Thursday, January 18. 2007

Dear IBM, please get back the control over your annoying ads

It´s a real plague at the moment. Whenever you look at a IT news site, you find one of this IBM video ads. I hope, i´m not the only one, who finds this ads from IBM extremly annoying. Not funny, not informative, not even well made.

Well, not funny ... this isn´t completly correct. I´ve laughed my a... off, when i find the disclaimer below an ad for SAN Volume Controller. Basically they state: "For an storage solution, the purchase of multiple or additional products may be nescessary. This can create additional costs". Oh yeah .... for all this Global services guys they sell to you, while they try to use your old storage with it. After their failure do do this, they sell IBM storage to you. Not much later, after the third big escalation, they tell you have to buy xSeries, pSeries or iSeries. And when you still have money they try to sell you a mainframe. And when you´ve routed them from your yard, they go to your CxO and take your complete datacenter with outsourcing.

Okay,okay ... i´know .... slightly overstated I have no knowledge about the Storage Controller, but this came into my mind while reading it

Posted by Joerg Moellenkamp in English, The IT Business at 17:08

Actually, it seems to work quite well. Basically, it's just a pair of 1U boxes fetching data from the storage hardware on one end and pumping it out again on the other.

They come with a cache of 8GB each which seems huge for me, but on the other hand.. It might come in handy when trying to saturate a 4GB/s-SAN.

I must admit, that I've only seen them at the IBM plant in Montpellier, but we've been told that they work with almost all major storage products and you get the usual 1000 years of software support for that thing(that includes new drivers and driver updates for storage hardware).

So in theory, it doesn't sound too shabby
    Anonymous on Jan 18 2007, 18:03

I´ve read the redbook regarding the Total Storage devices (http://www.redbooks.ibm.com/abstracts/sg246097.html). It´s seems to be a fairly standard in-band virtualisation. Something like the 6920 in smaller and blue
    Anonymous on Jan 18 2007, 18:24

But I guess, Sun didn't build that thing only to make it possible to attach storage machinery from different vendors to a single machine.

Something like that could be read between the lines of the IBM conference I attended in France.. They were not able to install drivers for their DS8000 and some other large storage hardware from a third party.

I get the impression they needed something like that for one or more of their bigger customers and bought the whole thing from someone who built the storage controller in his garage or something. It simply doesn't fit into any of their product lines.
    Anonymous on Jan 18 2007, 19:02

Well, the scope of 6920 is much broader than beeing a glorified coverter cable
    Anonymous on Jan 18 2007, 19:43