ioFABRIC, a Toronto-based data management independent software vendor (ISV) start-up, needed a technology partner with a robust operating system (OS) and software stack that could be embedded in its data management platform to meet stringent scalability, reliability, and security requirements. The partner also had to have a strong brand and go-to-market support that would help ioFABRIC penetrate the large enterprise marketplace. By choosing Red Hat Enterprise Linux and the Red Hat software stack, ioFABRIC was able to quickly bring its product to market and gain market share.

"We chose Red Hat for a lot of reasons—primarily for stability and long-term platform support. Red Hat’s strong ecosystem gave us confidence that as new technologies emerge they will be supported quickly, and we can turn them around fast."

ANDREW FLINT
VICE PRESIDENT MARKETING, ioFABRIC

PARTNER RESOURCES
Red Hat® ISV Program
Red Hat Embedded Program

SOFTWARE
Red Hat Enterprise Linux®
Ansible by Red Hat
Red Hat Developer Toolset

SOFTWARE INDUSTRY

• Embedded operating system stability and reliability that meets stringent industry scalability, uptime, and security requirements
• Reduced development time and expense to bring new features to market
• Decreased operational complexity to maintain stability and consistency across multiple delivery models
• Increased speed to market to shrink the sales cycle and grow market share
SIMPPLYING STORAGE MANAGEMENT

For many companies today, datacenter sprawl and growing infrastructure complexity make it necessary to increase flexibility, scalability, capacity, speed, and automation. As a result, legacy storage management has reached a point where its functionality can no longer scale to meet the growing demands created by big data, mobility, analytics, and the cloud. Datacenter managers need an industrial-grade storage operation support system (OSS) that can decrease complexity and provide operational efficiency, while also reducing capital expenditures (CapEx) and operating expenses (OpEx).

ioFabric is a start-up founded in 2013 in Toronto, Ontario, Canada. Its data management solution, ioFABRIC Vicinity, unifies storage into a single fabric that provides multisite, multicloud data management. ioFabric Vicinity solves the problems companies face with managing storage capacity, including capacity planning, the hassle of manual data migration, and the complexity of planning and executing the next hardware refresh.

“The unique magic is Vicinity’s cost optimization,” said Andrew Flint, vice president of Marketing at ioFABRIC. “No other product does this. You set the capacity, performance, and data protection objectives and Vicinity not only uses the right storage resources to deliver what you’ve asked for, but also fulfills those objectives using the most cost-efficient storage resources available.”

BUILDING AN ENTERPRISE-CLASS SOLUTION

ioFABRIC knew that in order to build a storage OSS that would meet the industry’s stringent requirements for reliability, performance, scalability, and functionality, it would have to build the solution on an embedded OS with:

- A stable life cycle.
- A powerful development environment.
- A graceful migration path to the future.
- Interoperability certifications from a wide range of hardware and software vendors.
- Responsive 24x7 support.

From the start, ioFABRIC knew it wanted to use Red Hat Enterprise Linux for its storage OSS.

“There are really only two choices for a top operating system: Microsoft and Linux,” said Flint. “In a datacenter, Linux is the way to go, and Red Hat Enterprise Linux is the top Linux distribution. There’s a lot of cache that comes with the Red Hat brand. When prospects look at Red Hat Enterprise Linux, it removes a lot of their concern in the buying process because everybody knows that the OS is secure and stable.”

STREAMLINING THE DEVELOPMENT PROCESS

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As a start-up, ioFABRIC did not have unlimited development resources. It needed a development environment that would simplify application development and also be easy to support, maintain, and extend to incorporate new technologies. ioFABRIC has been using the Red Hat Developer Toolset and Ansible by Red Hat for flexibility and speed to market.
Ansible by Red Hat lets ioFabric automate complex, time-consuming tasks, like provisioning and application deployment. This frees staff to focus on creating new features to retain their existing customer base and attract new customers.

ioFABRIC wanted Vicinity to provide a data fabric that would seamlessly extend across multiple datacenters, offices, and branches, and support applications running on legacy servers, virtual machines, multiple clouds, and new technologies like containers. ioFABRIC discovered that the new technologies it wanted to incorporate, like OpenStack® and containers, were already integrated into the Red Hat software stack. This eliminated a lot of the integration work for the ioFABRIC developers.

“We use Red Hat Developer Toolset and Red Hat Support all the time to shorten our development work and release windows,” said Flint. “Also, for emerging technologies like 3D-XPoint, we know that by the time the market needs us to implement them, Red Hat will already have them in its labs and we’ll already be halfway there with its help. Being in the Red Hat ISV Program makes it much easier for us to strengthen our development effort and quickly create great product enhancements.”

SUPPORTING THREE DELIVERY MODELS

ioFABRIC needed to reduce the complexity of supporting its three delivery models and ensure consistency across all of the Vicinity implementations. Red Hat’s software stack is supported by Red Hat engineering teams, working with one of the largest hardware and software interoperability certification ecosystems in the world. This means ioFABRIC developers can count on a stable life cycle, maximum uptime, and reduced total cost of ownership (TCO).

Because Red Hat Enterprise Linux is certified across a broad ecosystem, ioFABRIC Vicinity can operate on a wide range of industry-standard hardware. ioFABRIC developers do not have to worry about validation testing because it has already been performed by Red Hat.

One of the advantages of embedding Red Hat Enterprise Linux into a product is that it is a turnkey package. All of the runtime pieces are already included.

“Vicinity is ready to go as a prepackaged virtual appliance,” said Flint. “We embedded Red Hat Enterprise Linux so that we could provide an easier install, and a virtual machine version, without someone having to install the OS first and then install Vicinity.”

WORKING WITH A TRUSTED PARTNER TO PENETRATE THE ENTERPRISE MARKET

One of ioFABRIC’s biggest challenges is that the value of its product increases with the size of the customer’s datacenter, yet ioFABRIC is a small start-up. There is a disconnect between its enterprise-class target customer and its relative newness and small size. This is where a partner like Red Hat adds a lot of value.

“The Red Hat brand carries a lot of weight,” said Flint. “Having a partner with the market presence of Red Hat is how a company of our size gets to be a Goliath.”

ioFABRIC has found that when it goes into proofs of concepts or trials, customers already have high confidence in the stability of Red Hat Enterprise Linux. Sales can focus technical evaluations on just the pieces that ioFABRIC built on top of the OS.

“The main benefit of having Red Hat as a partner is that its brand helps articulate the value of our product,” said Flint.
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ANDREW FLINT
Vice President Marketing, ioFABRIC

USING RED HAT FOR GO-TO-MARKET SUPPORT

Red Hat also provides its partners with a wide range of go-to-market support, including collateral, subject matter experts for speaker slots, events, co-branded advertising, and market development funding.

"On the go-to-market side, the Red Hat partner account team is very supportive," said Flint. "We attend a lot of Red Hat events, and the connections and the testimonials that Red Hat provides are invaluable."

ATTRACTING AND RETAINING CUSTOMERS

With the Red Hat brand standing behind the OS, and the Red Hat partner program supporting its go-to-market efforts, ioFABRIC is gaining traction and market share in the enterprise market. The company is able to get opportunities with enterprise-class accounts, demonstrate Vicinity’s value with successful proofs of concepts, win the business, and easily integrate with the customer’s existing systems.

"We're excited about the success we've had in acquiring new customers and helping them to better manage storage capacity and performance," said Flint. "As a Red Hat Embedded Partner, we look forward to continuing to add value to our customers’ operations by incorporating emerging technologies into our feature set as they become relevant in the marketplace."

ABOUT ioFABRIC

ioFABRIC Inc. is a software-defined storage company that increases business agility while reducing storage costs. Its vision is to transform storage into something a business can simply depend on, eliminating admin demands and freeing IT time to focus on true business innovation. Its flagship product, ioFABRIC Vicinity, drastically reduces storage OpEx and CapEx with intelligent automation and growth using commodity hardware and the cloud.

For more information visit [www.ioFABRIC.com/Learn](http://www.ioFABRIC.com/Learn).

ABOUT RED HAT

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.