

Save up to 70% & Extend NAS Capacity



Most Unstructured Data is Inactive & Growing Rapidly

90% of data created in the last 2 years

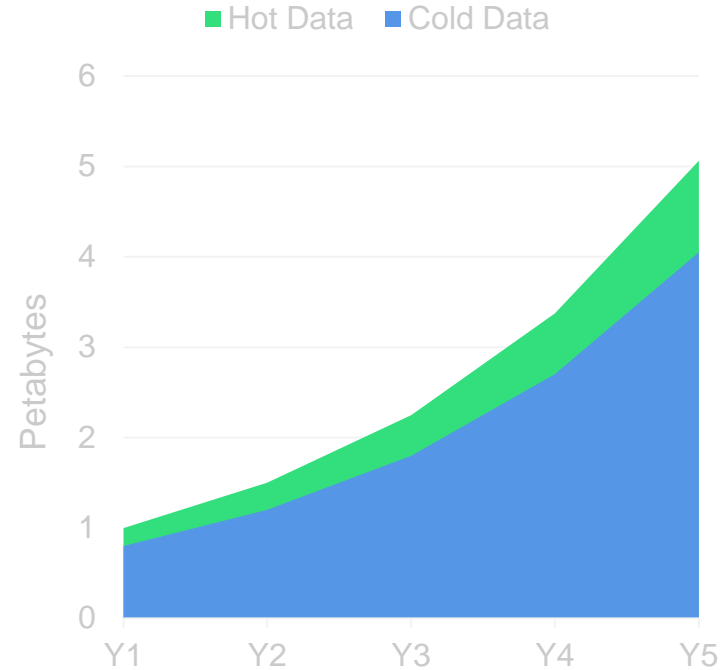
80% of data is unstructured

60-80% of unstructured data is cold/inactive

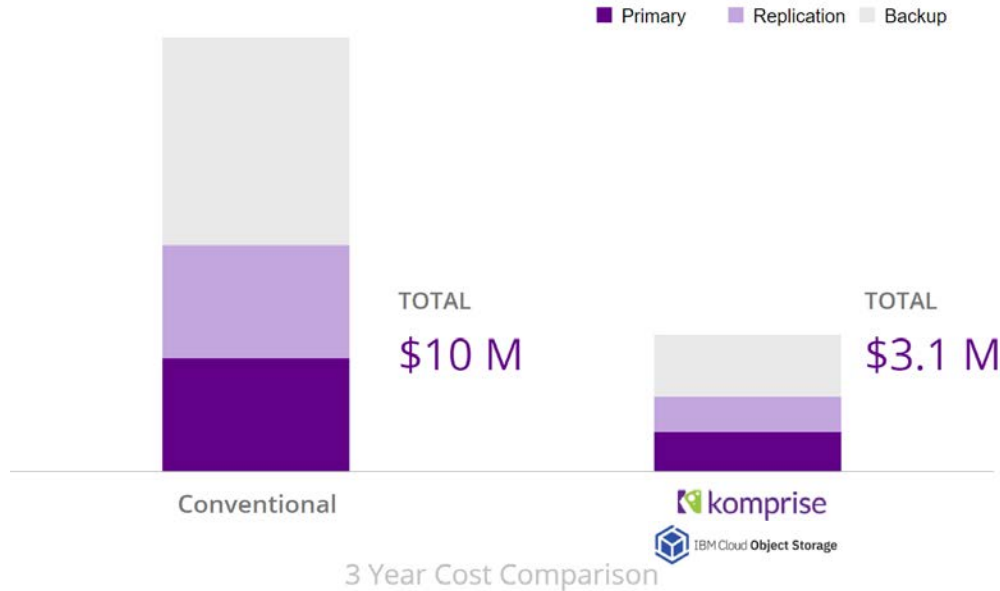
30-50% per year file data growth

300% per year machine generated data growth

10% of file data is typically stale immediately after write



Eliminate 70%+ of NAS Costs: Manage Inactive Data Differently

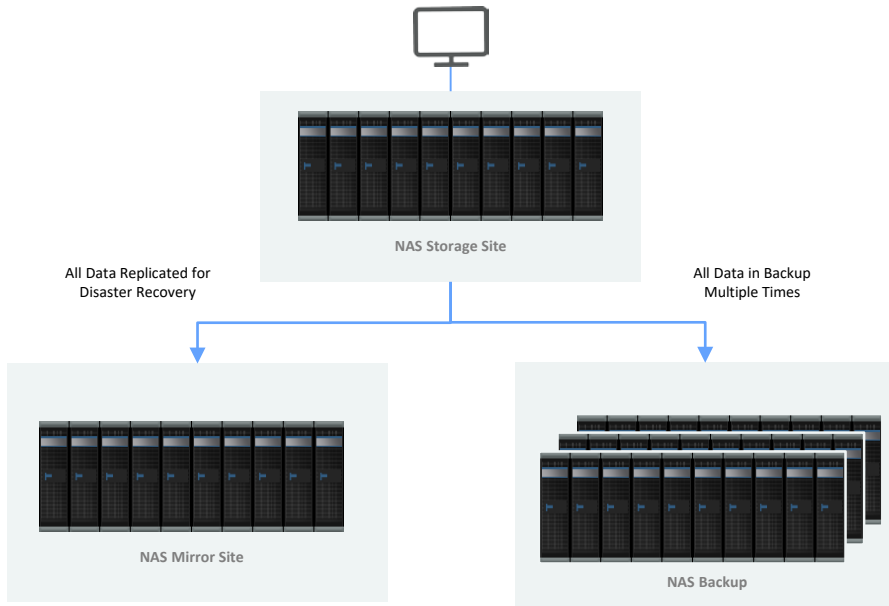


70%+
Cost Saving

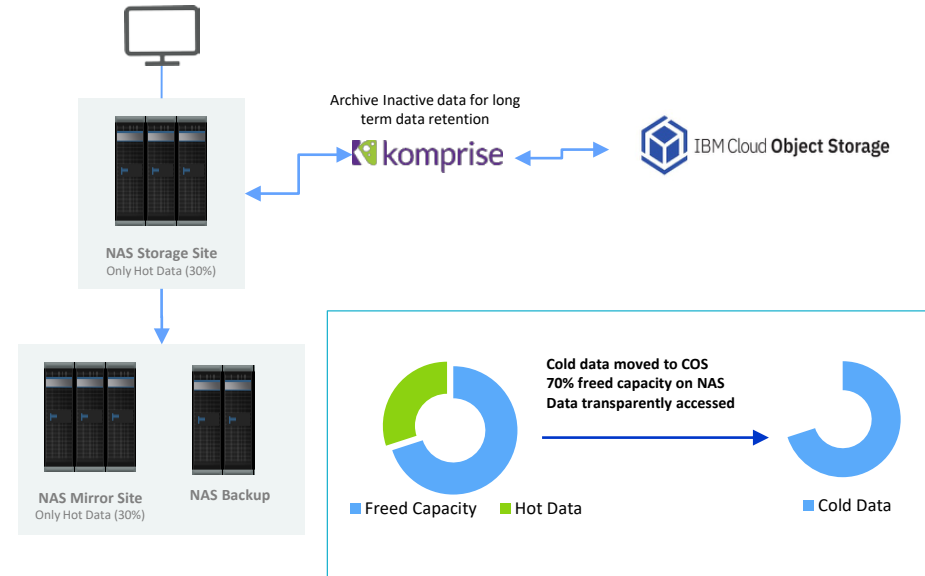
*Assumes 50% of data is not accessed in over a year based on customer averages

Hidden Cost of Storing Data

Traditional Deployment



Komprise & IBM Cloud Object Storage

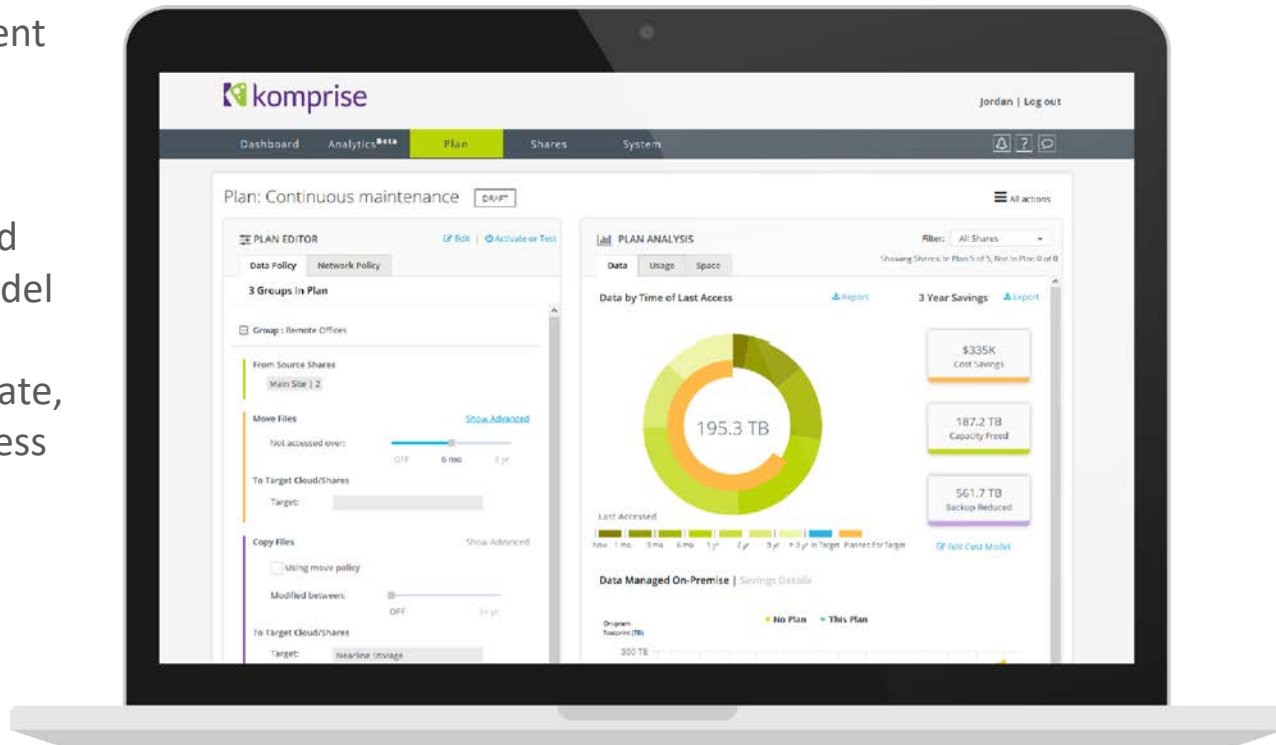


Demo: Using Komprise to Manage NAS Data Efficiently

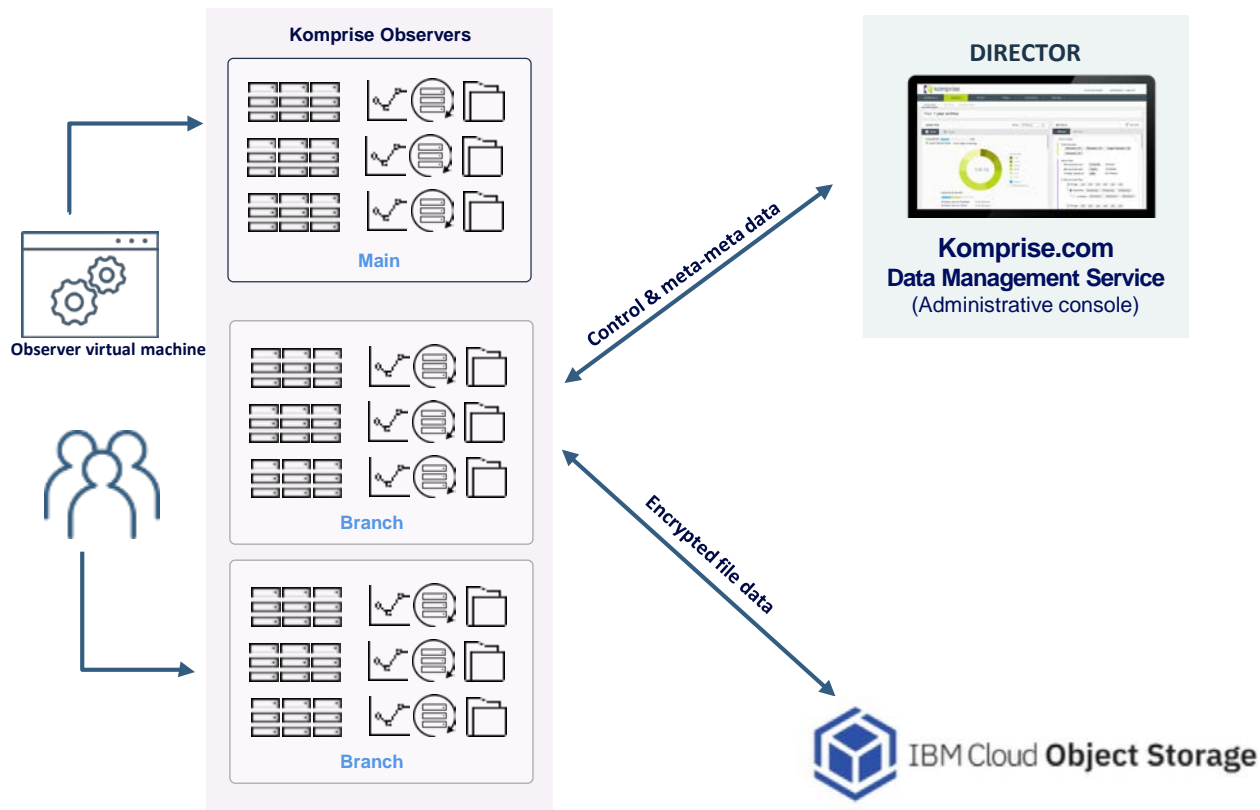
WHAT: Analyze across your current NAS storage and identify cold/inactive data

WHY: Build a customized ROI and business case with your cost model

HOW: Seamlessly archive, replicate, and provide transparent file access to your cold data



Scales out on demand to handle massive scale



Scalable Solution

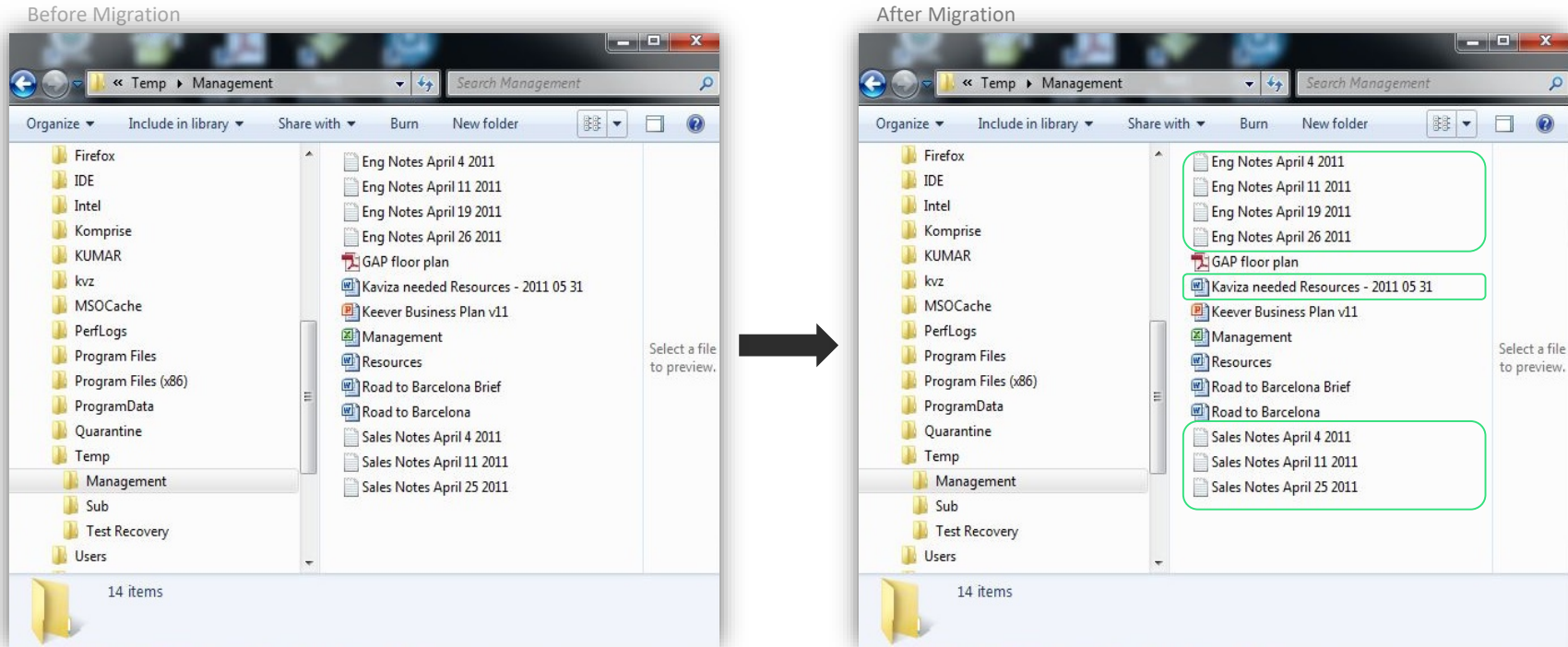
Komprise Data Management

- Deploys in minutes
- No hardware
- Data lifecycle management
- Auto load-balanced grid
- Managed as one system

Cloud Object Storage

- Flexible deployment options: on-premises, private cloud, public cloud
- Scale Leader - only vendor with multiple 100-petabyte customers deployed.
- Shared nothing architecture, with strong consistency
- Scalable namespace mapping with no centralized metadata
- Highly reliable and available without replication

No Changes to User or Application Access



About Komprise

- Leader in Intelligent Data Management
- Built from the ground up to eliminate cost and complexity
- Adaptive, no stubs, no agents, no dedicated infrastructure, no scaling limits
- Customers include Fortune 500
- 100s of PBs of data under management
- **IBM resells Komprise, in Passport Advantage**



"Komprise appeals to IT organizations with growing unstructured data—it gives a new weapon in the arsenal for IT leaders to make decisions on data."

Vice President, Gartner

Use Cases Addressed by Komprise and IBM COS



Capacity Planning



Live
Transparent
Archive



Replication
& Data
Recovery



Data
Migration



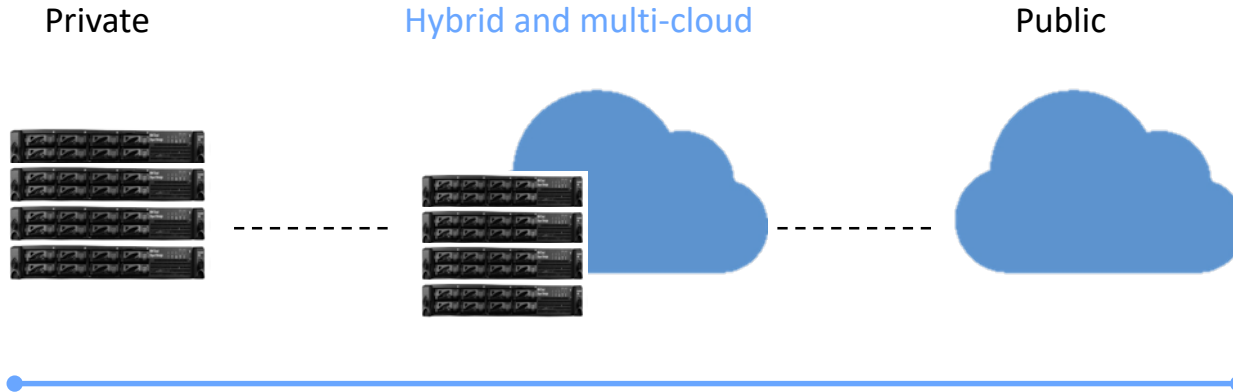
File Access
To Object Data

Enterprise NAS, Cloud & Object Storage

Relative to Business Needs

Welcome to IBM Cloud Object Storage.

Modernize your data center storage for efficiency.



Scalable. Secure, Simple. Efficient.

IBM is the clear market leader for object storage #1 overall (again*)

Gartner: Critical Capabilities for Object Storage, January 2018 - #1 in all five use cases

#1 Analytics

“WORM capabilities are achieved through Cloud Object Storage's erasure coding algorithms, *making it more efficient* compared to alternative approaches that rely on the replication of complete objects to achieve compliance.”

Gartner

“Prospective Cloud Object Storage customers previously required a minimum commitment of 288 TB, but is now available at *much smaller configurations* starting at 72 TB.”

Gartner

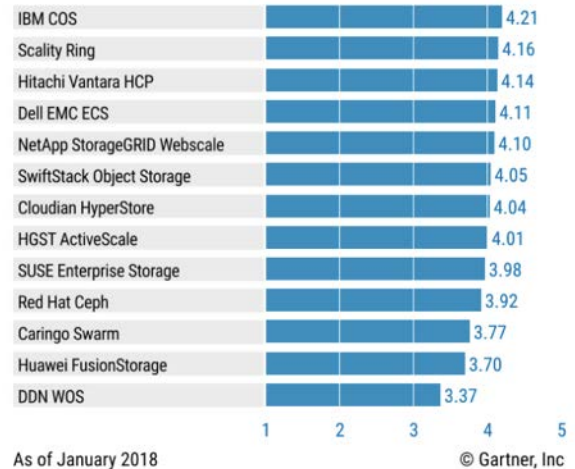
#1 Archiving

#1 Backup

#1 Content Distribution

#1 Cloud Storage

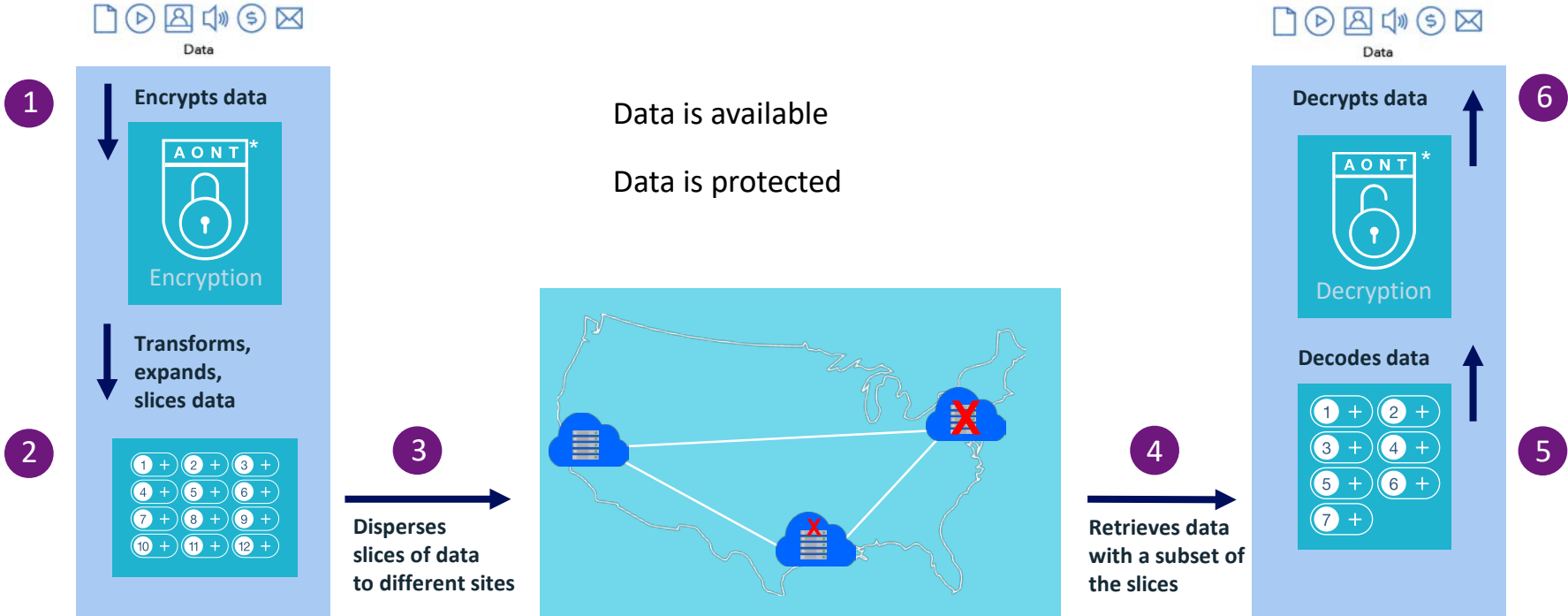
Product or Service Scores for Cloud Storage



Source: Gartner (January 2018)

*#1 overall in Last Gartner report March 2016 #1 overall, #1 Cloud Storage #1 Analytics #1 Archiving
Source: Gartner Published: 25 January 2018. ID: G00304492

SecureSlice and information dispersal technology redefine availability, security and economics of cloud storage

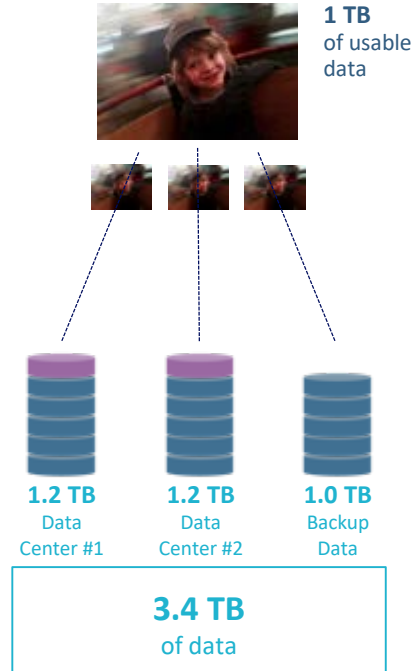


*All-Or-Nothing transform

IBM Cloud Object Storage information dispersal

Redefining availability and economics of data storage

Traditional storage



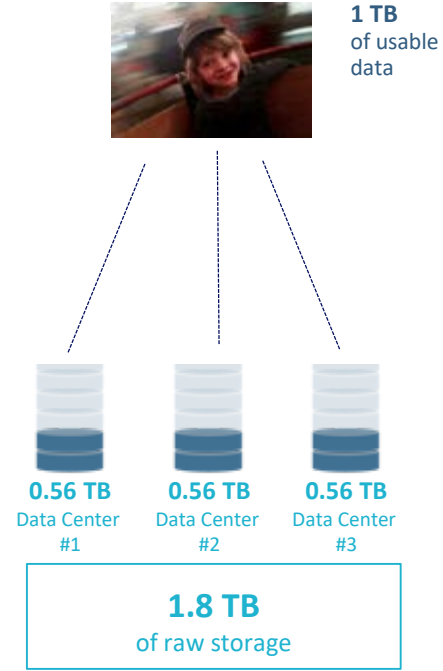
IBM Cloud Object Storage requires less than half the storage and 70% lower TCO*.

What does that mean to IT?

You can lose a disk, a server or even a whole site due to failure or disaster, and still quickly recover 100% of your data.

Slices are distributed geographically for durability and availability.

IBM Cloud Object Storage



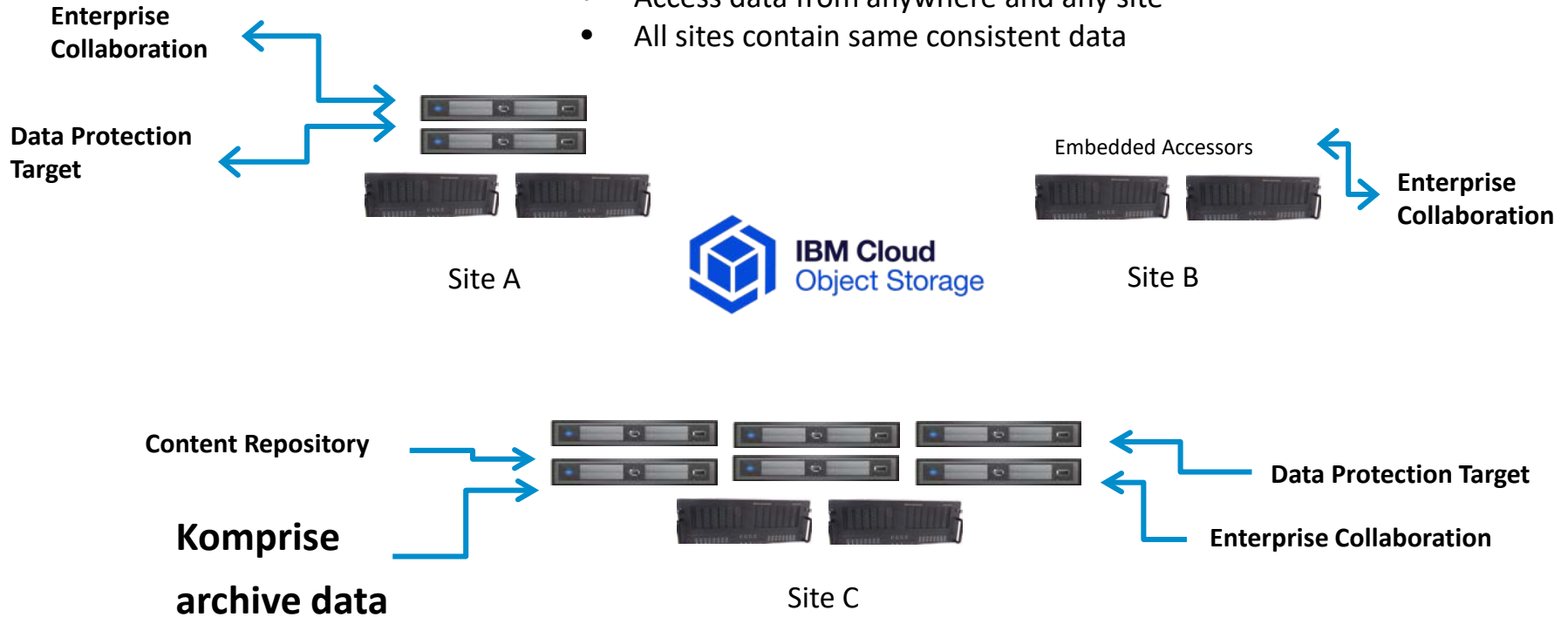
#1 Cloud Object Storage on-premises solution delivers >70% lower TCO than traditional on-premise storage. Source: Forrester Total Economic Impact Study

Traditional storage requires 3.4 TBs raw storage capacity for 1 TB of usable storage.

Our object storage requires only 1.8 TBs raw storage capacity for 1 TB of usable storage.

Cloud Object Storage multiple use cases

- Scale performance and/or capacity on-line
- One or more use cases in system or each site
- Access data from anywhere and any site
- All sites contain same consistent data



Why are customers choosing Cloud Object Storage?

Features

Durability more than 15 nines
(for every 1000 objects, one may be lost in 1 trillion years)

Scalability (trillions of objects/files with capacity of 72 TB to Exabyte scale)

Cost-effective with 1 copy protection
(70% lower cost of ownership¹)

Meta-data for search and retrieval
(Customizable)

Access data anywhere
(http: access with REST S3 API)

Built in Security
(Policy based locks & automated or customer keys for encryption)

Always on-line with 8 nines availability¹ (Less than a blink of an eye every year and never loose access to data)

Supports **high ingest** rates
(scale out access nodes)

600+ technology patents

IBM Cloud Object Storage



210% ROI
70% savings

Data beyond a lifetime
Scalable for the next century

File Data from NAS
(EMC/Netapp/...)

 **komprise**

 **IBM Cloud Object Storage**

Insurance company saves USD 6.9 million by moving data to Cloud Object Storage

“Komprise and IBM showed us 60%+ of our data is cold and does not need to be mindlessly managed on NAS!”

-VP Infrastructure Architecture, Top 5 Global Insurance Company

Pain points

- Data accumulated over the years – petabytes of data on expensive NAS
- All data on NAS resides on expensive tier, and is replicated, and backed up
- Don't really know how much data is cold, no automation in place to handle it
- Moving data cannot disrupt users or applications

Benefit:

- Identified 65% of data has not been used in more than one year
- USD 6.9 million savings and 42% cost reduction in three years
- Komprise archives data by policy from all the NAS to IBM Cloud Object Storage
- Archived data accessed as files exactly as before from the source



Healthcare company lowered the cost of retaining data for 10 years with Komprise and IBM COS

“Retaining data no longer needs to be prohibitively expensive, thanks to Komprise and IBM Cloud Object Storage!”

- Director of Enterprise Storage

Pain points

- Corporate mandate to cut costs, but data growing at 30%+ yoy
- Data needs to be retained for more than 15 years
- Limited visibility across storage silos into how data is being used
- Moving data cannot disrupt users or applications

Benefit:

- Analyzed VNX, Isilon and Unity environments and found data not active that could be easily archived to Cloud Object Storage
- Identified 80% of data not used in more than one year, which resulted in eliminating upgrades to current NAS
- All archived data accessed as files as before from the source making a simple transition



Its easy to try with a no-cost proof-of-value with Komprise and IBM

Step 1: Fill a pre-deployment checklist

Step 2:
Connect NAS shares to
your Komprise
Director

Step 3: Review
Analysis, set policies to
see ROI

Done! Review the
Proof-of-Value Results

**Each step is about a 30 minutes but can save you \$\$*

After a successful trial, one customer **saved over USD 6.9 million over three years versus existing NAS costs (USD 1.9 million saved the first year. ROI was less than six months).*

For more information

Contact IBM or Komprise



<https://www.komprise.com/partners/ibm/>

<https://www.ibm.com/marketplace/Komprise>

