

Offering Custom-Configured, High Performance, High Capacity Converged Storage Solutions through an Enterprise Class Data Storage Server, Savage IO is Meeting the Big Data Needs of today's SMB Organizations through out the United States

Business Services Big Data

Savage IO
888-963-4581
www.savageio.com



Phillip Roberto
CEO

BIO:

A nine-year veteran of the US Navy, Phil's highlights include becoming the Leading Petty Officer in the Fleet Operations Center responsible for Naval Computer and Telecommunications for the entire Pacific Fleet. Phil is responsible for administrating the day-to-day operations of SAVAGE IO, working in conjunction with Batavia Enclosures to design, implement and produce their Data Storage products. Phil is a co-founder of SAVAGE IO. Phil and his wife Dawn live near SAVAGE IO's manufacturing facility in Western New York with their three children.

About Savage IO

Savage IO is a veteran-owned and operated technology company that designs and manufactures innovative, custom-configured, high performance, high capacity converged storage solutions. These solutions are designed by user-engineers that understand the importance of quality, reliability and price.

Interview conducted by: Lynn Fosse, Senior Editor CEOCFO Magazine

CEOCFO: Mr. Roberto, would you tell us the vision when you started Savage IO?

Mr. Roberto: The original idea was to address a data storage need that I saw, not just in companies that I worked for, but also in other companies of colleagues of mine. The market had yet to discover a cost effective way to approach big data. I saw this same problem through the several companies I had worked for. I had a very small budget and a very large storage need. Therefore, the task of addressing that storage need was not very practical, given the technology and the hardware choices at the time. Our family business growing up was a precision chassis manufacturing facility, and it allowed me the opportunity, not just to develop a chassis, but also the electronic components within the storage devices that would allow me to answer the storage needs. I have a chassis manufacturing background as well as a technology background. Combining those two allowed me to address the storage need that I had at the most recent company that I was working for. It got the ball rolling as to how to

address the big data needs in other big data companies of colleagues of mine. Therefore, that is what I did. I started with one chassis and one data storage server. It addressed the singular needs that I had and we grew the organization from there. That was about three years ago.

CEOCFO: Where are you today?

Mr. Roberto: Today we have got a very high performing enterprise class data storage server that is extremely dense in nature, offers up about one hundred and ninety two terabytes of storage in one 4U server chassis. We have servers in data centers, server rooms and server farms and SMB organizations throughout the country. We have seen great traction with our products, primarily because it addresses all of the major metrics that are out there for the SMB market as well as the data center market. It addresses power, cooling and real estate in data centers; being one of the most densely populated converged storage servers on the market. Our servers are at a price point that is unarguable compared to the competition. That is pretty much the soup to nuts of where we are at.

CEOCFO: Would you explain how you are able to have the greatest rack density? What is it that you have figured that maybe others have not? What have you figured out that has allowed you to be better, faster, cheaper and easier?

Mr. Roberto: To start off, we manufacture our own chassis in house. The design, logic, technology and the architecture behind our servers is all developed in house, one hundred percent of the time. We do not out-

source any of our labor overseas. We do not take three or four different vendors and put them in a room and try to come up with a design that works. Everything we do we do in house. We own the manufacturing. All of our servers start as a four by ten sheet of cold rolled steel and they leave our assemble facilities as an enterprise class converged storage server. We are not bleeding edge in this area particularly, but we have an extremely innovative design. Some of the things that we incorporate into our architecture that allows the density is that we top load all of our hard drives into an innovative sliding drawer design. This allows anyone to just grab onto the front of our server and pull it open and have full access to all of the drives from a top down perspective, without the need to shut down anything, or compromising the integrity of the cabling in the rear of the server. Because of that design you can incorporate an extreme amount of hard drives into the same form factor that you would normally only get maybe twelve, fourteen or sixteen. We are able to get up to forty eight, because we are taking full advantage of the 4U space in the server rack.

CEOCFO: Are there certain types of businesses or certain industries that you work with more than others?

Mr. Roberto: Yes. We primarily focus on data centers. The reason being is that right now in the data center arena converged storage servers are just entering the market place and becoming viable as an alternative to big, unstructured hardware architectures that have come to inundate the data center, that do not address any of the metrics that are important to data centers today. Those metrics such as power costs, cooling costs, real estate costs and performance; we address all of those by being one of the most densely populated storage servers on the market. It takes less power to power our servers as opposed to other solutions that may take up four or five times more rack space, which does not address cooling or real estate. All of those take even more resources from the data center as you grow. Therefore, by just simply ad-

ressing the one point of density it allows us to address all of the major metrics. From a performance standpoint, obviously that is important as well. A converged storage server is designed to be built into a pool or a cluster of servers, that when aggregated allows you to take the total resources of each server and pool into a big cluster of resources. The networking connections, the drive speeds, the memory and the processing ability of each server is pooled into a big resource across multiple servers. From that perspective we are able to provide a massive amount of performance. So not only are we so dense, but we are able to monopolize on that density from a performance perspective as well. That is simply because you can include more of our servers in a rack than you can with anyone else that is out there, because they

“Today we have got a very high performing enterprise class data storage server that is extremely dense in nature, offers up about one hundred and ninety two terabytes of storage in one 4U server chassis. We have servers in data centers, server rooms and server farms and SMB organizations throughout the country.”- Phillip Roberto

will run out of space to put any additional spindles; which are what we call hard drives.

CEOCFO: When you are speaking with a potential customer do they understand the difference immediately? Is there an “aha moment”?

Mr. Roberto: There has to be an “aha moment”. That is because right now the converged storage server is a bit of an enigma to the end user. We just came back from a show of a cloud expo where we had videos, we had a full rack of servers and we had staff on hand to physically explain and visually walk through the server to the end user and explain to them the value of a converged storage server; being that it takes the place of the server, the networking and the storage component and puts it all into one single server. That concept is a bit foreign to a lot of end users. However, more and more as the industry is adapting to that idea that is where Savage is going to make some seri-

ous traction. That is because we have been excelling in converged storage solutions for the last three years and the market is just now realizing the value in the data center applications. The IDC projects that by 2016 one third of all data centers in the world will be populated with converged storage servers. Today it is a hard sell to explain to someone simply what that idea is. The market has a long way to go before it fully adopts the converged storage server, but we feel that we are leading the industry in performance and density in that arena. It is just a matter of time before people actually realize the value. When they do Savage will have a certain amount of tenure in that space.

CEOCFO: Would you tell me about your “make it right” philosophy of customer service?

Mr. Roberto: Many customers will work on an amazing warranty plan, simply because of the standard 80/20 rule in building hardware. That is because it is not like building a chair. When you build a chair you say, “I got the wood from out back, I whittled everything, I glued it all together; there is the chair. What do you think? If you do not like it or if a leg breaks on the chair I will go out back and I will make you another leg and I will glue the leg back on and off you go.” With a server, because there are so many parts to it and different vendors represented within that chassis the 80/20 rules apply where only twenty percent of the server that you buy actually originates from the company that you bought it from. Because of that model it is extremely difficult to guarantee the longevity of the hardware. We make almost every component that goes into our servers, right down to the steel faceplates, which is actually a half inch block of solid aluminum. For the components we don’t make, such as the motherboard, and hard drives, we partner with Enterprise Class, industry leading organizations to ensure maximum performance and reliability. Everything inside of our chassis is controlled by Savage IO. Because of that we have a very solid understanding of

the quality of our components. Everything is rigorously tested before it leaves our house. I know everyone can say that, but because we actually do the testing and control the manufacturing of our products, we make storage servers that rarely experience even the smallest level of failure. We don't focus on a rock solid warranty; we focus on making servers that prevent us from ever exercising the warranty. Because of that I can count on one hand the number of times that we have had to exercise our warranty over the last three years. I would venture to say that there are not too many people that can say that.

CEOCFO: Do your customers or potential customers appreciate the "Made in America" concept?

Mr. Roberto: They do. Unfortunately, going back to the chair analogy, we do not have the ability to say "Made in America" just because of the requirements around doing that. We use enterprise class components; hard drive being one of the major components. We put up to forty eight of them in every server. Because we do not make hard drives that is a component that is outside of our control and we cannot track the process of production from the manufacturer of those hard drives. Therefore, we do not have the ability to say "Made in America". However, we can say "one hundred percent assembled in America, R&D tested, maintained, manufactured and warrantied in America." All of those things happen within the continental United States. Actually, they all happen right here in Western New York. However, we do find quite a bit that our end users appreciate that. They enjoy the jobs that are being created because of "going Savage". When one of our customers buys their first server from us we say that they have "gone Savage." Once a customer "goes Savage" they immediately realize the value of our products. Not just because of the quality of it or the per-

formance of it, but because of the service that they get as well, along with the "Assembled in America" concept that we have. You are not going to call Savage IO and get anyone anywhere other than right here in Western New York. They are going to almost be an hour or two from your time zone. Therefore, you do not have to worry about "off hours" and things like that. You are going to get someone who is knowledgeable about your product within one hop. That is another big value that our customers see by going with the Savage brand.

CEOCFO: What do you bring from your Navy experience that has been most helpful in developing the company?

Mr. Roberto: I call that the "end user" experience. Much of the engineering that we put into our servers was built off of the premise of the end user. For example, the sliding drawer design was coming from someone who had to swap out a drive or multiple drives. It is never a good idea to unrack the entire server just to pull out a single hard drive, which is a mechanical component that will at some point inevitably fail. Therefore, the ease of which that drive is replaced is extremely important to the end user. Therefore, if you can accommodate that drive being extracted from the server, pulled out, replaced with a new drive and then close the server back up without ever having to unrack the server or compromise the integrity of any of the cabling in the back, there is huge value there. I would say that one of the things that I bring from my Navy experience is the end user perspective. We have built a lot of that into our server design. We find that our customers; whether they are a data center customer or an SMB customer, appreciate that and they recognize it as well.

CEOCFO: Do you the government sector as a growing area for you?

Mr. Roberto: Yes. The government is a growing area for us. We have not done very much in the government sector. We plan to change that. We would like to get on GSA contracts and DOD opportunities and those sorts of things. However, I would say that currently, we do less work in the government sector than we do in the private sector. We would like to focus more on the government sector, but right now most of our resources are allocated towards the big data analytics environment. That takes up a large part of what Savage IO does.

CEOCFO: Why should investors and people in the business community be looking at Savage IO? Why are is Savage IO an exceptional company?

Mr. Roberto: Savage is exceptional because we are innovating in a market that has yet to be fully explored. I would not call it leading edge, but we are definitely on the cutting edge of where converged storage servers are being developed over the next three to four years. Our servers are more cost effective, higher performing, provide more capacity and honestly, I think they look better than any other server out there. That is one of the premises behind Savage. Our motto is "aggressive pursuit of maximum performance"; and we live it. We do it. We mean it. We have servers that have out performed just about every competitor. I am going to say that because we have not tested every competitor, but we have out performed every competitor that we have benchmarked against and every competitor that any of our end users have benchmarked against. We are aggressive. We are aggressive in our performance. We are aggressive in our pricing and we are aggressive in results. Anyone who has ever taken the leap of faith to step away from the IBM's and HP's of the world has not regretted it.



Savage IO

888-963-4581

www.savageio.com