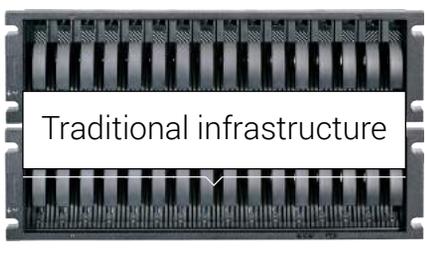




a. Summary of differentiators vs. traditional infrastructure

 <p>Traditional infrastructure</p>	 <p>Syneto Hyper-converged</p>
<ul style="list-style-type: none">- - 3x more hardware (up to 9U)	<ul style="list-style-type: none">++ Entire IT infrastructure + DR in 3U
<ul style="list-style-type: none">- - 5x less performance (no flash cache)	<ul style="list-style-type: none">++ 5x more performance with 3-tier cache
<ul style="list-style-type: none">- - Slow recovery or no backup options	<ul style="list-style-type: none">++ Instant, automatic, vm-centric backups
<ul style="list-style-type: none">- - No integrated Disaster Recovery	<ul style="list-style-type: none">++ Integrated, instant Disaster Recovery
<ul style="list-style-type: none">- - 2x more expensive	<ul style="list-style-type: none">++ 50% less hardware and support costs

Detailed view of differentiators vs. traditional infrastructure

Customer challenge	Traditional IT problems	Syneto solution	Syneto benefits
Complexity in managing and operating the IT infrastructure.	<ul style="list-style-type: none"> - Traditional infrastructure is deployed in separate silos. - Multiple management interfaces which are hard to master. 	Syneto hyper-converged systems unify compute, storage and networking in a single platform and a single management interface.	Customer does not need to be an IT specialist and can easily manage the system. With no steep learning curve, time can be spent on other business activities.
Customer data is at risk (corruption, loss)	<ul style="list-style-type: none"> - Silent data corruption (e.g. firmware bugs) - Risk of losing data when: upgrading controller firmware, changing a disk or rebuilding a RAID 	FlexPool technology for managing RAID and IntegriCheck for continuous data protection	Customer's data becomes immune to any kind of corruption, with Syneto ensuring end-to-end data integrity.
Slow performance in virtualised environments	<ul style="list-style-type: none"> - Very small controller cache for "hot" data - No fast flash-based write acceleration 	3-level caching matrix starting from 32GB DRAM cache and 256GB flash cache, storing frequently and recently used data.	Provides 5-20x performance boost for applications in virtualized environments.
Space and energy inefficiency	<ul style="list-style-type: none"> - No, always-on data compression - Compute, storage and networking managed in silos 	SpaceBoost technology provides always-on data compression with an average 2-5x efficiency. Syneto converges compute, storage and networking, in a single 2U server.	Customer consumes less power, fits more data into the same storage capacity and increases hardware lifetime.
No-built in disaster recovery	<ul style="list-style-type: none"> - Limited number of snapshots - No VM centric consistent on/offsite replication, backup, rollback and clone 	InstaSnap technology for zero-space allocation, vm-centric snapshots and replication together with VirtualUnity, for consistent VMware application snapshots.	Customer can recover any vm/application in minutes, without additional 3rd party backup software.

Arguments for CIOs and IT Managers (technical buyers).

Arguments for CFOs and CEOs (financial buyers).