

Overview

IBM Storwize V7000 offers an attractive set of functions integrated into one easy-to-use system that will appeal to current IBM and competitive storage users. Its extensive feature set and configuration flexibility make it highly competitive, which helps to speed the sales process. Data migration and virtualization functions make Storwize V7000 easy to integrate into existing environments and provide opportunities for implementation services offerings. Related software provides profitable upsell opportunities

Target Audience

- Cross-industry offering
- IBM Storwize V7000 is targeted at clients with 100 or more employees
- Typical sponsors would be CIOs, IT managers, and business executives
- IT staff who influence decisions

Pain Points

- Resource constraints due to data growth are outpacing IT budgets.
- Storage infrastructure complexity is causing business inefficiency
- Storage performance is becoming a bottleneck in virtualized server environments
- Storage sprawl is causing storage and administration inefficiencies

Benefits/Value Proposition

- IBM Storwize V7000 delivers linear pricing scalability, unlike EMC who increases prices more than double when scaling from CX4-120 to CX-240 or CX-480
- IBM Storwize V7000 can be sold small solutions and scale it within the same platform, without having to preselect future controller and be locked into specific model
- Great option to upsell premium software features and services for higher margins
- Support from IBM: Proven enterprise-class software and more reliable hardware by in-house integration and quality controls. Also sales and technical resources will be available.

Key Questions

1. How fast is your storage environment growing? Is this a concern? Are you concerned about how well utilized your storage is or your staff's ability to support this growth?
2. Could your business benefit from more flexible configuration choices and a broader range of scale and performance options?
3. How satisfied are you with the cost effectiveness of your current storage?

Competitive Differentiators

Key competitors:

- EMC CLARiiON CX4
- HP EVA family

Top reasons why IBM is better:

- Extremely easy-to-use new GUI
- Wide range of enterprise-class functions built in that are additional cost with other systems
- Integrated with IBM Systems Director Storage Control and IBM Tivoli Storage Productivity Center

Average Deal Size/Pricing

Small: \$15,000
Medium: \$30,000
Large: \$75,000

Client References

PartnerWorld®: <http://www.ibm.com/partnerworld/wps/mem/systems/sell/references>

Seller Call-to-Action

- **Lead Passing**
 - **01:** S&D Sales, STG Sales, ibm.com, Business Partners
 - **00:** Primarily Business Partners, STG Sales
 - **F:** Primarily Business Partners
- **Cross Selling:**
<http://www.ibm.com/partnerworld/mem/attach/index.jsp>
- **Contact clients** with installed competitive or IBM midrange storage. As appropriate, propose Storwize V7000 to replace or complement existing storage
- **Seller action:**
 - Help justify cost using the TCO Now tool
 - Use white papers and benchmark reports to justify performance capabilities; use the Disk Magic tool if necessary to model performance
 - Use demonstrations to show how easy it is to use the Storwize V7000 system, and to show the range of functions included
 - Lead with financing to show how IBM can help make purchasing easier

Brand Offerings/Platform

Additional Information

[Partner World Sales Kit](#)



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