



Software define storage

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Promise's Global Coverage



PROMISE OFFICE

- Taiwan Head Quarter** : Hsinchu, Taipei, Kaohsiung
- N. America Office** : Silicon Valley, California
- EMEA Offices** : The Netherlands, Germany, Dubai
- Japan Office** : Tokyo
- China Offices** : Beijing, Shanghai

PROMISE EMEA
PROMISE Netherlands

PROMISE Germany



中國分公司
 ✓Sales & Marketing
 ✓Engineering
 ✓Post service & support

美國分公司
 ✓Sales, Marketing
 ✓Engineering
 ✓Quality Assurance
 ✓Post service & support

PROMISE China

PROMISE USA

PROMISE Japan

PROMISE Dubai

PROMISE Taiwan

歐洲暨中東分公司
 ✓Sales & Marketing
 ✓Post service & support
 ✓Logistic Hub

喬鼎資訊
 ✓Sales & Marketing
 ✓Engineering
 ✓Manufacturing
 ✓Quality Assurance
 ✓Traded at TAIEX

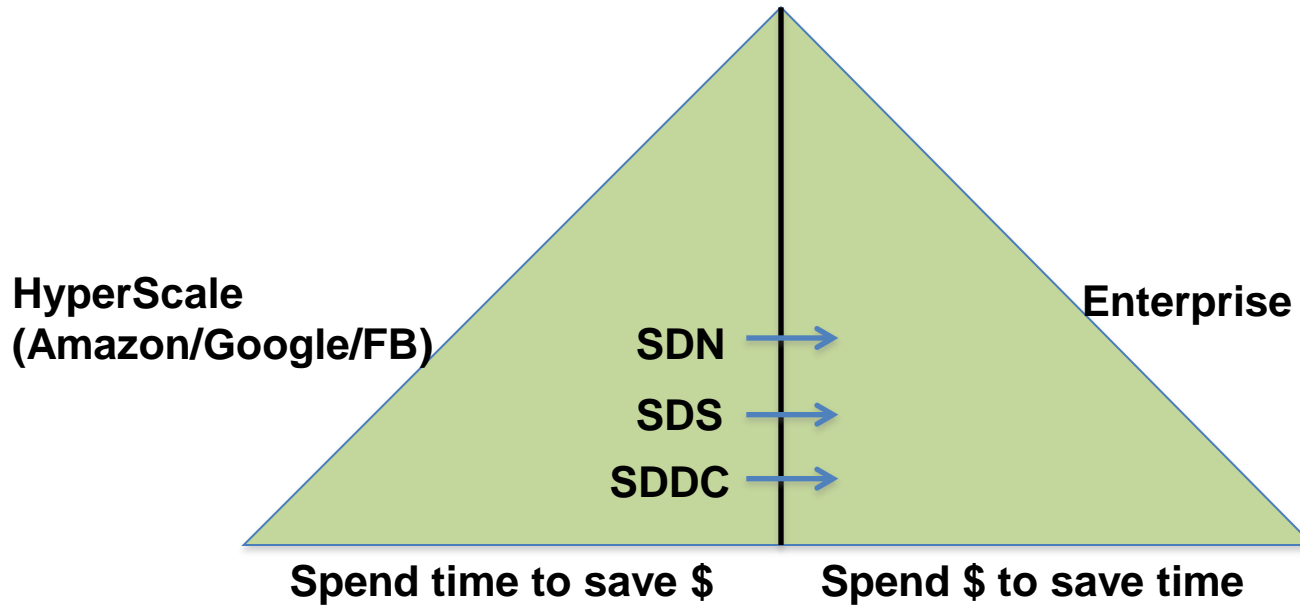
Global employee size ~ 500

R&D ~ 230 (46%): US,TW,CN S&M ~ 90 (18%)

Snapshot of Promise

- Top 10 Storage vendor worldwide
- High Margin: 45.6% (entry barrier)
- RD/Rev. of Promise is 15% > Tier 1 IT vendor 6%~8%
- Promise brand v.s. ODM: 45% v.s. 55%
- 80%+ rev. from US & EMEA, WW brand, S&M, channel & service

Vendor	2013 Revenue US\$M	2013 Market Share	2013-2012 Growth rate
EMC	7,723.20	34.3%	3.69%
IBM	2,853.50	12.7%	-3.72%
NetApp	2,666.70	11.8%	6.32%
HP	2,081.30	9.2%	6.05%
Hitachi/HDS	1,997.00	8.9%	-6.60%
Dell	1,474.20	6.5%	-8.42%
Fujitsu	484.7	2.2%	5.90%
Oracle	223.6	1.0%	-30.06%
Promise	121.8	0.54%	15.92%

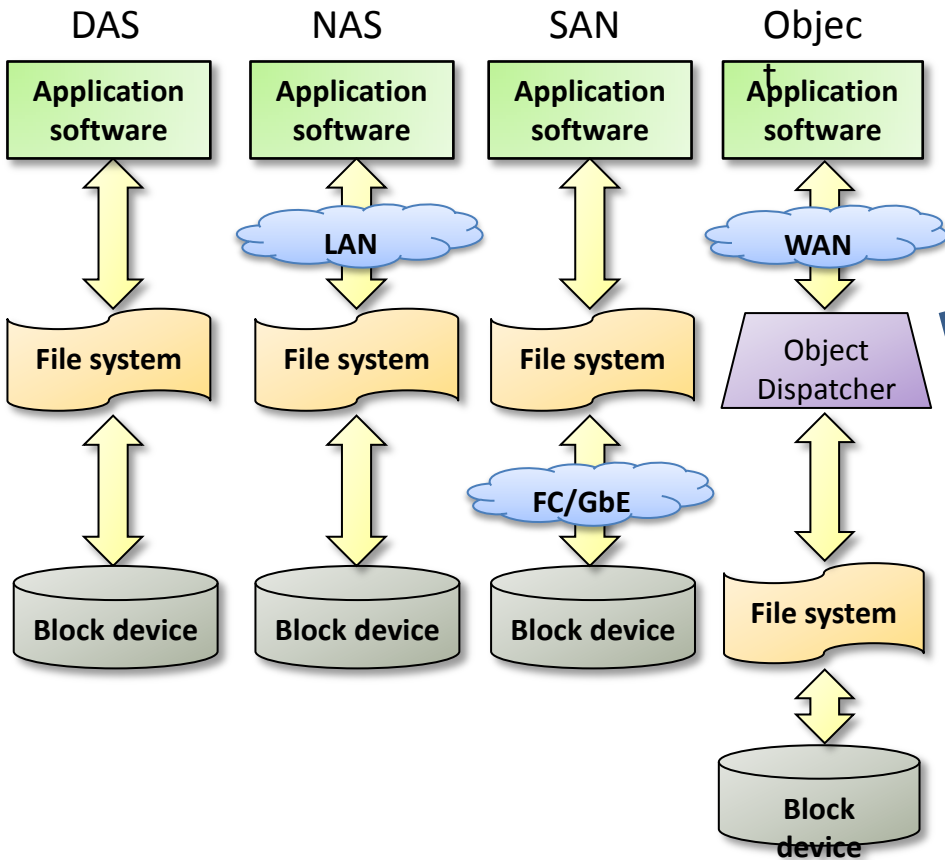


Software-led Infrastructure Revolution

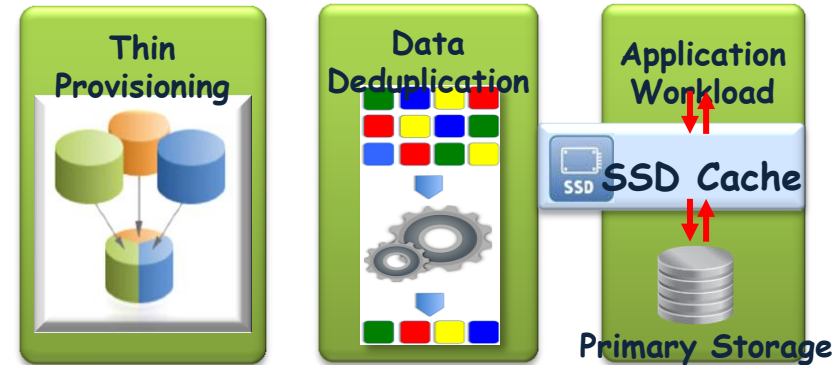
- Dynamic → Scale-out
- Automation → Software defined
- Simplify → Rack level convergence
- New Design → Flash, Cloud, etc.

Wikibon Research: Converged Infrastructure Takes the Market by Storm (2013)

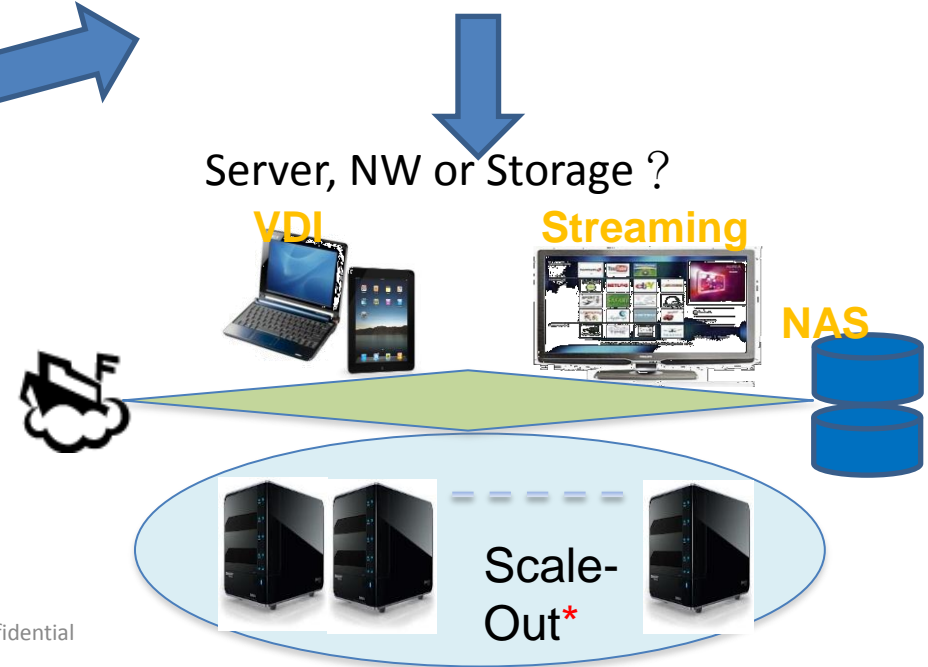
Storage



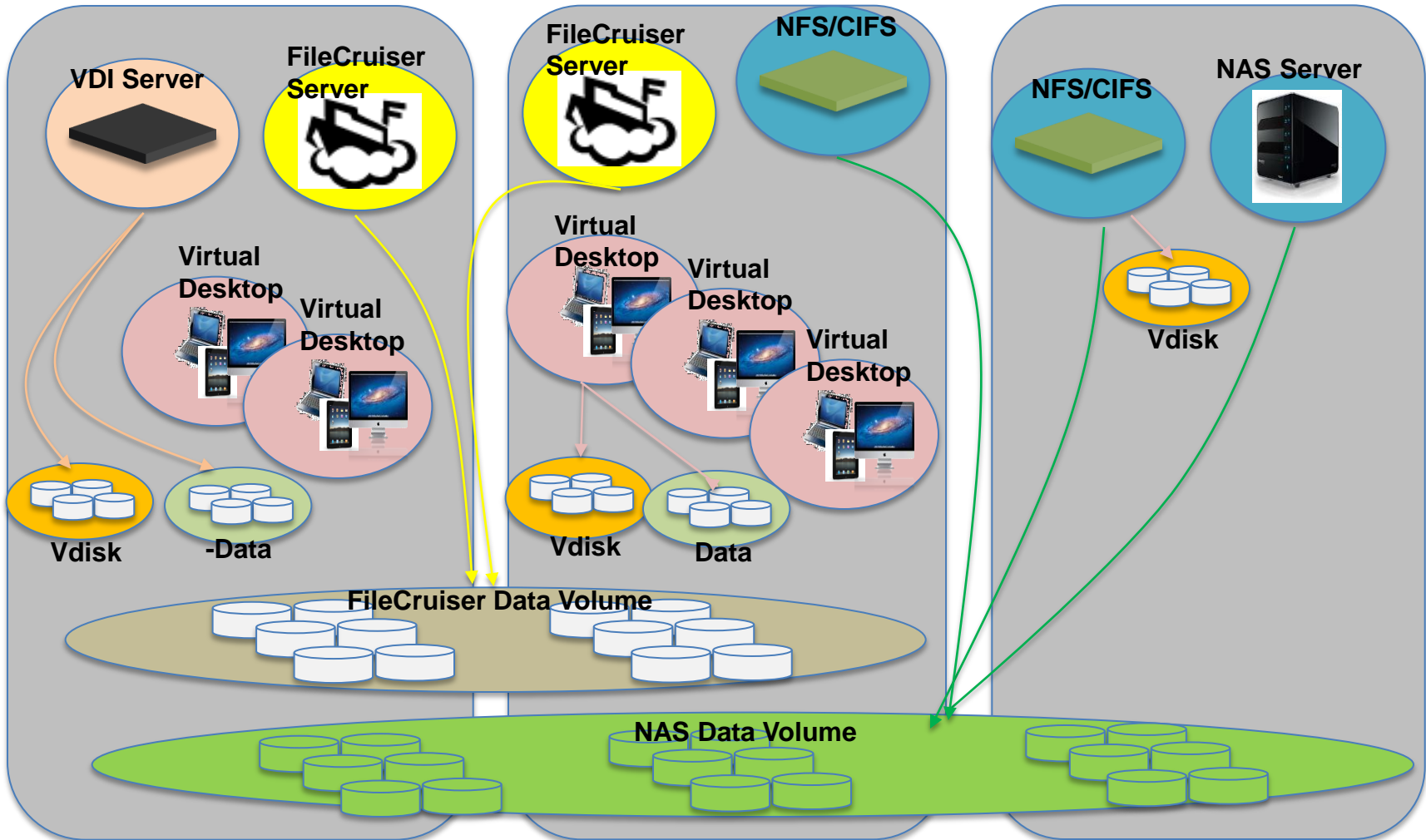
SDS with DMS function



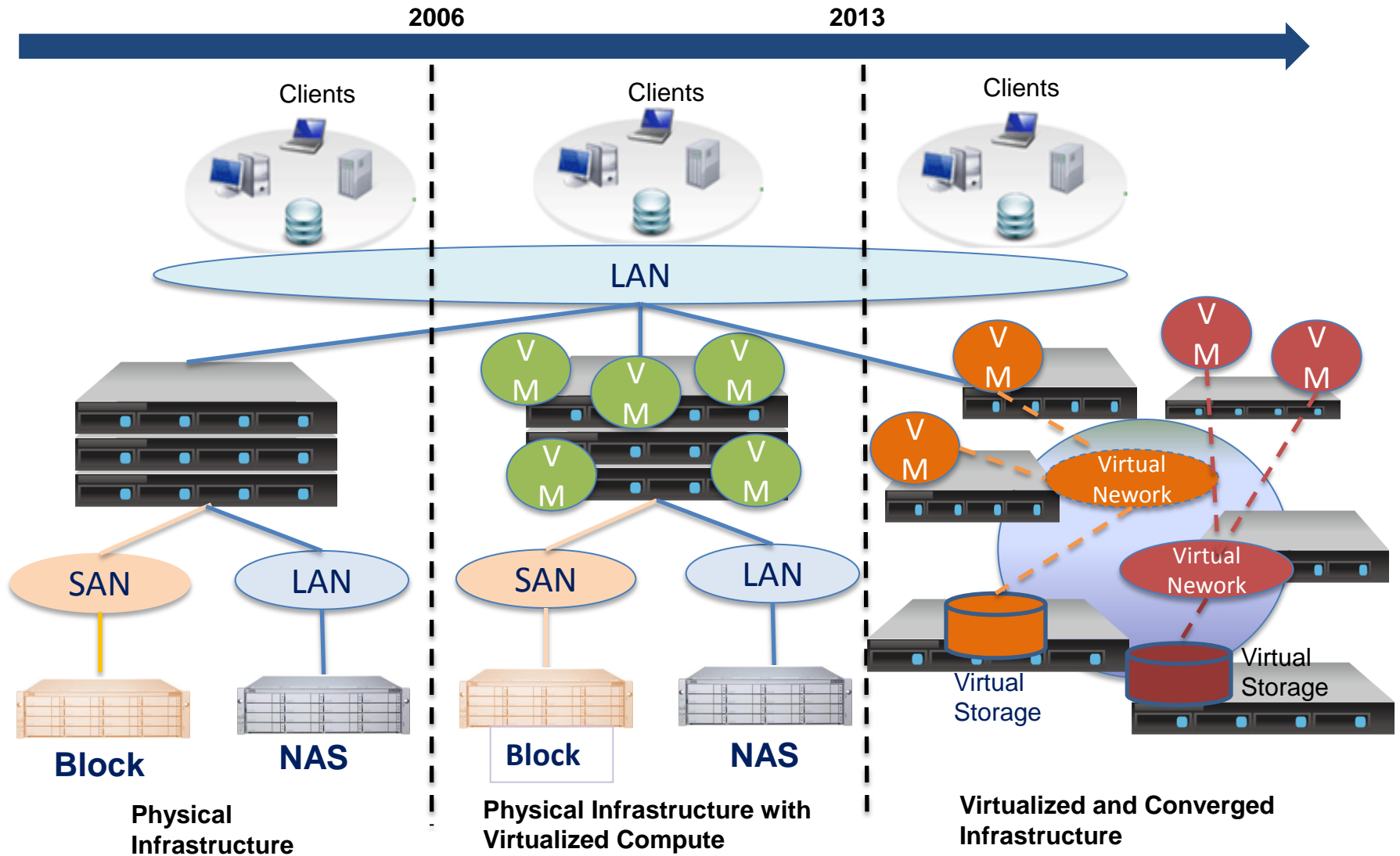
Server, NW or Storage ?



Software define storage



Infrastructure Evolution



H1970 Overview

- H1970 is a converged hyper-scale, economic, ultra-dense storage appliance that can be flexibly configured for a broad range of data-relevant workloads



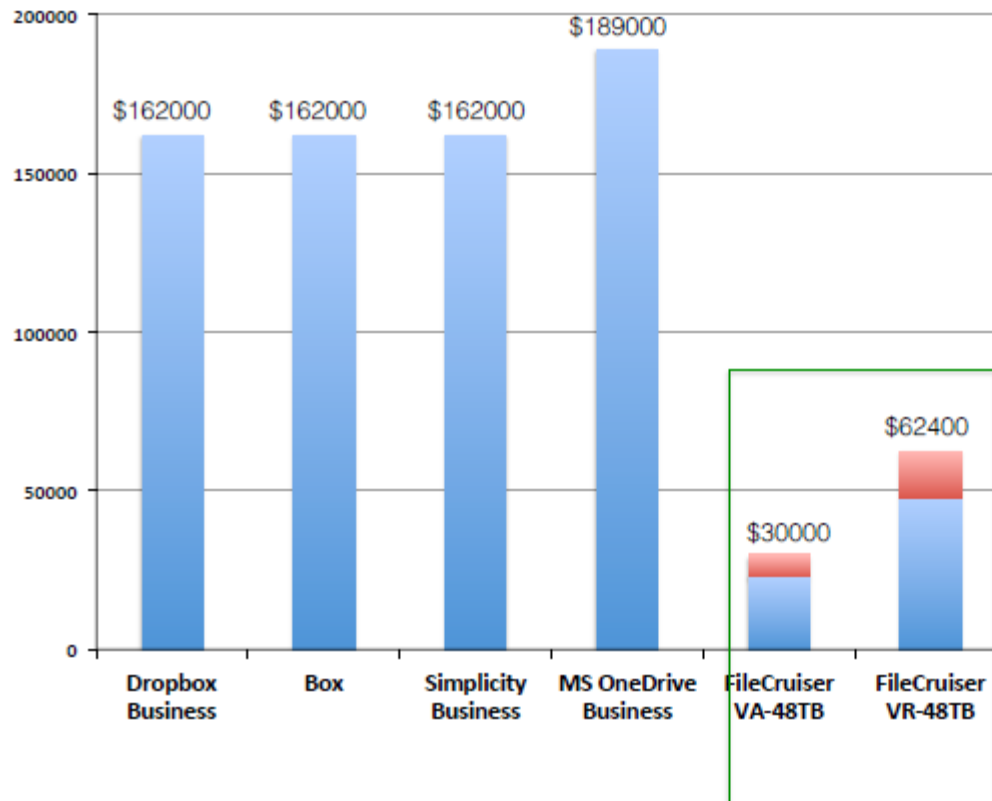
- Main Features
 - Extreme high-capacity storage with 70 HDD (280TB) in a single 4U enclosure.
 - 3 HDD connectivity options to address different business needs(35-35,70-70,1-70)
 - High efficiency and redundant power design 4 x 1200W (2+2)



FileCruiser V.S. Other EFSS services

- Integrate with MS A.D. or LDAP
- Remote wipe
- Remote Replication
- Reasonable TCO

(USD)



Assumption:

- Around 100GB per users
- 300 accounts in total
- 3 years total cost
- Compared to the business plan
- Survey in April 2014
- Supposes the maintenance cost is 30% of FileCruiser's cost

Summary – Promise's competitive advantages



Q&A

Infrastructure Evolution

◆ Generation N-2 (~ Year 2006)

- Silo deployment with each server running one application
- Each server either has DAS storage or one or more dedicated SAN/NAS volume pre-provisioned for the application
- The setup is rigid and hard to change/expand

◆ Generation N-1 (Year 2006 - 2013)

- Virtualized servers became popular with each VM running one application
- Storage part remains the same and having problems coping with dynamic and agile VM models; also SAN or NAS storage increasingly becoming bottleneck of entire infrastructure

◆ Generation N (Year 2013 - ???)

- Converged compute, networking, and storage infrastructure with all components virtualized
- “Late-binding” of storage to compute when application is provisioned allows for “software-defined” storage usage model
- Network virtualization became the final piece of puzzle to enable “software defined data center”