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EMC's DMX800 Delivers Flexible High-Performance Storage

By Charles King

With the new Symmetrix DMX800, EMC believes it has an ideal solution for companies seeking high-end storage in a flexible package. The new modular, rack-mounted DMX800 allows storage to be purchased incrementally, affording customers Symmetrix' integrated performance without "raised floor" data center requirements but with the ability to prudently manage storage growth.

High-End Storage Meets Mid-Size Business

Most industry storage solutions flaunt either infinite scalability or small-business sensitivity, aiming to woo omnipresent large and small corporate customers. Forgotten in this binary marketing paradigm are bustling mid-sized enterprises that are unable to shake the "middle-child syndrome" in a world where older and younger corporate siblings' roles are more clearly defined and industry solutions seemingly rise to meet their needs.

EMC's introduction of the Symmetrix DMX800, the modular member of the company's new high-end storage system family, resembles a parent going out of its way to ensure that a middle child's needs are not neglected. The DMX800 features EMC's Direct Matrix Architecture, which delivers the performance, scalability, and data availability associated with high-end enterprise storage solutions to mid-sized customers without requiring significant datacenter investment. The rack-mounted DMX800 can scale up to sixteen front-end ports, 17.5 terabytes of raw capacity, and 32 gigabytes of global cache for open system environments, and boasts traditional Symmetrix multi-application support.

Less Overhead, More under the Hood

The DMX800 delivers high-end performance, but may earn its greatest accolades by evading some of the more prohibitive aspects of deploying traditional high-end storage systems. It can be installed in non-raised floor environments in distributed or centralized locations to support open systems applications. Such flexibility notably reduces physical space, cooling, and power requirements, helping to increase the efficiency of operating and maintaining enterprise storage. This message should resonate especially among mid-range corporations seeking high-performance storage sans expensive glass-house infrastructure investments.

The DMX800 offers mid-range businesses the modular packaging and flexibility of EMC's mid-tier CLARiiON systems. Yet it also delivers the power, performance, and all the functionality of the Direct Matrix Architecture underlying the Symmetrix DMX 1000 & 2000 series — solutions optimized for high server counts and heavy transaction loads. Thus, the DMX800 can be implemented either as primary storage solution or as a fully integrated edge device remotely connected into a centralized storage network supporting dedicated applications, consolidation, remote/distributed applications and advanced business continuity.

With the DMX800, EMC is sending a message to mid-sized enterprises that their market needs are equally as important as those of their larger corporate siblings. Customers seeking a flexible, modular, fully integrated solution that delivers high-performance storage capabilities without the infrastructure and maintenance investment required by comparable high-end systems would do well to consider the DMX800.

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