



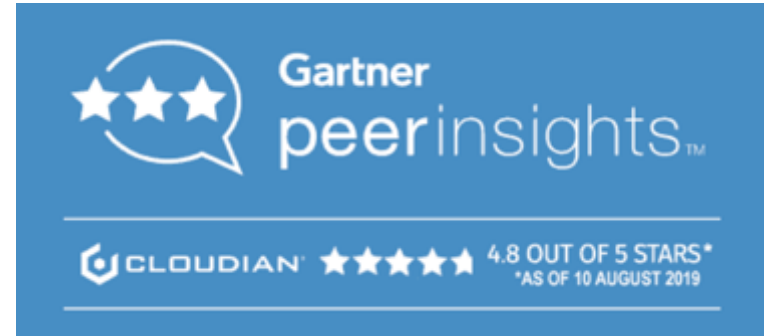
New Cloud Services Opportunities with S3 Object Storage and VMware Cloud Director

Jon Brooks – Director of EMEA xSP Sales, Clouddian

Meet Cloudian



- Most widely deployed independent object storage provider
- Highest S3 compatibility and interoperability
- Richest service provider feature set
- Highest rated object storage on Gartner Peer Insights



“Cloudian’s scalability is unique, providing the ability to start small and grow to an exabyte without interruption.”

- Enterprise Architect

“Cloudian has the most mature object storage solution out of all the vendors we have tested. After spending close to a year testing all the major object storage vendors, Cloudian proved to have the most resilient, mature and performant product.”

- Storage Director

Storage Challenges & Opportunities for CSPs

- **Growing storage costs & Complexity** – Traditional & Hardware centric
- **New & refreshed profitable Storage Service Lines of Business** – Stay competitive
- **Have a play with the HyperScalers**
- **Security for all clients** – Multi-tenancy, accessible, availability
- **Integrated solutions** – Revenue ready services

Who Knows What is “Object Storage”?

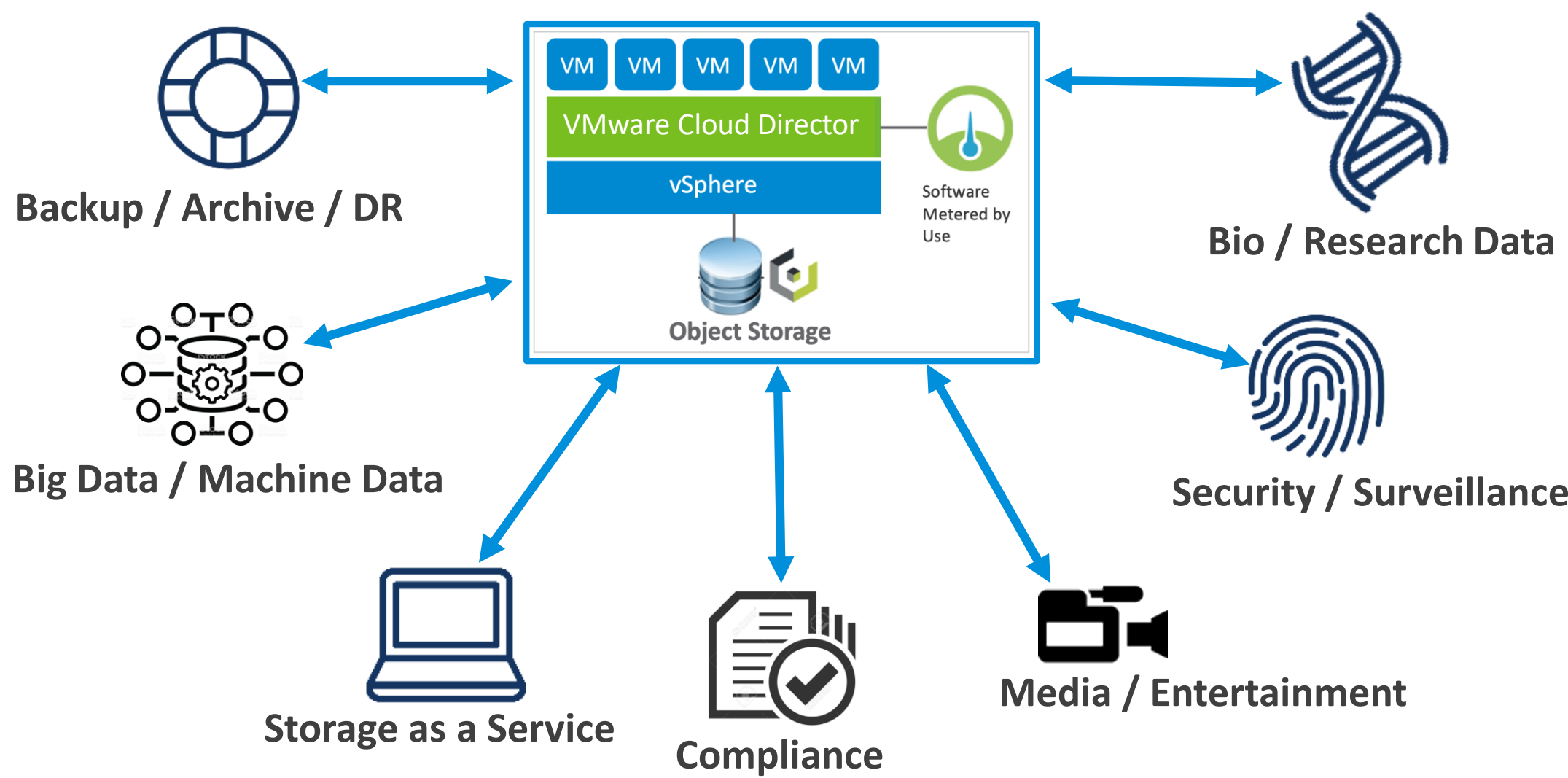
Who Uses Object Storage?

Object Storage Users



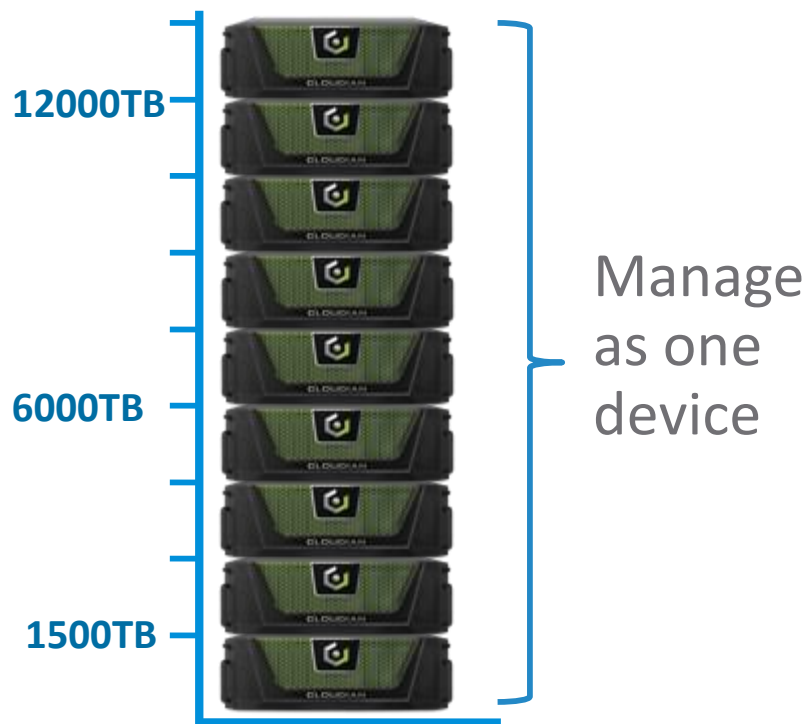
The Capacity Solution for Unstructured Data

Object Storage Use Cases



Why Should Service Providers Care?

1) Limitless scale. Always easy to manage



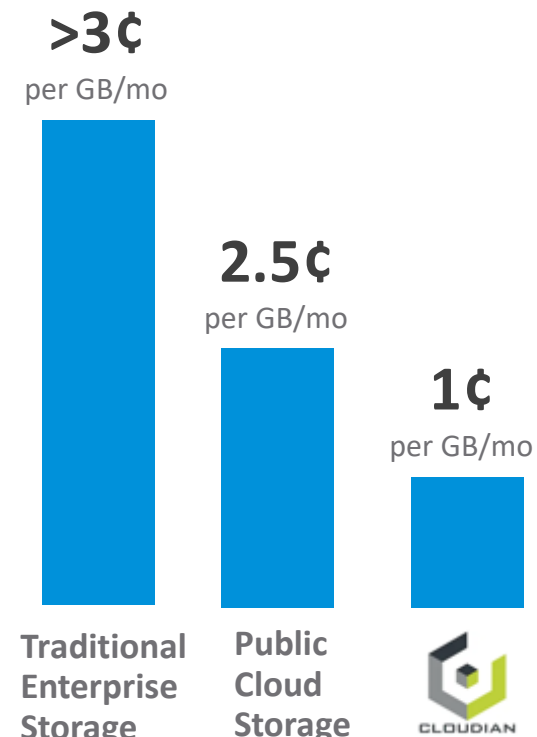
Simple Management

2) Build solutions revenue with S3 ecosystem



More Business Opportunities

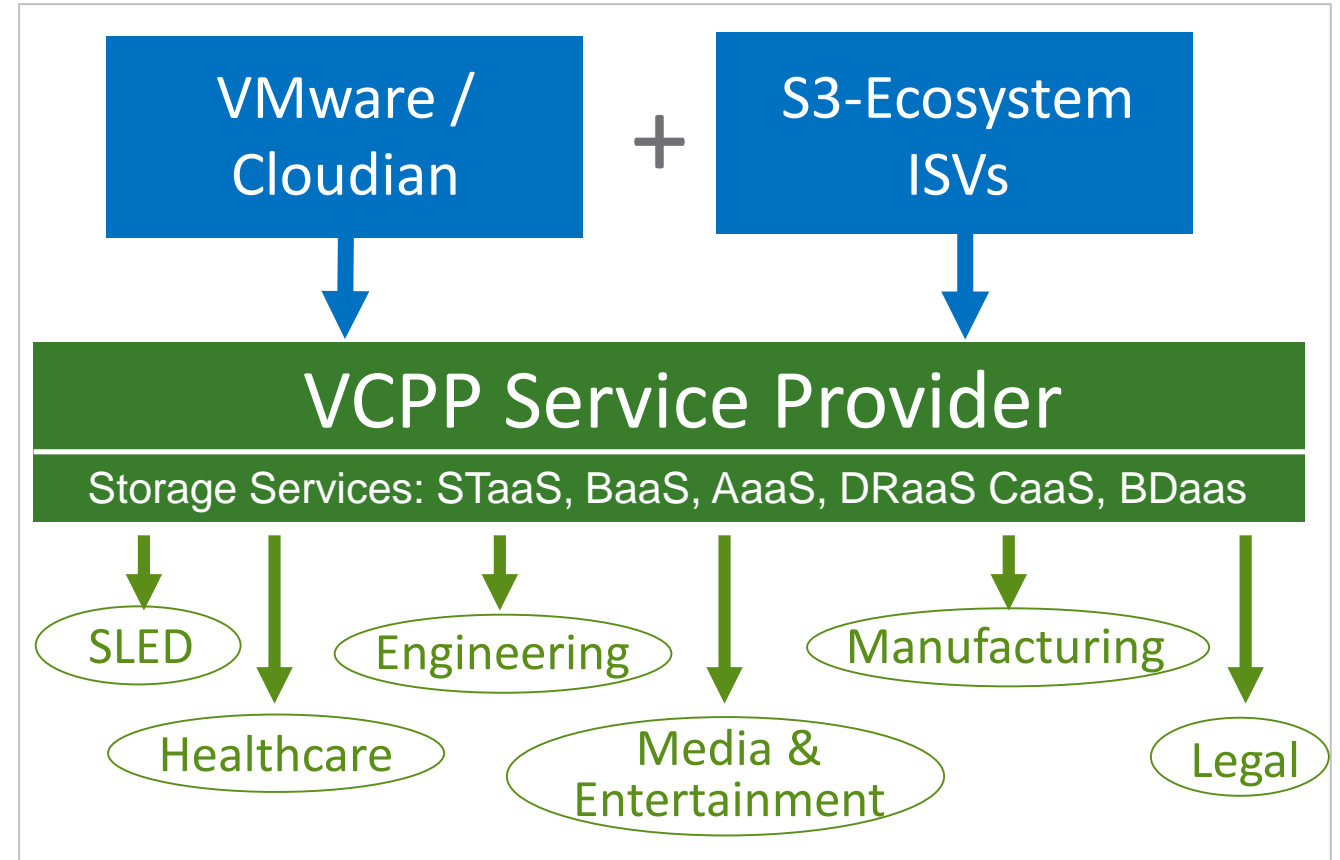
3) The most cost-effective enterprise storage



Less Cost

Multiple Revenue-Ready Services Offerings

- **Storage-as-a-Service (STaaS)**
Capacity for archive, Dev/Test, etc.
- **Backup-as-a-Service (BaaS)**
Backup services (with Veeam, Rubrik, Commvault, Veritas software)
- **Archive-as-a-Service (AaaS)**
Long-term data repository
- **Compliance-as-a-Service (CaaS)**
Health data, Regulated data, Privacy GDPR,
- **Disaster Recovery-as-a-Service (DRaaS)**
Maintain an offsite data copy
- **Big Data-as-a-Service (BDaaS)**
Integrate with data management software such as Splunk to provide scalable data lake
- **Ransomware Protection-as-a-Service (RaaS)**
Enterprise data immutability and access lock



S3-Compatible ecosystem creates opportunities across verticals

Ransomware Protection: Object Lock

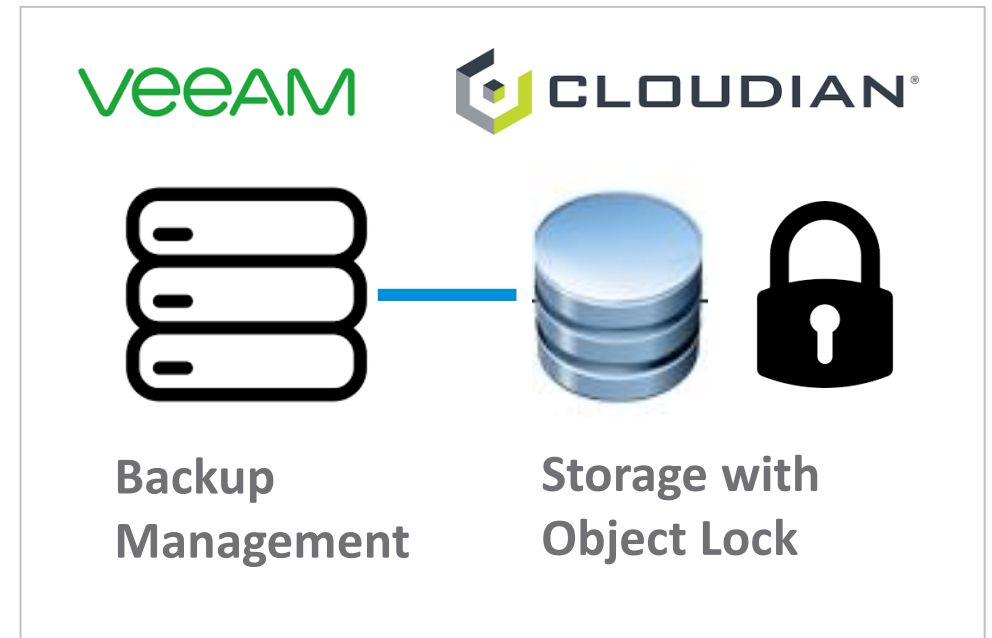
Unchangeable, immutable (“WORM”) storage

Prevent Data Encryption → Stop Ransomware

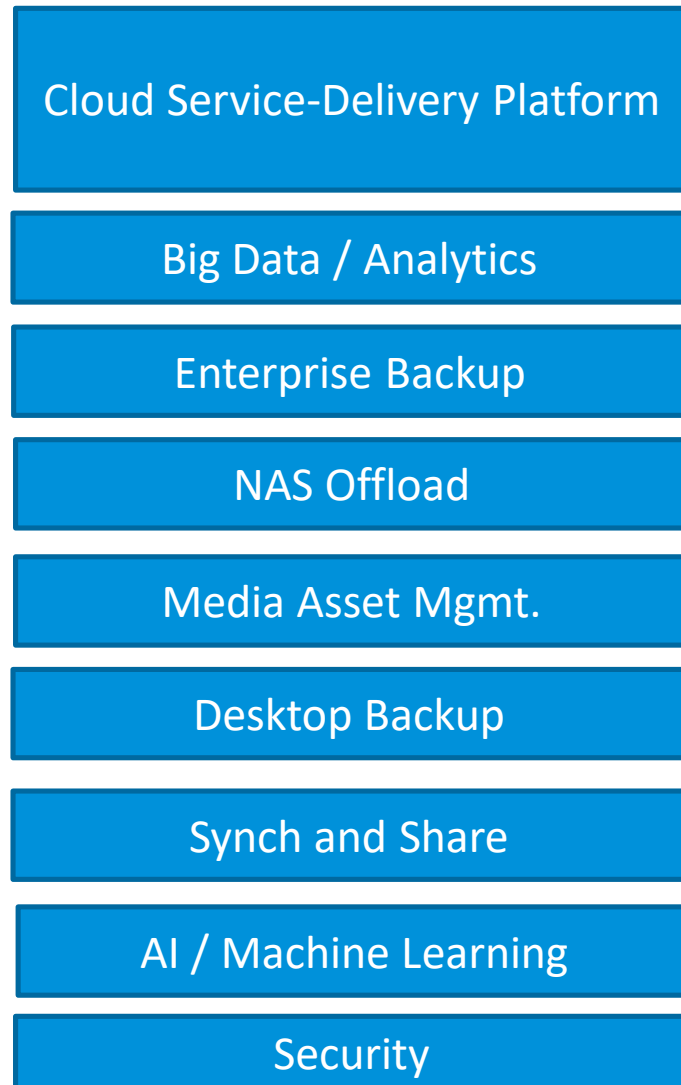
- Make backup data unchangeable
- Data cannot be encrypted
- Ransomware is ineffective

“Object Lock” Protects Data

- Data cannot be changed or deleted
- Expires after preset length of time



Broadest Interoperability



vmware®

VMware Cloud Director

cloudera  hadoop

VERITAS®  rubrik
VEEAM® COMMVAULT® 

 komprise  infinite io

 evolphin  evertz

 CloudBerry Lab
cloud storage tools

 ctera  SME
Cloud Storage, Enabled.

 Spark  Caffe

splunk>

S3
API

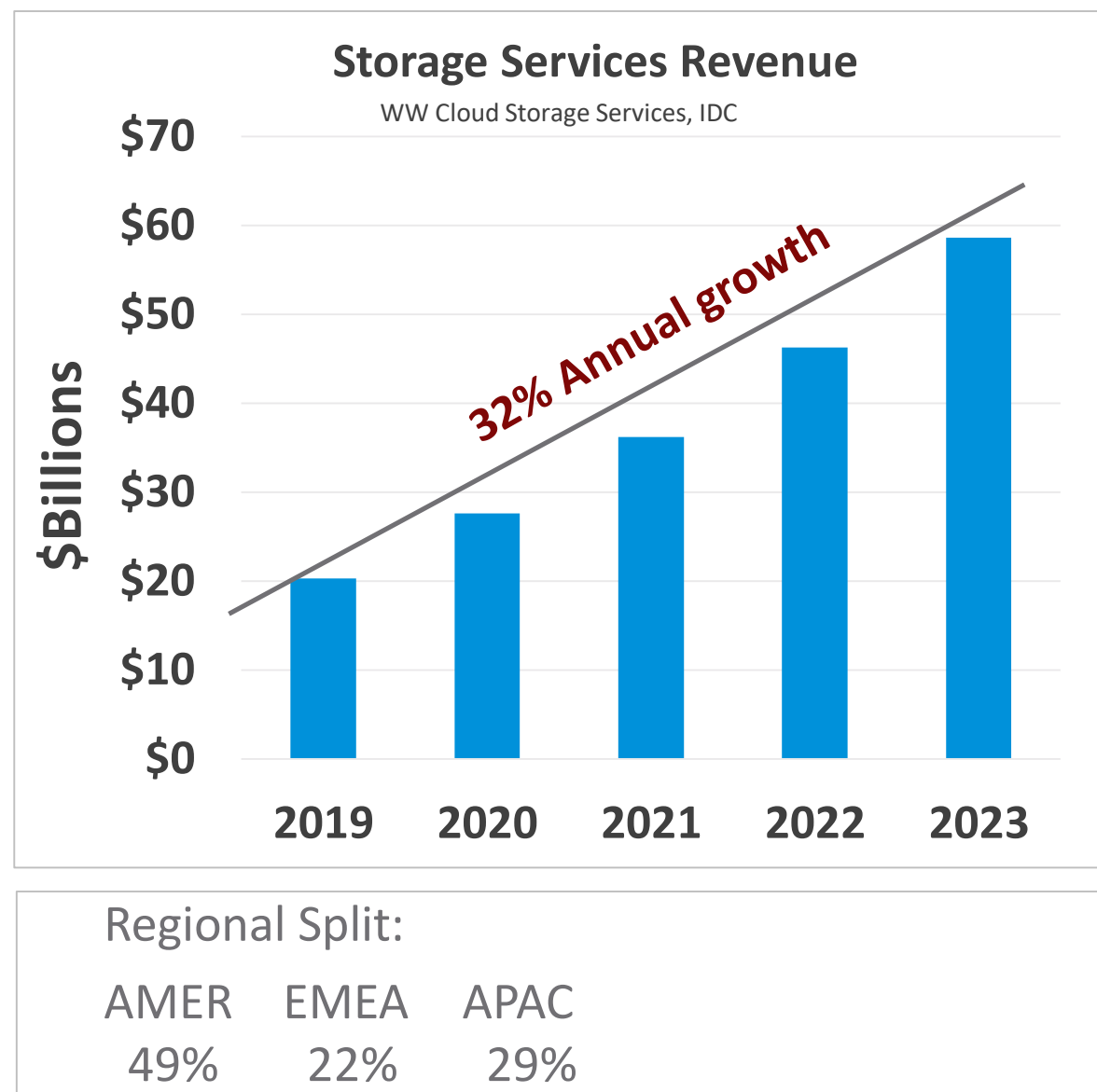
*100% Native S3 API:
Industry's highest
S3-compatibility*

 CLOUDIAN®



What's in it for Service Providers?

- Big opportunities in storage services
 - \$20B market today
 - \$60B by 2023
 - 32% annual growth
- Simple management
 - Full integration with vCD
- Easy to buy and deploy
 - Purchase through VMware
 - Pay only for what you use

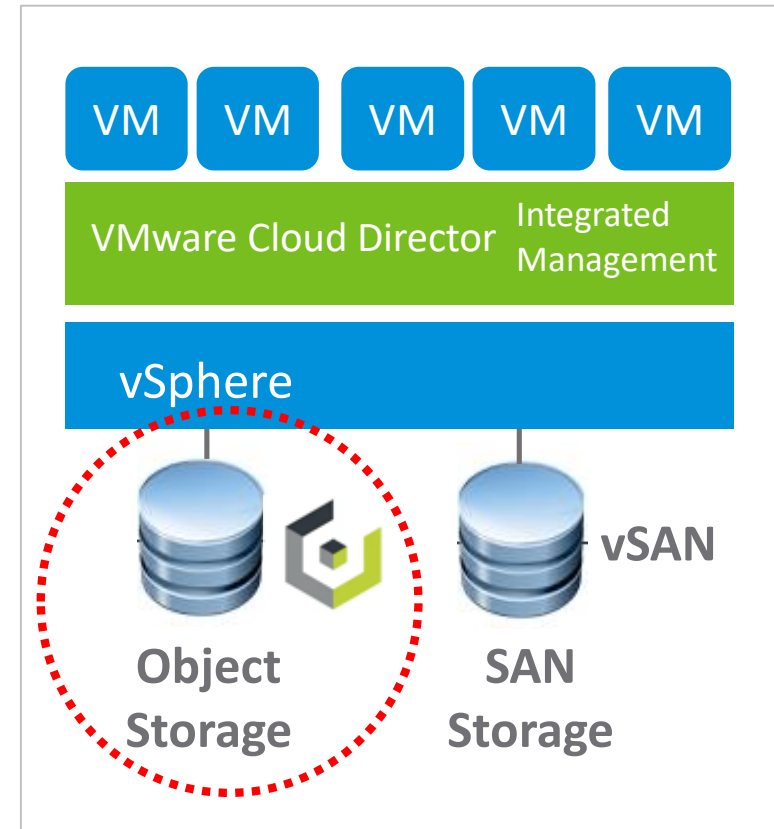


VMware Object Storage Platform

Integrated S3-compatible storage for VMware

- VMware's first object storage offering
- Provides S3-compatible storage endpoint
- Buy through VMware (VCP/TPP)

- With VCD:
 - Integrated management
 - Use VMware VCD plug-in (VOSE)
- Without VCD:
 - Manage via Cloudian UI



It's like vSAN for Object Storage

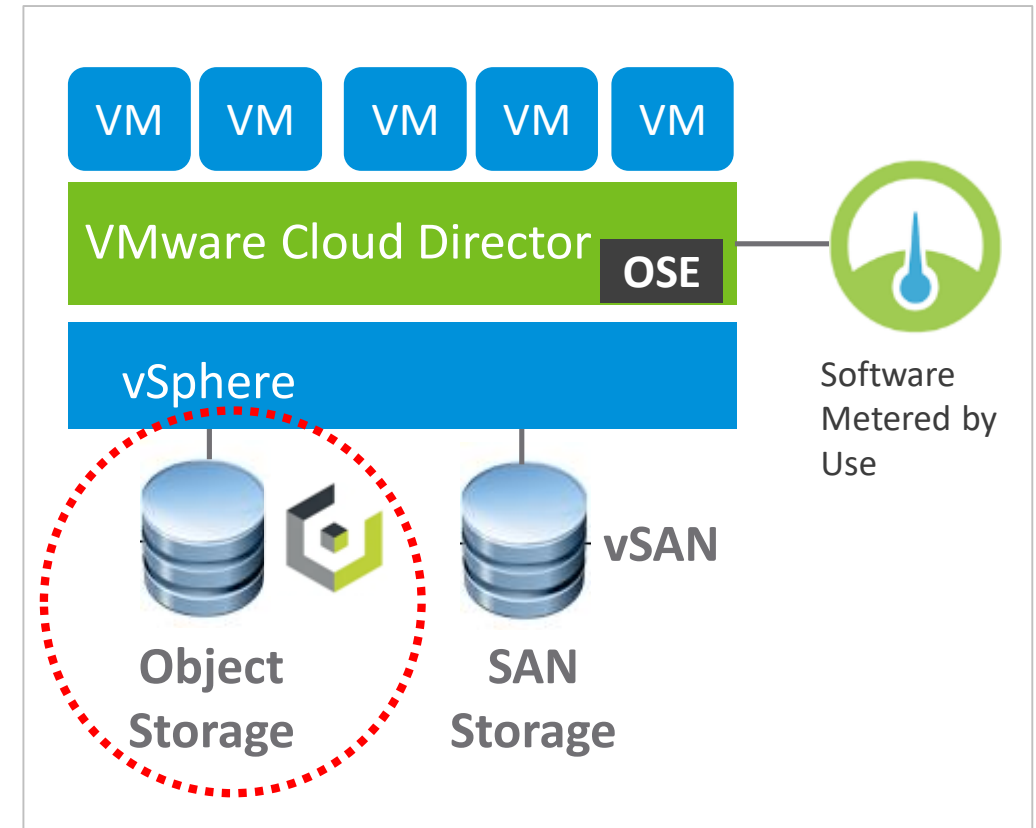
Object Storage for VMware Cloud Director

Limitlessly Scalable Storage

- S3-compatible object storage software
- Scales to an exabyte
- For unstructured data
- Multi-site, and multi-tenant
- Enables new revenue streams

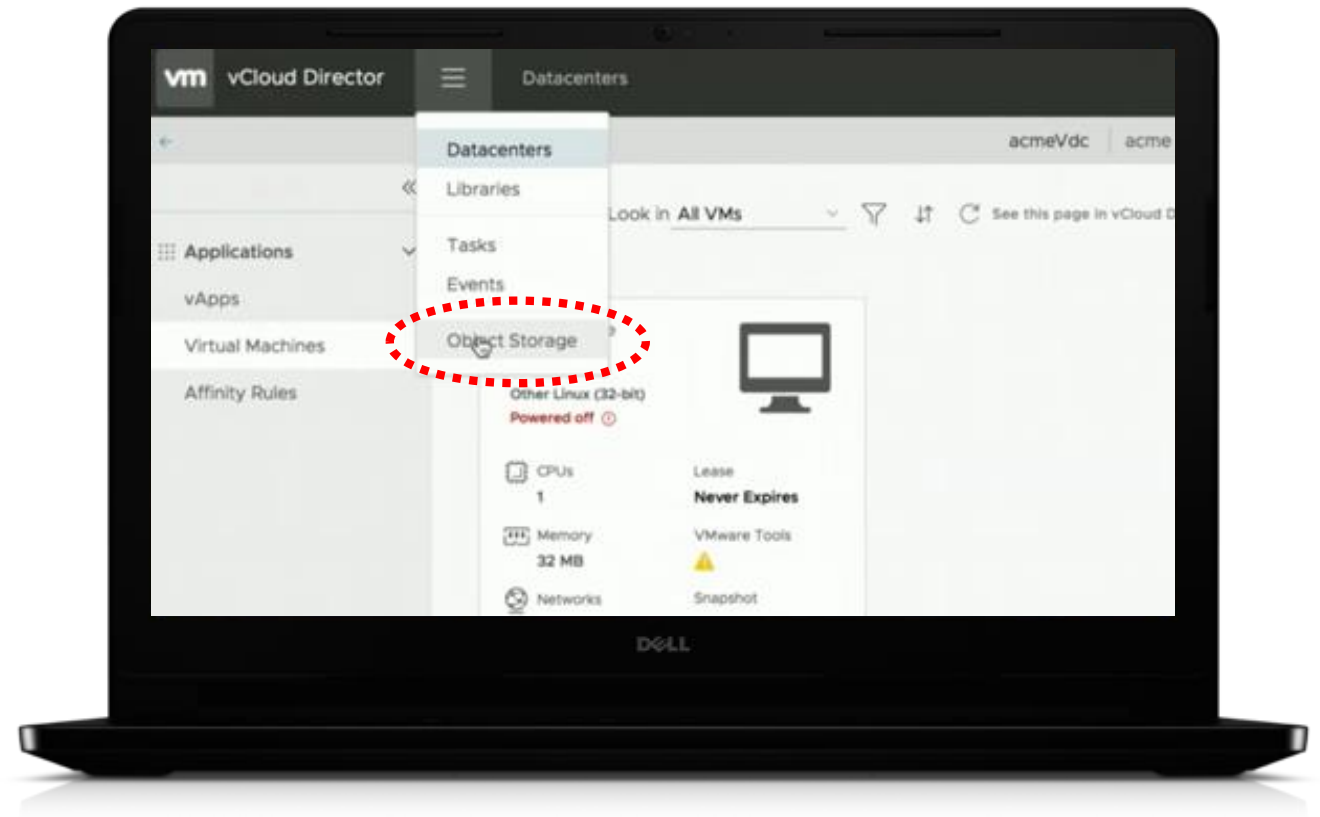
Benefits

- Revenue-ready services for CSPs
- Supports all apps that use AWS S3
- Pay as you grow: Software metered by use



VMware Cloud Director Integration

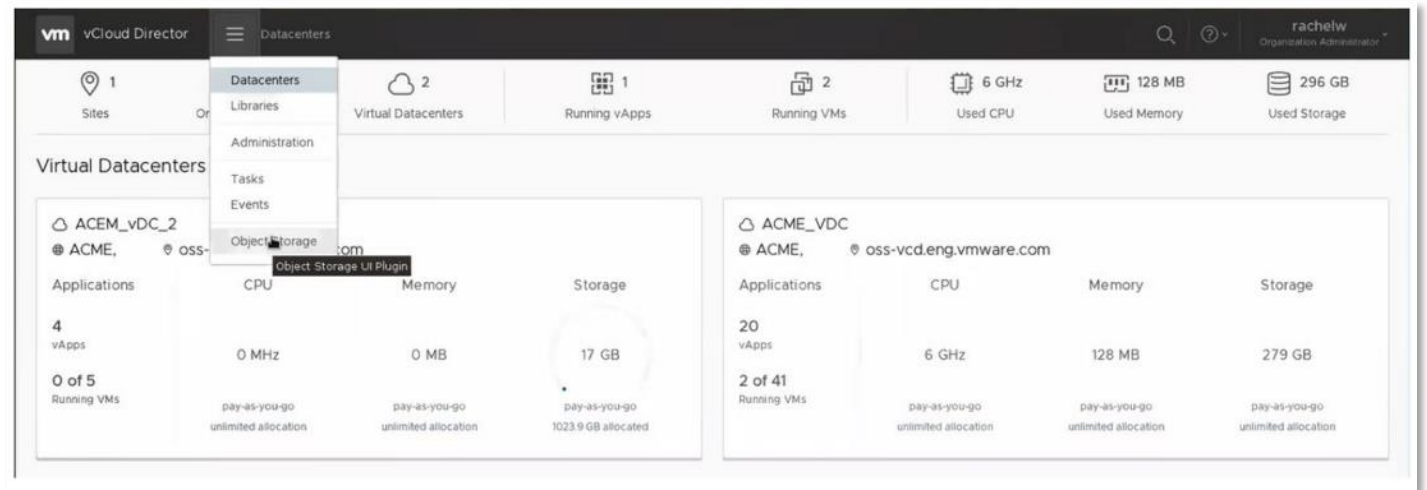
- Rich integration: All common management tasks accessible via VCD
- Familiar workflow: Provision and manage similar to vSAN



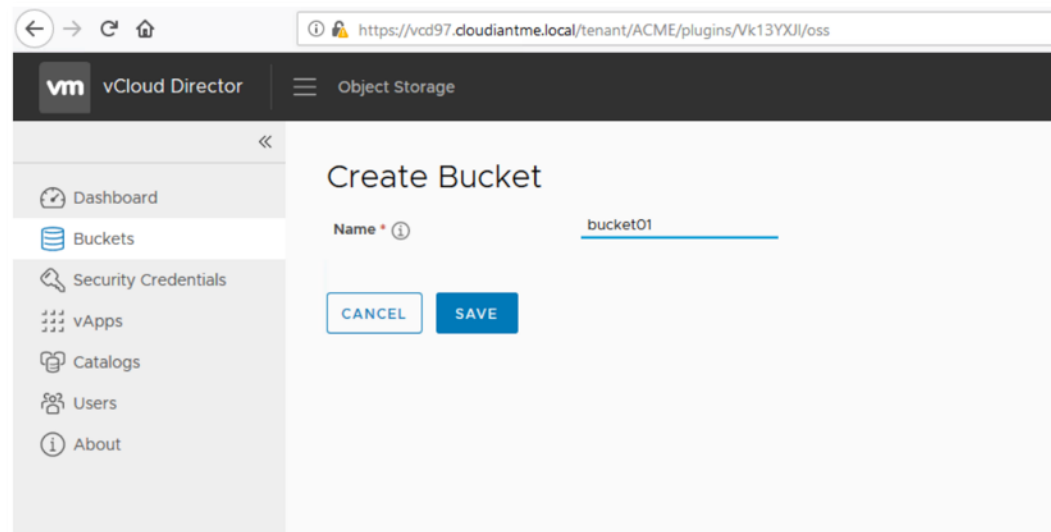
VMware Cloud Director Integration

With VMware Cloud Director:

- Create users/groups
- Provision storage
- Monitor usage

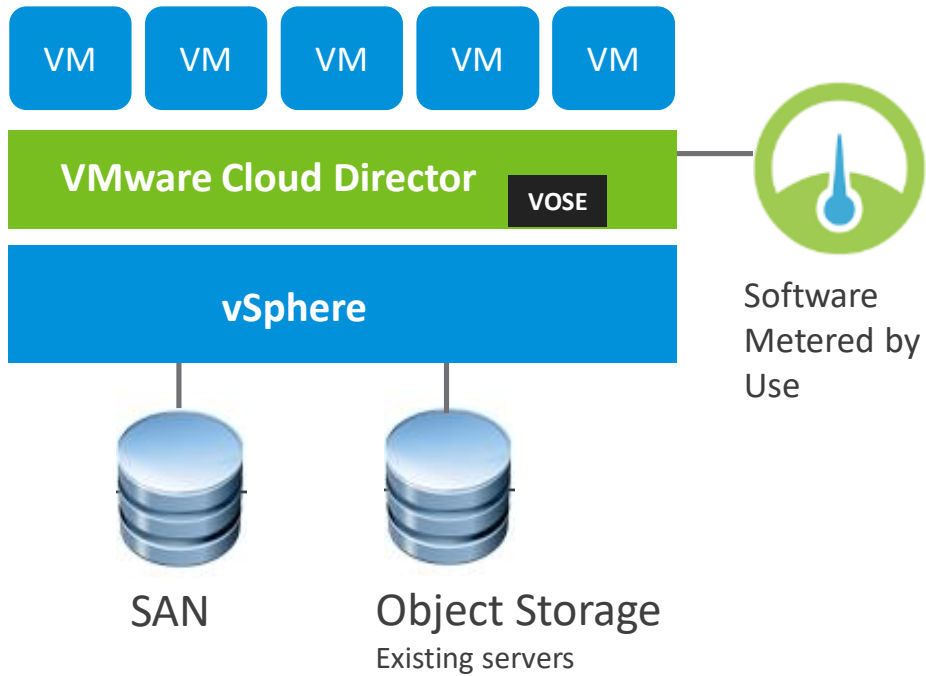


For complete details, visit:
cloudian.com/vmware-docs



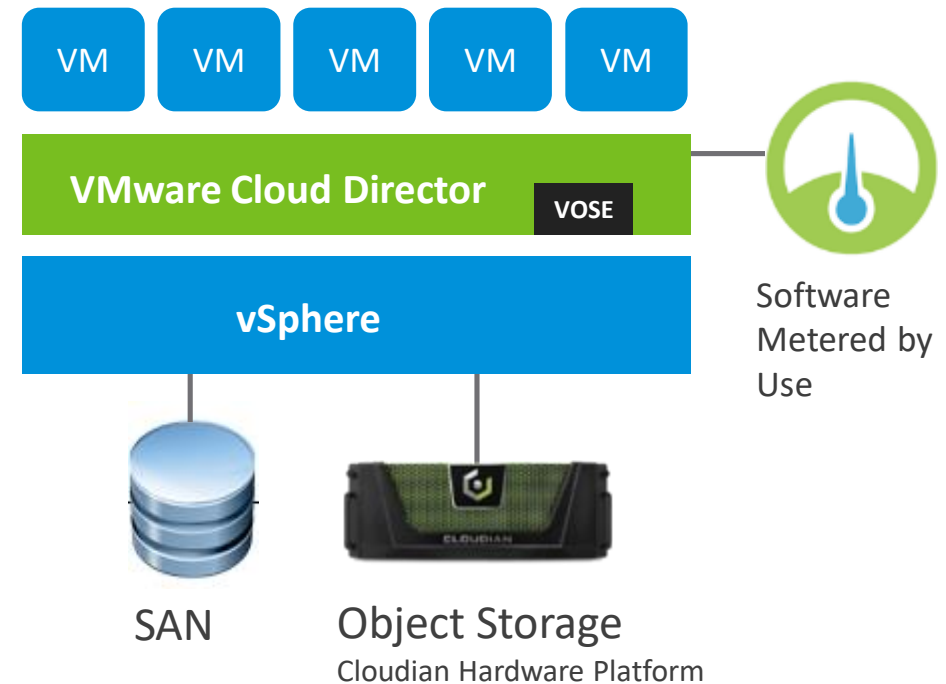
Deployment Options with VCD

Option 1: Employ Existing Hardware



-OR-

Option 2: Use Clouidian Hardware Platform

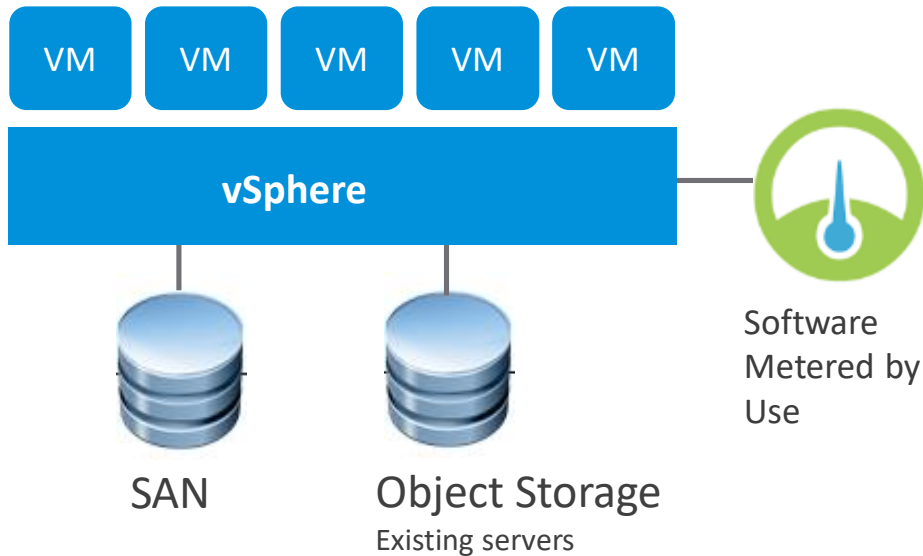


- Deploy Clouidian software on existing hardware
- Run as a VM, or deploy on bare-metal servers
- Manage with VCD

- Clouidian Hardware Platform – Appliance-like experience
- Capacities range from 96TB to 1.5PB per device
- Manage with vCD

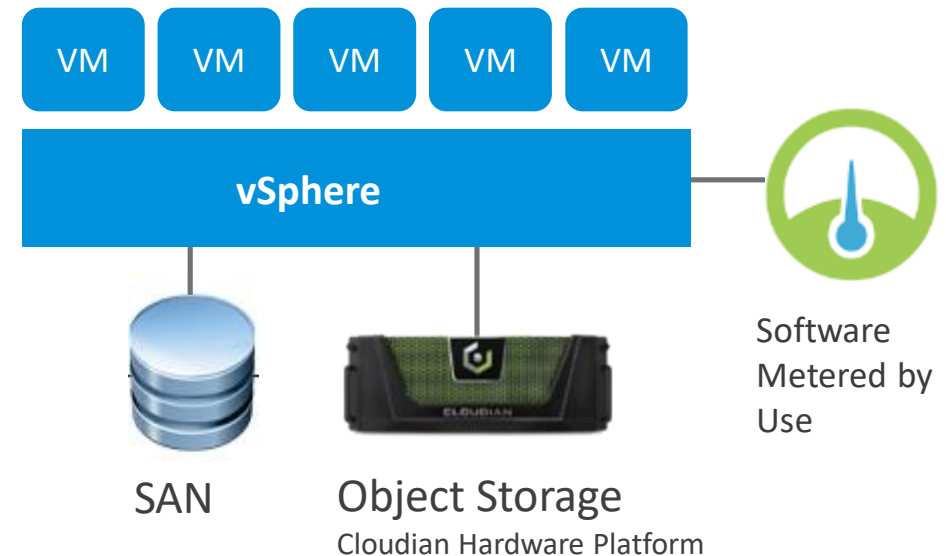
Deployment Options without VCD

Option 3: Employ Existing Hardware



-OR-

Option 4: Use Clouidian Hardware Platform



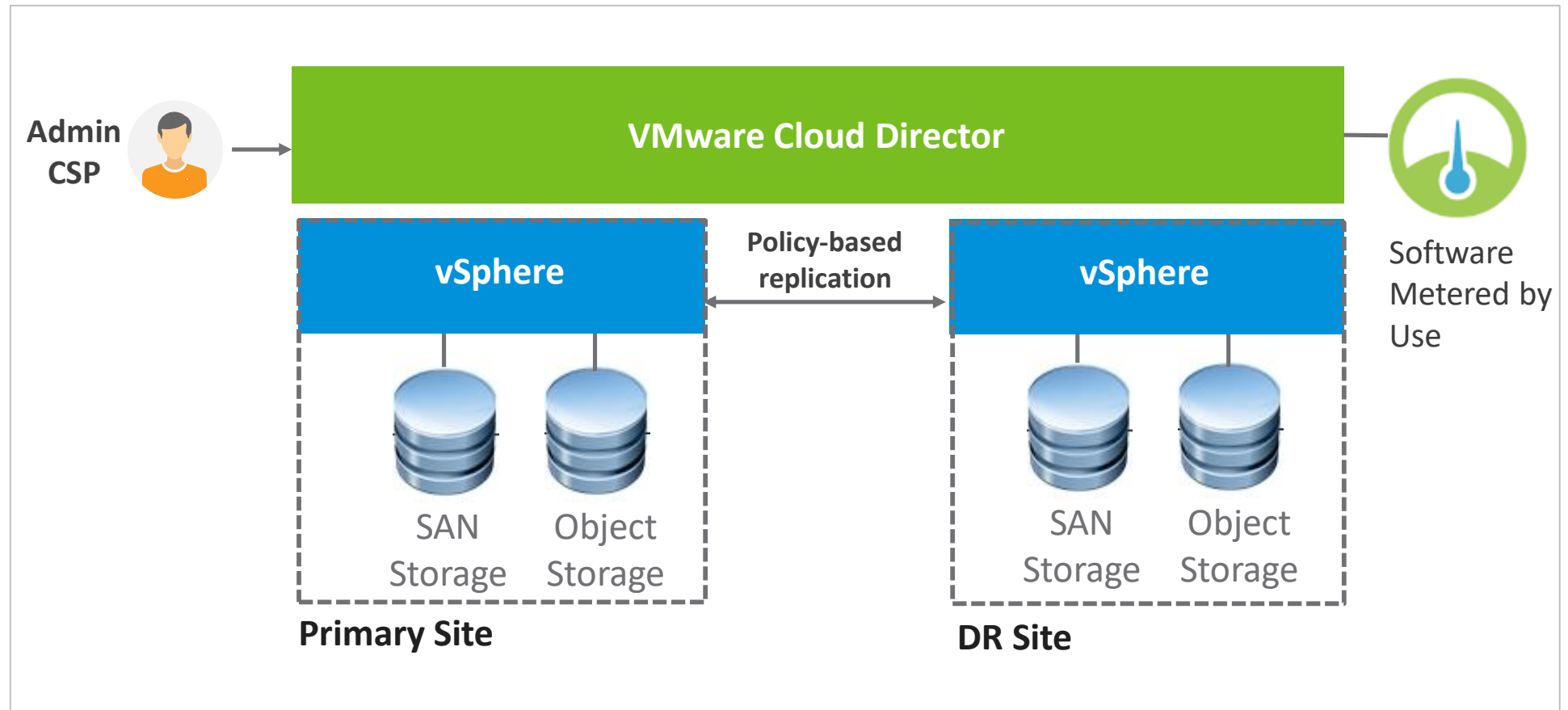
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- Manage via Clouidian user interface

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Multi-Site Management

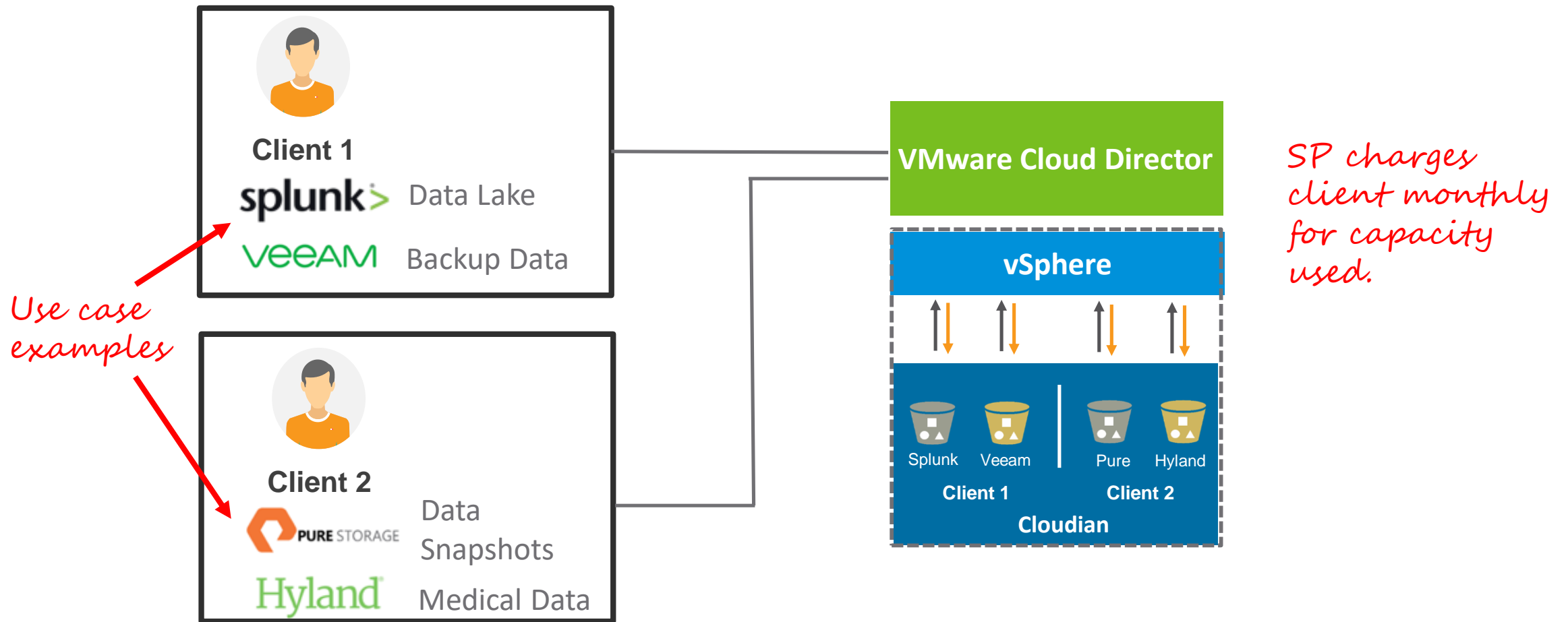
Unified Management Across Multiple Sites

Single point management and billing across multiple sites.

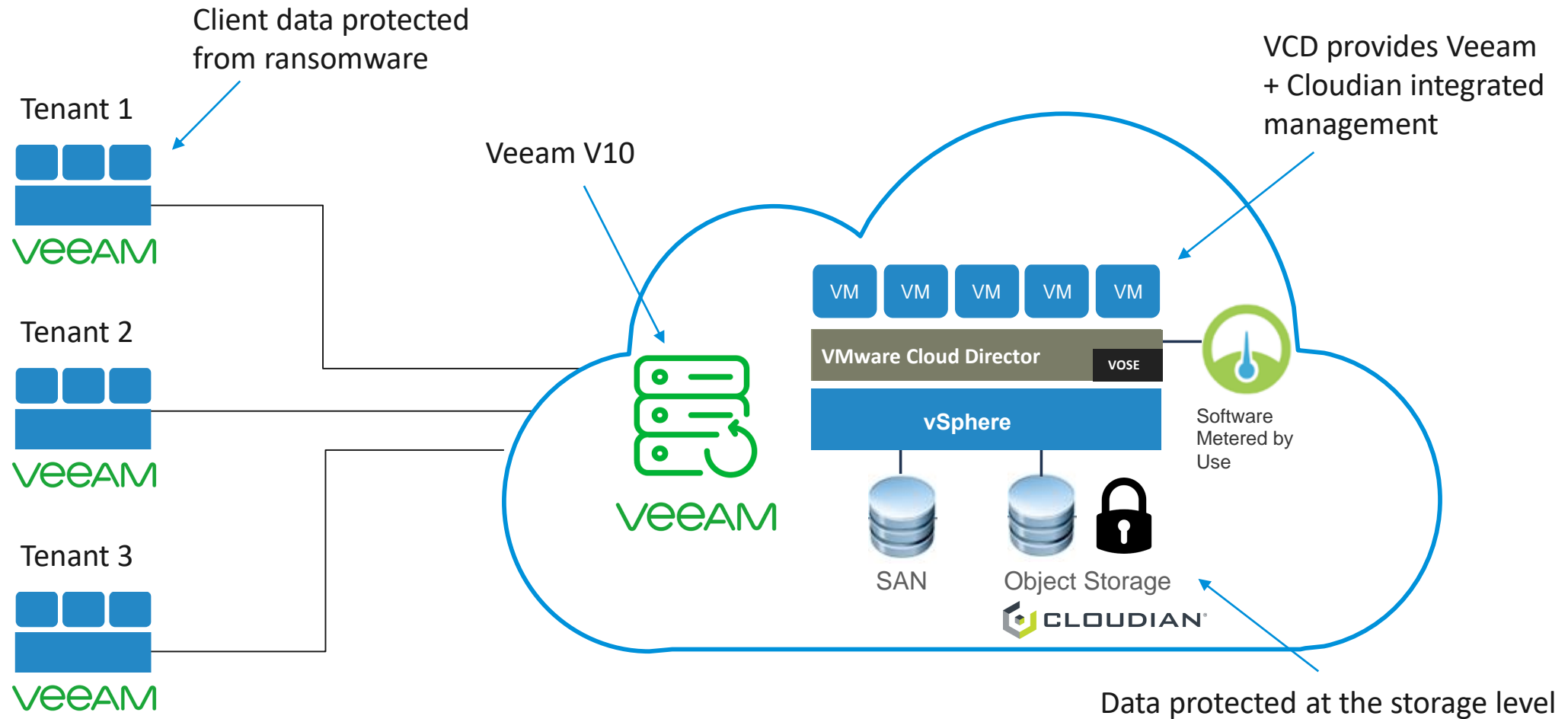


Service Example: Storage-as-a-Service

S3-Compatible Storage On-Demand



Service Example: Ransomware Protection-as-a-Service Solution



The Cloudian Difference



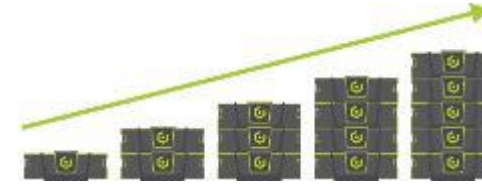
Highest S3 Compatibility

Native S3 API implementation.
No access layer.



Multi-tenancy, QoS, Billing

The only Object Storage to offer this combination.



Modular Scalability to an Exabyte

Only Cloudian offers both software and hardware scaling.



Built-in Data Protection

Employ erasure coding and/or replication.



Up to 14 Nines Data Durability

Configurable data durability.



Granular, Bucket-level Management

Match storage configuration to customer requirements.

Summary

- Good-margin, revenue-ready solutions
- Earn new services revenue as VMware CSP offering
- Full integrated with VCD and buy directly from VMware
- Proven in service provider deployments worldwide

For More Information



Jon Brooks

jbrooks@Cloudian.com

44 (0) 7760 176367

www.Cloudian.com/vmware