Server Storage I/O Network Convergence
Information Technology and Data infrastructure
Cloud Virtual Physical Software Defined

Backgrounder – Server StorageIO (e.g StorageIO®)

Who and what is Server StorageIO

Server StorageIO (e.g., StorageIO™) is an independent information technology (IT) advisory consultancy firm (aka industry analyst) based in Stillwater, MN USA with a focus in and around data infrastructure topics. Founded in 2006 by noted IT industry veteran and author Greg Schulz, Server StorageIO provides a range of services to its clients who range from stealth startups to existing small, medium size and the largest most well-known firms. Our diverse client portfolio ranges from IT organizations, vendors, value-added resellers (VARs), media, publishers, and event organizers to financial and ventures capitalist investors on a global basis.

What Server StorageIO does

With a focus on information and data infrastructure topics including hardware, software, services, management, best practices, industry, technology, and market trends. StorageIO provides independent, real-world experience-based services to different clients. Server StorageIO offers a range of services including a confidential (e.g., whisper services) non-disclosure agreement (NDA) based. These include custom consulting, strategy, M&A, content creation, lab validation, along with advisory, audit, and research.

Server StorageIO provides various services to different client needs

Advisory Consulting	Research and Content	StorageIO Labs Proof-points	Multimedia and Social Media	Events and Activities
• Assessments	• Articles	•Hands-on test	• Webcast	• Live in-person
• Surveys	• Blog posts	•Proof of concept	• White-board	• Webinars
• Content creation	• Briefs	•Public or private	• Chalk talk	• Sales kickoff
• Custom research	• Topic Series	•Quick test drives	• Interviews	• Lunch/Dinner
• Due diligence	• eBooks	•Test Consulting	• Podcasts	• Custom events
• Education	• Full books	•Third-party audit	• Videos	• On-line chats
• Messaging	• Internal focus	•Validate findings	• Google "chats"	• Seminars
• NDA services	• Polls/Surveys	•Site flexibility	• High-level	• Keynote
• Special projects	• Public facing	Ours or your site, cloud, virtual and physical	• Deep-dive	• Moderator
• Strategy	• Tips & FAQs		• Event Coverage	• Emcee service
• Validations	• White Papers		• Panelist	• Road-shows

What Server StorageIO does

In addition to private NDA whisper services, Server StorageIO is involved IT industry and market landscape industry trends, directions, perspectives, conversations, and content generation. This includes among other things, creating articles, tips, and thought leadership white papers, reports, solution briefs, solution profiles along with in-person speaking and keynote activities, custom seminars, web and podcasts as well as videos, books, eBooks, and booklets.

Why Server StorageIO

We are a vendor reseller, nor do we represent or sell their products and services. To put it bluntly, we are not paid by vendors directly or indirectly or via subscriptions or third parties to represent their products and services.

When we do work with vendors or service providers per our disclosure policy, we clearly state that so our relationship is known, and items are noted as licensed, compliments of or sponsored by. After all, if you have nothing to hide, why hide it?

Whom has Server StorageIO worked with?

Many Server StorageIO clients on a global basis have been on an NDA basis where private services have been delivered with the request of anonymity for advisory consulting non-public facing projects (e.g., M&A, strategy, financial due diligence, assessments, testing, audits). In addition to NDA confidential projects, Server StorageIO has done engagements on a public basis with relevant disclosures including articles, white papers, solution briefs, videos, web, and podcast or live events.

Clients include (excluding site sponsors, NDA confidential and 3rd party clients) 1105 Media, Agilysis, Arrow, Asigra, Blannco, BlueArc (Bought by HDS), Brocade, Brouwer, CDW, Cisco, Cloudian, Compucom, Datadynamic, Datasales, Dell, Engenio (Bought by NetApp), Elsevier, EMC (Bought by Dell), Enmotus, Excelero, Falconstor, Fujifilm, Fujitsu, Gear6, IBM, IBRIX (Bought by HP), Iron Mountain, LeftHand (Bought by HP), LSI (acquired by Broadcom/Avago), Micron, Netdirect, Nexsan (Bought by Imation), Nexus, Onstor (Bought by LSI), Onpath, OpenIO, PMC (aka Microsemi), Quantum, Quinnstreet, SANpulse, Seagate, Silverado, Solarwinds, St Croix, Starwind, StoredIQ (Bought by IBM), Storwize (Bought by IBM), Symantec, Talon, TechTarget, (TMS) Texas Memory System (Bought by IBM), TMG, UBM, Unysis, Viridity, Virtual Instruments, VMware, WekaIO, Wipro and WysDM (Bought by EMC), Xyratex (Bought by Seagate) among others.

About Server StorageIO

From trends to architecture and particular technology, products, and services. With an engaging, dynamic, interactive style approach, StorageIO brings the hands-on experience

to convey with confidence industry trends, perspectives, and directions about data infrastructure technologies, techniques, and management best practices.

Engaging, educating, interactive and dynamic discussions

More about Server StorageIO

Server StorageIO has received numerous awards and accolades. Server StorageIO conveys experience and perspectives from real-world, hands-on experience including as a vendor, VAR, industry analyst, and IT customer about data infrastructure topics, trends, technologies, tools, and tradecraft tips. In addition to consulting and advisory services, Server StorageIO founder Greg Schulz is the author of several books as well as over a thousand articles, tips, reports, blog posts, videos and podcasts along with other content and event activities.

Server StorageIO founder and Sr. Advisory consulting analyst Greg Schulz has over 38 years of data infrastructure hands-on experience across a variety of server, storage, networking, hardware, software, and services architectures, platforms, and paradigms. Greg is a ten-time VMware vExpert, as well as a Microsoft MVP Cloud and Data Center Management. Greg is also regularly quoted in various industry trade publications providing industry trends, perspective, and expert commentary.

Mr. Schulz and Server StorageIO bring the rare perspective of having been an IT professional working in various business sectors (e.g., IT customer), as a vendor and value-added reseller (VAR). In addition to having been the customer and vendor, Schulz has been an analyst and advisory consultant across servers, storage, networks, hardware, software, management tools, virtualization, cloud, and software-defined services.

Greg and StorageIO are regularly quoted and interviewed as a sought-after independent IT advisor providing perspectives, commentary, and opinion on industry activity on a global basis. In addition to the StorageIOblog.com site, syndicated, guest and custom content also appears at several dozen other venues.

Visit http://storageio.com/news.html to view the various venue and thought leadership perspectives by Mr. Schulz on a global basis.
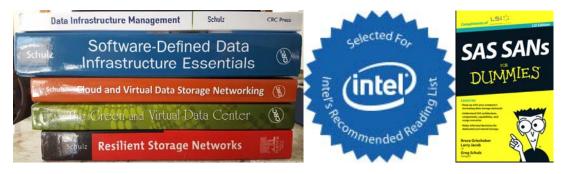
In addition to his thousands of reports, columns, articles, tips, podcasts, videos, and webcasts, Greg is a top-ranked social media blog site with his blog (StorageIOblog.com) also being syndicated along with content on various venues.

On Twitter (@storageio), Greg has also received awards for being an engaging highly trusted analyst, advisor, consultant, and blogger with a diverse global following reach across different traditional and social networking venues.

Books by Greg Schulz and StorageIO include "Data Infrastructure Management – Insights and Strategy" (CRC Press 2019), "Software Defined Data Infrastructure Essentials" (CRC Press 2017). Greg also has books on the including Intel Recommended Reading List "Cloud and Virtual Data Storage Networking" (CRC Press) and "The Green and Virtual Data Center" (CRC Press). Other books include SNIA education endorsed reading "Resilient Storage Networks: Designing Flexible Scalable Data Infrastructures (Elsevier). Learn more about these books and other items at http://storageio.com/books.

Learn more at www.storageio.com and http://storageio.com/newsletter.html and http://storageio.com/contact. Follow on twitter @storageio on Facebook www.Facebook.com/storageio or contact us via email: info@storageio.com.