



Storage Bridge Bay

Enabling Unlimited Storage Solutions through a Standardized Electromechanical Controller Interface

OVERVIEW

The Storage Bridge Bay Working Group, Inc. (SBB) is a nonprofit corporation formed by industry members to develop and distribute specifications standardizing portions of storage enclosures. Targeting storage system providers wanting faster time-to-market, lower development costs, and flexible storage solutions, the SBB Specification defines mechanical, electrical and internal interfaces between a storage enclosure and the electronics cards that give the subsystem its personality or function.

Unlike proprietary design efforts, an SBB-based design offers storage system providers a rich ecosystem of standardized storage system building blocks allowing higher levels of innovation and responsiveness to customers requirements, while reducing costs and time-to-market.

The emerging SBB ecosystem enables competitive responsiveness to market and customer demands and opportunities. The standard foundation, supplied by SBB, enables storage system providers to focus on their competitive differentiators at the value-add, solution level — resulting in increased innovation and a broader range of solutions for end-users to choose from.

Key Features of SBB-based Storage Enclosures

- **Lower development costs**
- **Reduced development time**
- **Improved quality of solutions**
- **Greater range of product offering**
- **Faster integration cycles**
- **Allows vendor differentiation and value-add**

BENEFITS

Engineering and Design Improvements for Storage System Providers

The SBB standard will simplify the engineering and design process for storage system providers. With standardized SBB technology, storage system providers can create a single controller design that is compatible with a variety of storage enclosures, lowering development costs. With shortened development cycles enabled by the SBB standard, storage system providers can devote more of their efforts towards innovation and furthering simplicity.

Increased End-User Customer Benefits

The engineering and design process improvements resulting from the SBB standard are expected to yield significant improvements for end-user customers by decreasing costs and providing quicker access to new storage technology. A wider base of IT professionals will have the opportunity to deploy advanced storage capabilities previously limited to enterprise-class solutions. This collaborative effort by the SBB marks the next advancement in storage – one in which standardized storage products are available more quickly, giving customers more choices, higher value and a wider range of technology features.

Contact Us Today to Learn How You Can Add Flexibility to Your Storage System Designs
