Stratus®
For an Always-On World.

Overview

What is it? | Product Overview

A fully integrated hardware and software solution for delivering continuously available applications and data services, Stratus ftServer® helps companies maximize revenue, production quality, and productivity. Offering better than five-nines availability, ftServer is easy to deploy, manage and service, making it ideal for remote locations, or environments with IT resource constraints.

Who is it for? | Target Market

› Any organization that requires 100% availability of critical applications and data, or one that's unable to meet their current uptime goals or SLAs

› Enterprises with continuously available computing needs at distributed, or remote edge locations

› Companies with IT resource constraints, or inexperienced staff managing their operational technology systems

› Key use cases include modernizing industrial automation systems, consolidating and virtualizing manufacturing applications, and refreshing hardware and software

› Key industries in which Stratus has seen success include: Manufacturing, Oil & Gas, Water/Waste Water, Pharmaceutical, Travel and Logistics, and Financial Services

What does it do? | One-Minute Pitch

In today's business world, seconds matter and organizations can't afford the consequences associated with interruptions to their critical applications. The Stratus ftServer System ensures ZERO unplanned downtime so business processing can continue without disruption, avoiding the financial impact, customer loss, and damage to reputation that frequently accompany a unforeseen downtime incident.

What makes Stratus different | How Do We Win?

The Stratus ftServer is the only solution in the marketplace based on industry-standard hardware and software components that **proactively prevents downtime** and data loss before it occurs, without incurring a performance penalty to your applications. While competitive clustering and replication solutions may provide quick reaction and recovery to an outage, they are not specifically designed to mitigate the risks of a failure event. Organizations who want to feel confident that their systems won't fail and won't lose data, can trust Stratus' ftServer to protect the applications they cannot live without.

Furthermore, Stratus ftServer is **easy to deploy, easy to manage, and easy to service**, making it ideal for computing at remote locations with limited IT staff. ftServer offers continuous availability out of the box, with no application modifications or failover scripts required. Proactive monitoring, predictive failure analysis, and automated parts ordering simplify management. ftServer is designed for serviceability with modular components, and it automatically resynchronizes itself when parts are replaced.

Why Stratus

- Singular, 36-year corporate focus on the delivery of ultra-high availability solutions.

- Proven architecture engineered to prevent downtime and ensure zero Recovery Point Objective and Recovery Time Objective.

- Transparently delivers a continuous availability environment without requiring multiple hardware platforms, add-on software or specialized programming.

- Support for industry-standard applications, databases and hypervisors insures smooth integration into customer's existing infrastructure.

- Deployment and management consistent with industry-standard servers so customers can leverage existing IT skill-set.

- Eliminate costs associated with unplanned downtime to deliver positive impact on corporate bottom-line.

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Talking Points

Factoring in the Cost of Downtime:

While many companies have not measured their cost of unplanned downtime, there are numerous industry studies available that can be used to illustrate the potentially devastating costs associated with an unplanned downtime event.

$260,000	**$8,220-$25,600**	**$100,000**	**$500,000-$1M**	**$8,851**
cost of 1 hour of downtime up 60% from 2014	mean cost for 1 hour downtime of company's most mission-critical system	average hourly cost of infrastructure failure	average cost of a critical application failure	mean cost per minute of an unplanned outage
- Aberdeen Group, 2016	- IDC, 2015 study focused on SMB	– IDC, 2014 report on Fortune 1000	- IDC, 2014 report on Fortune 1000	- Ponemon Institute, 2016

Hourly Cost of Downtime by Industry
– IDC Study, 2014

Manufacturing	Healthcare	Retail	Financial Sectors
$59,925	$157,500	$397,500	$9,997,500

Hidden Costs Attributed to Downtime

54% reported loss of employee productivity	**51%** reported loss of employee confidence	**62%** reported damage to brand identify	**68%** attributed a loss of customer confidence	**5 to 10%** in inventories and delayed delivery of finished goods

Sources: *Independent Oracle Users Group Survey, 2015, Veeam Software Availability Report, 2016, ARC Advisory Group, 2016*

Asking the Right Questions

To help guide the discussion with your customer, the table shown below illustrates the trade-offs between four major categories of availability offerings including the Stratus ftServer System.

Clear Leadership in Always-On Solutions

	System Backup On-Prem or Cloud	Disaster Recovery On-Prem or Cloud	HA Solutions Cloud, Clusters, VM migration	Stratus
Recovery Point Objective - Amount of data you can lose	Hours	Minutes To Hours	Minutes	Zero
Recovery Time Objective - Time to recover from failure	Hours	Minutes To Hours	Minutes	Zero
Application Impact - Requires code changes or additional SW	None	Some	Some	Zero
Complexity - Ease of implementation and management	Low	Low	High	Low
Cost - Total resources required to support solution	Low	Low	Medium	Medium

Making the Right Choice:

Recognizing the Pros & Cons of Competitive Availability Alternatives and the Stratus ftServer System

The choice of one alternative over another begins with recognizing the value of the data you're tasked with protecting. Simply put, the consequences associated with the unavailability of an application should have a direct correlation to the level of protection required. Ultimately, some applications demand a higher level of protection than others.

A great starting place to help your customers decide which alternative is best for their environment focuses on two simple types of questions:

1. The impact that downtime will have on the company's bottom line

2. The readiness and ability of the company's IT staff to deploy, administer and manage the chosen selection.

Asking the *Right* Questions:

› Have you deployed applications deemed critical to the operations of your business? What happens if those applications go down – how does this impact your business?

› How much data can you afford to lose and how quickly do you need the application to be back online?

› Has your organization suffered a significant loss due to unplanned downtime of these applications?

› Are you currently using an availability solution to help protect these applications?

› Is the annual amount of downtime and its financial impact on your organization measured? Is this acceptable?

› Does your current IT department have sufficient bandwidth to manage the deployment of a solution that may require programming modifications?

› Do you have the resources and time necessary to administer a solution that may require multiple systems?

› Will you have to invest in training for your current staff or hire new personnel or consultants to implement the proposed availability solution?

› Are you aware of the continuum of solutions available in the market today? Have you considered any of them?

Resources:

ftServer Data Sheet

Comparison of VMware Vsphere® HA/FT and Stratus® ftServer® Systems

ftServer Systems Product Overview Video

Stratus ftService for ftServer Platforms Data Sheet

ESG report on VMware + ftServer