

# Rethinking How Data is Managed

## FreeStor<sup>®</sup> - Deliver Enterprise-Level Data Services that Scale to Ensure Customer Satisfaction

Leading communications and content companies are investing heavily in the build-out of converged, next-generation data centers, and in the process are transforming themselves into software-driven services companies. Commoditization in core markets has increased margin pressure, making the transformation from a traditional telecom service provider model to software-driven services company a business imperative.

FreeStor is a software-defined storage and data services platform that is hardware agnostic. This approach enables service providers to deliver common data services regardless of the underlying storage infrastructure to modernize and transform their existing data centers to deliver enterprise-class data services. The end result delivers better utilization of existing storage resources, reduces the cost of having to license storage services platform by platform, delivers consistent data services to customers both locally and in hosted facilities, all through a single “pane of glass” interface.

**20X**

### ADAPT FASTER

Provision storage in 6 clicks - less than one minute

**SAVE 90%**

### LOWER YOUR COSTS

Pay up to 90% less than buying same features and capacity vs. array-by-array

**ONE**

### USE ONE TOOL

Single pane of glass for ALL storage; monitor, report and analyze from ONE tool

**PREDICT THE FUTURE**

### NO SURPRISES

Track utilization and predict capacity to better forecast budgets and resources accurately

Future growth prospects for the MSP business model rely on finding a scalable, robust, and agile architecture for delivering a new generation of richer services such as personal communication, business connectivity, and hosted enterprise applications. The challenge is to grow revenue while managing administrative, operations, and infrastructure management overhead costs to the business.

FreeStor enables organizations to unify and scale their infrastructure and deliver enhanced and new services without having to add new hardware. Should the need to add new hardware or incorporate new technologies such as All-Flash-Arrays arise, FreeStor reduces or eliminates the disruption and risk associated with these upgrades through a policy-driven, protected migration approach.

## Enterprise-Class Service Levels for Revenue Generating Applications

Managed Service Providers who can roll out new revenue-generating solutions quickly gain a competitive advantage in the marketplace. Today, domestic and global MSPs are using FreeStor to integrate its capabilities with their existing portal systems, as well as creating unique, differentiated services for their customers. FreeStor’s accelerated deployment and management of Backup-as-a-Service (BUaaS), Recovery-as-a-Service (RaaS), and Infrastructure-as-a-Service (IaaS) capabilities reduces risk, improves time-to-market, and immediately expands the potential marketplace for any size of MSP/CSP.

### Key Benefits

- **Customer-focused service level management**
- **Scale globally across data centers, businesses and revenue models**
- **Expand services portfolio to include popular XaaS offerings to customers**

### Key Features

- **Closed-Loop service level management of hosted services**
- **Integrated capacity planning and service management reporting**
- **Support for both commodity and legacy storage technologies**
- **APIs for integration into your existing environment**
- **Internet-scale performance**

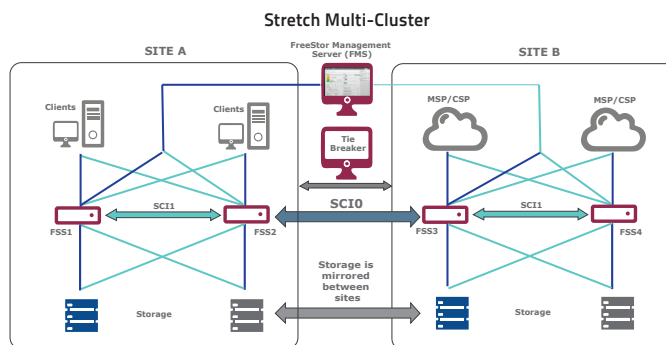
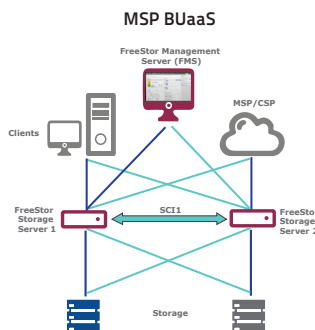
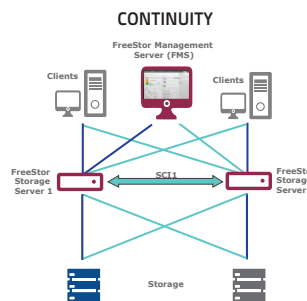
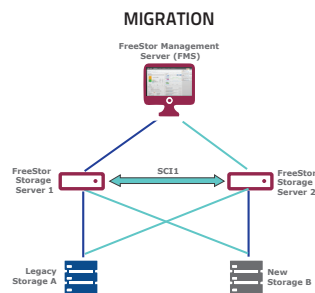
# Visibility Across Platforms is Visibility into Business

The FreeStor platform provides an aggregated view of storage resource consumption and performance across an entire hybrid (cloud or local), heterogeneous storage infrastructure. This “single pane of glass” view provides unified provisioning, monitoring, analytics, and reporting regardless of underlying brands, connectivity, or physical location. Performance (IO, throughput, latency) are all monitored in real time as well as historically, to provide insight and analytics both up to the client as well as down to the storage resource. Full REST API support allows advanced communication to existing self-service portals, cloud management portals, and billing systems for maximum flexibility and expedited time-to-market.



## FreeStor MSP Capabilities Overview

- Single platform support for internal IT, Co-location, and managed services simultaneously
- Support for shared or isolated environments
- Wide support for diverse Application, OS, Hypervisor, and platform environments
- Local and Remote management and recovery
- Hot, Warm, or Cold recovery environments
- Support for temporary workloads
- Variable topologies for massive performance scalability and reliability
- Optimizes traditional BU; enables automated snapshot-based, application-aware recovery
- Best-in-breed replication technology recovery



## Technical Features

- **NEW: Predictive Analytics** across all storage resources
- **NEW: Simplified Web UI** w/ REST APIs
- **NEW: SAP Hana Certification**
- **NEW: OpenStack Cinder Driver**
- **NEW: Smartphone apps** for Android and iPhone
- **Next generation Intelligent Abstraction®** layer
- **Unified, centralized management, monitoring, reporting,** (via Web, tablet, smartphone, etc.)
- **Improved Failover/HA** (Active/Active)
- **IO Cluster and IO Multi-Cluster** (4-way)
- **Over 1 million IOPs** per IO Cluster using SSD
- **Improved latency** (embedded, gateway, cluster)
- **Inline block-level deduplication**

## Technical Benefits

- **Horizontal architecture** with a single platform, and a single price
- **Seamless migration** of data to, from and across storage platforms
- **Centralized management** for enhanced simplicity
- **Access the latest storage venues** like the cloud, hybrid cloud, SSD and Flash

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