

PARTNER STORY: TD SYNnex

# TD Synnex and Hitachi unlock the Power of NVMe for Channel Partners

## COMPANY NAME

TD Synnex

## INDUSTRY

Information Technology

## HARDWARE

Hitachi Virtual Storage Platform E590

### Challenge:

Help channel partners deliver the best combination of performance and cost-effectiveness to their clients with the latest generation of midrange storage systems

### Solution:

Showcase the power of Hitachi Virtual Storage Platform (VSP) E590 in a series of compelling demos and benchmarks

### Outcomes:

- Outperformed competitors' midrange systems in TD Synnex's benchmarks
- Streamlined hardware setup, reducing installation time by more than 85%
- Simplified management with an intuitive embedded graphical user interface (GUI)

**"They saw the simplicity of the VSP E590 tooling and interface as a game-changer.."**

**David Thibeault**, Business Development Manager,  
TD Synnex



## Challenge: Finding Value for Channel Partners

TD Synnex acts as a vital link in the technology ecosystem. They help more than 125,000 channel partners in over 100 countries to select, deliver and implement the right technology solutions to meet their customers' needs.

One of the company's most important roles is to certify, train and support its channel partners in reselling more than 150,000 hardware and software products from a wide range of vendors. In the storage space, those vendors include Hitachi Vantara, IBM, NetApp and many other major industry players.

David Thibeault, Business Development Manager at TD Synnex, explains: "To win deals and deliver projects successfully, our channel partners need to be able to match the right products to each specific client's use case. It's part of our job to evaluate all the latest hardware and software products in every category, and provide our partners with fair, up-to-date guidance on the best solutions for any given situation."

One technology that has taken the enterprise storage market by storm is NVMe Express (NVMe), which provides a standardized interface that enables storage devices to take full advantage of the speed of solid state drives (SSDs). NVMe-based storage arrays are extremely useful for use cases that require high data throughput and low latency. However, they were relatively expensive – putting them beyond the budget of most small and medium-sized businesses.

TD Synnex knew that many vendors were launching storage arrays that would make NVMe technology more affordable for the midmarket—a prime example being Hitachi Vantara's latest-generation Hitachi Virtual Storage Platform (VSP) E590 solution. But which of these vendors' solutions would offer the most value to channel partners and their end-customers?

**"The VSP E590 came out on top in terms of speed and ultra-low-latency performance. Some of my colleagues were surprised at just how quick the E590 really is, especially for a midrange system!"**

David Thibeault, Business Development Manager, TD Synnex



## Solution: Putting New Technology to the Test

Hitachi Vantara provided a VSP E590 for testing and demonstration. The TD Synnex team was delighted with its compact form-factor, ease of installation and powerful tooling that enables rapid provisioning and real-time storage monitoring.

“It only took about half an hour to set up the VSP E590, which was really quick and impressive,” says David Thibeault. “With limited IT resources in-house, midmarket customers typically can’t afford to spend hours or days setting up a new system, so the ease of use of the VSP E590 is a big selling-point.”

The TD Synnex team has already used the VSP E590 in multiple demos for channel partners, and also ran a benchmarking exercise that compared the performance of the new array with several competitors’ midrange NVMe storage solutions.

“The VSP E590 came out on top in terms of speed and ultra-low-latency performance,” comments David Thibeault. “Our business development team at TD Synnex have close relationships with all the major storage vendors, and there had been a lot of speculation about whose system would perform the best. Some of my colleagues were surprised at just how quick the E590 really is, especially for a midrange system!”

## Outcome: Winning Positive Feedback from the Channel

Among the channel partners who have attended a demo of TD Synnex’s VSP E590, the feedback has been extremely positive. The solution’s embedded GUI is seen as an important selling-point, helping to meet clients’ expectations for a system that is simple to set up and easy to use.

“One of our partners mentioned that while they had always respected the quality of Hitachi Vantara’s storage solutions, they were sometimes complex to manage,” says David Thibeault. “They saw the simplicity of the VSP E590 tooling and interface as a game-changer—especially the embedded GUI, which makes it easy to monitor and configure storage resources.”

In conversations with channel partners, TD Synnex now highlights the VSP E590 as a highly capable solution for use cases that require high-performance storage and ultra-low latency. Moreover, since the system has a compact 2U form-factor, customers can easily find space to install it in any standard server rack, and can set it up quickly using the modern, intuitive GUI.

David Thibeault concludes: “From our own experience and the feedback we’ve received, the VSP E590 is really an impressive piece. The key now is to help partners identify opportunities where the outstanding speed and ultra-low latency of the hardware add the most value for their clients.”

### Hitachi Vantara



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