all tier-one storage drives, I couldn’t afford it.”

BEN HIGGINBOTHAM  
Director of New Technology  
WhereToLive.com

+  
 determining  
 a place  
 urban.  
 ent of  
 and  
 s or  
 de-  
 ne  
 e

success (sək-ˈsɛs) *n.* 1 A favorable or pros-  
 perous course or termination of anything  
 attempted; prosperous or advantageous issue.  
 2 A successful person or affair. 3 *Obs.* The  
 outcome or result, favorable or unfavorable.  
 4 *Obs.* Succession. See synonyms and  
 antonyms. [*<L. successus* *< succ-*  
*obtaining what* (*sək-ses'fal*) *< succ-*  
*cially* (*sək-ses'fal*) *< succ-*

# DATA THAT LIVES IN A SYSTEM THAT AUTOMATICALLY EXPANDS TO MEET ITS NEEDS. THAT'S FLUID DATA.

## WHAT CAN FLUID DATA DO FOR YOU?

- » Eliminate wasted storage capacity
- » Buy fewer and less expensive drives
- » Provision more storage than you buy
- » Shrink data center space
- » Cut power consumption



## BREAKTHROUGH EFFICIENCY

# SUPERIOR UTILIZATION SLASHES STORAGE SPENDING NOW AND IN THE FUTURE

Compellent radically reduces the cost of storage by enabling you to purchase and manage fewer disk drives than other systems. Only Compellent automatically optimizes capacity utilization to maximize performance, minimize power consumption and cut costs up to 80 percent. With **Advanced Thin Provisioning** built into every system, you save up front by purchasing only the capacity you need to store your data. And you continue saving by expanding your system on demand, adding the right capacity at the right time as your business requirements change. You can even reclaim capacity that is no longer used by applications, automatically reduce the space needed for virtual OS volumes, and convert traditional volumes on existing systems to thin-provisioned storage.

EDUCATION



“With Compellent, we were able to lower hardware and administrative costs. Ultimately, we reduced our annual storage budget 80 to 90 percent.”

KYLE BERGER  
 Executive Director of Technology Services  
 Alvarado, Texas Independent School District



**DATA THAT ALLOWS  
YOU TO SPEND  
A LOT LESS TIME  
MANAGING DATA.  
THAT'S FLUID DATA.**



**WHAT CAN FLUID DATA  
DO FOR YOU?**

- » Control multiple systems from a single interface
- » Cut storage administration time
- » Increase IT service levels
- » Automate data center operations
- » Manage more storage without adding staff

**INTELLIGENT STORAGE AUTOMATION**

**ZERO TOUCH  
MANAGEMENT DELIVERS  
IT FLEXIBILITY AND  
BUSINESS AGILITY**

Imagine **Intelligent Storage Automation** designed to radically simplify your IT infrastructure. Compellent's intuitive point-and-click interface puts enterprise storage at your fingertips. Wizards make snapshots and replication easy, and eliminate time-consuming, repetitive storage monitoring and capacity planning tasks. Our patented architecture and advanced GUI allow you to make changes online and non-disruptively instead of manually with downtime. Advanced storage resource management (SRM) software provides comprehensive monitoring and administration of all local and remote systems from a single pane of glass. You can gain instant visibility, reporting and control of multi-terabyte, multi-location storage systems to streamline management and reduce operational costs.



**RETAIL**



“What Fluid Data has brought to the industry is futuristic simplicity—simple answers to previously complex issues. So where we had previously spent 16 hours a week managing our storage, we now spend one hour or less.”

SETH MITCHELL  
Infrastructure Team Manager  
Slumberland



52 Week High	Low	Net
227.50	156	2.4
257	115.50	3.5
220	1.05	-
21.50	206.75	0.5
12.25	56	1.8
0.8	207.10	1.2
0.6	12.5	8.2

### WHAT CAN FLUID DATA DO FOR YOU?

- » Scale IT resources instantly
- » Respond to application needs dynamically
- » Stay ahead of performance demands
- » Seamlessly support any virtualized server platform
- » Create an on-demand data center

**DATA THAT'S SO DYNAMIC IT'S PRACTICALLY A LIVING THING. THAT'S FLUID DATA.**

### INTELLIGENT STORAGE AUTOMATION

## OPEN, AGILE ARCHITECTURE DYNAMICALLY SCALES RESOURCES WITH TRUE VIRTUALIZATION

Compellent is built on an **Advanced Storage Virtualization** engine that creates a smart, shared pool of storage resources. You can change, shift or dynamically scale your virtualized pool without disruption and process multiple requests in parallel to improve system performance and utilization. These shared resources eliminate the guesswork of capacity planning and simplify storage provisioning for any number of servers. In fact, you can quickly and easily create hundreds of virtual volumes to support any virtual server platform and optimize the placement of virtual applications without wasting your time, money or disk space.

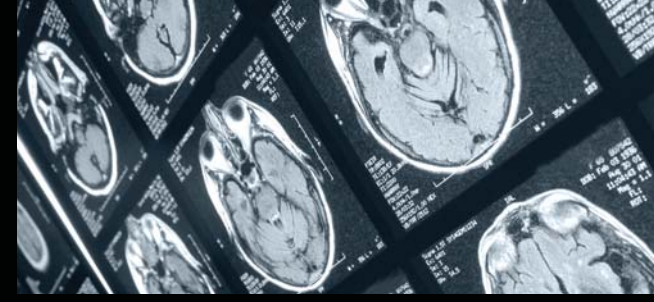
FINANCE



“Fluid Data is an open, agile system that moves us forward in terms of virtualization. Compellent has saved my company £400,000 to £600,000 in the past year.”

RYAN SCLANDERS  
IT Infrastructure Services Team Manager  
Credit Market Analysis

**DATA THAT IS  
ALWAYS  
RECOVERABLE  
AND SECURE.  
THAT'S FLUID DATA.**



**WHAT CAN FLUID DATA  
DO FOR YOU?**

- » Deliver affordable multi-site replication
- » Recover from any point in time
- » Minimize system downtime
- » Rightsize bandwidth and hardware costs for DR
- » Secure business applications

**CONTINUOUS DATA PROTECTION**

**ROBUST RECOVERY  
AND REPLICATION SECURE  
AGAINST DOWNTIME  
AND DISASTER**

From space-efficient snapshots to cost-effective remote replication, Compellent makes it easy and affordable for any organization to protect critical information and applications. You can recover lost or deleted files in seconds, or set up multi-site replication with a few simple clicks. Compellent lowers capacity, hardware and bandwidth costs so you can replicate to any number of global locations at a fraction of the cost of traditional replication solutions. Achieve always-on availability with a no-single-point-of-failure architecture that can shift information on demand across data centers and distances.

**HEALTHCARE**



**“Fluid Data saves us time. It saves us money and keeps our data safe. With Compellent, we can deliver 24x7 access to records, diagnostic images and lab information.”**

**BARRY THOMAS**  
Systems Engineer  
Graves-Gilbert Clinic



## WHAT CAN FLUID DATA DO FOR YOU?

- » Eliminate the need to rip and replace entire systems
- » Reduce software costs with a perpetual licensing model
- » Build as you grow with the latest technologies
- » Utilize every feature regardless of system size
- » Upgrade online without downtime

# DATA THAT GROWS WITHOUT OUTGROWING. THAT'S FLUID DATA.



## SINGLE PLATFORM SCALABILITY

# FLEXIBLE, PERSISTENT PLATFORM SCALES WITHOUT LIMITS

Unlike systems that require you to rip and replace technology as your business needs change, Compellent supports the continual adoption of new features on a single, scalable platform. You can mix and match popular and emerging drive types, use a range of interconnect options and add future capabilities to your current system. Build a unified storage platform that integrates SAN, NAS, primary and secondary storage and never worry about a forklift upgrade. Not only can you easily scale hardware as you grow, you don't have to repurchase your base software licenses when you upgrade your controller or integrate new technologies.



“We've added new technologies and new applications without discarding our current investments. Compellent has been right there to help us implement those new solutions.”

MICHAEL MILLER  
Chief Information Officer  
National Print Group

**DATA THAT COMES  
WITH A PERSONAL  
ASSISTANT.**

**THAT'S FLUID DATA.**



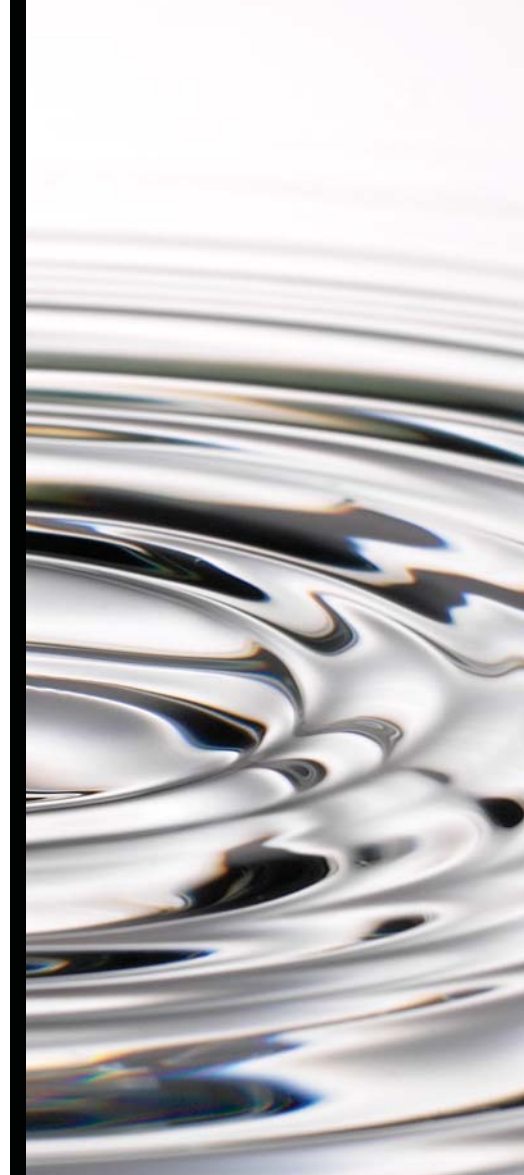
### WHAT CAN FLUID DATA DO FOR YOU?

- » Deliver storage as promised without excuses
- » Respond instantly to any inquiry
- » Provide total ownership of issues from reporting through resolution
- » Simplify with a single point of contact and contract
- » Ensure world-class satisfaction

### REAL-TIME RESPONSIVENESS

## SUPPORT SO RESPONSIVE WE NOTIFY YOU OF PROBLEMS BEFORE YOU EVEN NOTICE

Our goal is to identify problems before our customers do. Proactive remote monitoring is constantly checking and verifying system status and reporting all issues in real-time. If problems do occur, one phone call covers your entire storage infrastructure, ensuring immediate resolution to every issue. A team of dedicated experts delivers 24x7 phone support and optimization services when you need them. The right combination of proactive processes, personal support and professional expertise is why 100 percent of surveyed customers said they would buy Compellent again.



**GOVERNMENT**



“Every time we’ve had a storage concern, we received a call from Compellent. We’re always notified of a potential issue before our team finds it.”

SANDEE SPRANG  
Director of IT  
South Carolina Office of the Attorney General





With Fluid Data, the impact to your business is immediate. Business applications are implemented faster, information to make decisions is always available, new technologies are instantly deployed and data is continuously protected. Compellent automatically moves resources where they are really needed, accelerating the speed of change to support the ever-increasing pace of business.

Storage spending is slashed now and in the future. IT management is simplified. Your enterprise is secured against downtime and disaster. All on a single platform that scales without limits.

Finally, an enterprise storage solution with the future built in. That's Fluid Data.

## WHAT CAN YOU DO WITH FLUID DATA?

- » Slash the time and cost of IT by up to 80 percent
- » Instantly respond to increasing demand for services
- » Enable storage changes without application outages
- » Reduce cycle time for every new technology
- » Deploy new applications without overbuying capacity
- » Ensure data is recoverable and secure
- » Provide a fully virtualized foundation for your entire IT stack

## WHAT CAN FLUID DATA DO FOR YOU?





**TALK TO US, BUT LISTEN  
TO THEM.**



Fluid Data is exactly what your business needs to be prepared for the future. Interested in learning more? Start by talking to us. We'll give it to you straight. We'll tell you how we can manage all of your data with less time, money and risk than with any other system.

Next, definitely listen to our customers. They'll give it to you even straighter. We believe things should work as promised—no ifs, ands or buts—and our customers will tell you that and more.

**Fluid Data. It's The Future of Data Storage.**



Scan with your smartphone to view video.

(Visit [get.beetagg.com](http://get.beetagg.com) for scanner application)



North America: 877 715 3300

Europe: +44 1494 582041

[www.compellent.com](http://www.compellent.com)