

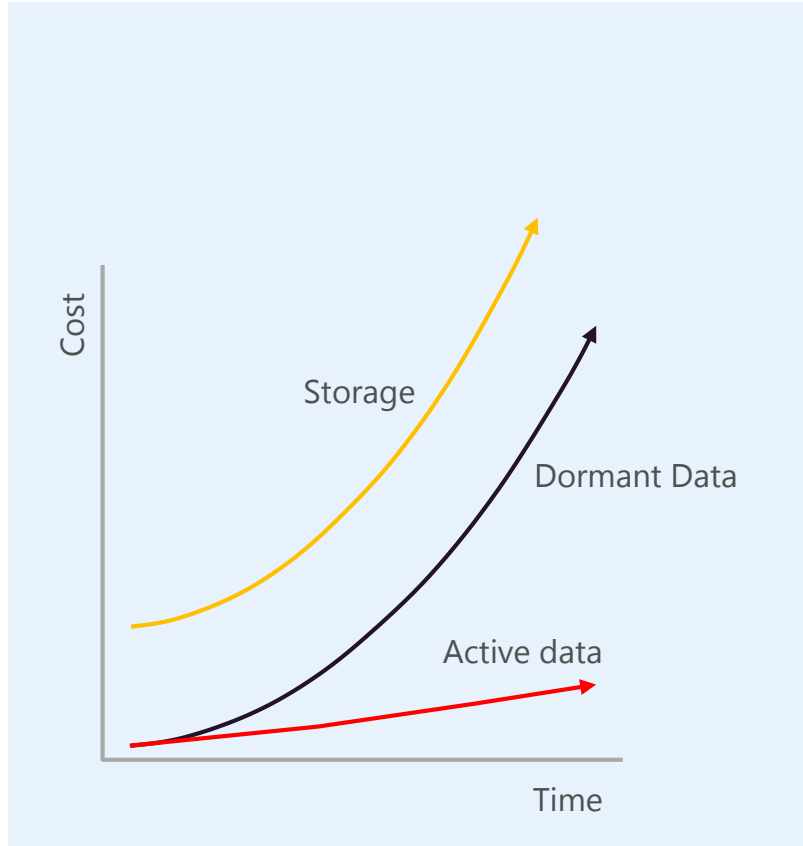


Hybrid Cloud Storage

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sölustjóri skýjalausna



Storage challenges



Rapid data growth

Increasing storage cost & infrastructure sprawl

Spending more money on dormant vs. active
(The average balance is 20% active vs. 80% dormant data)

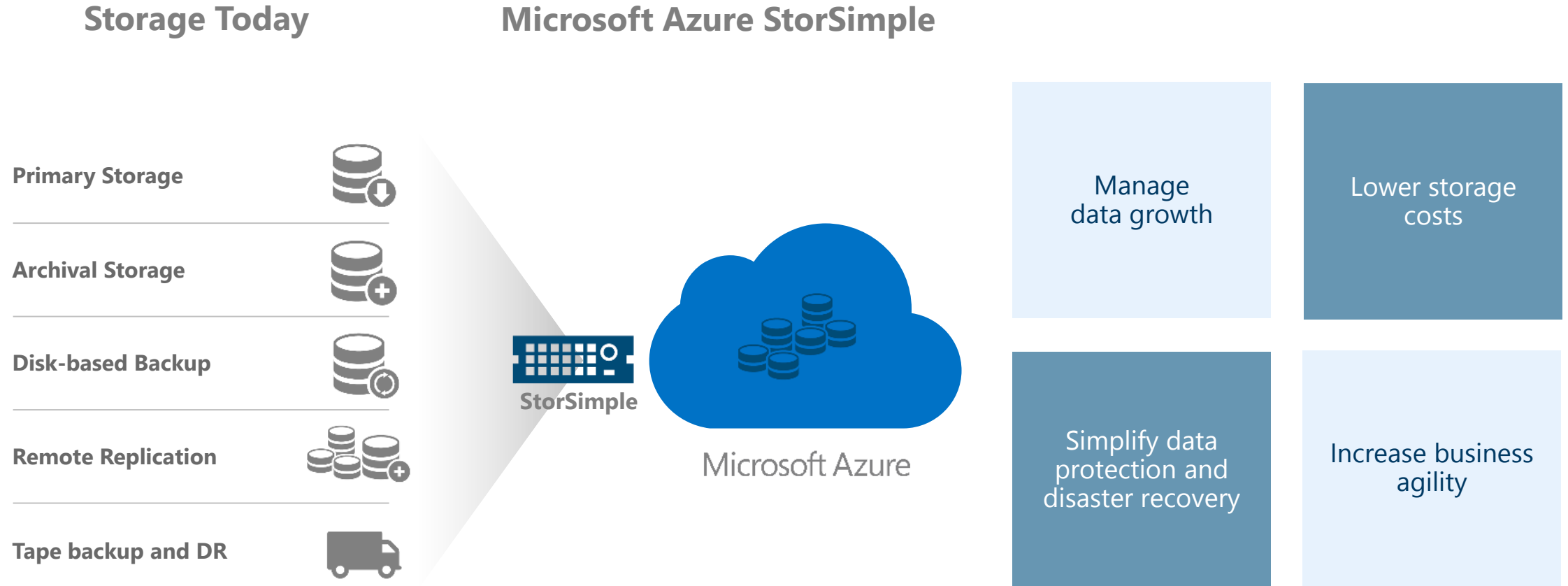
Data protection & recovery getting more complex

Resource constraints

Requirements to focus on business priorities and away from IT maintenance

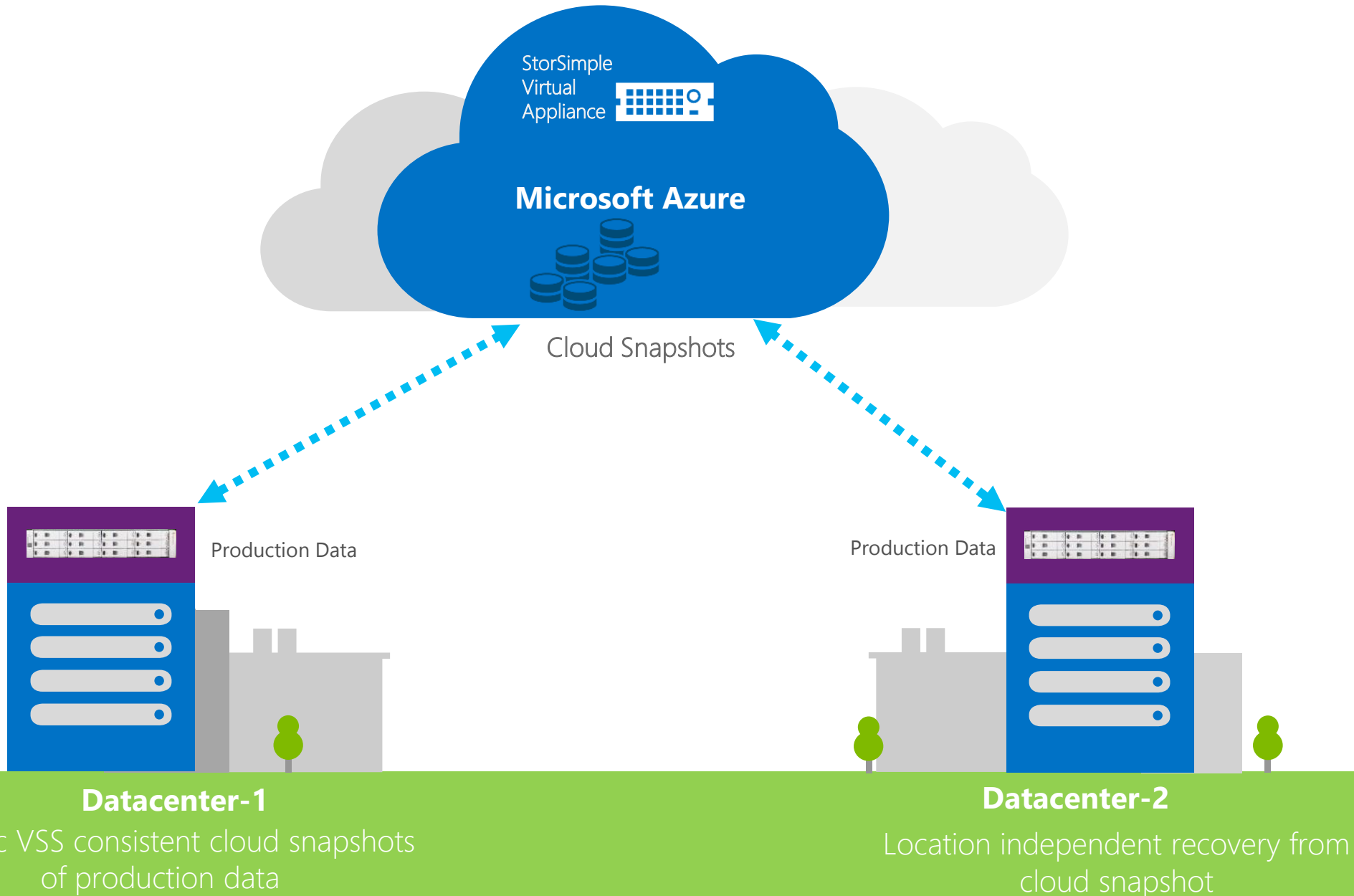
Storage Today = Complex & Expensive

Why customers benefit - setup



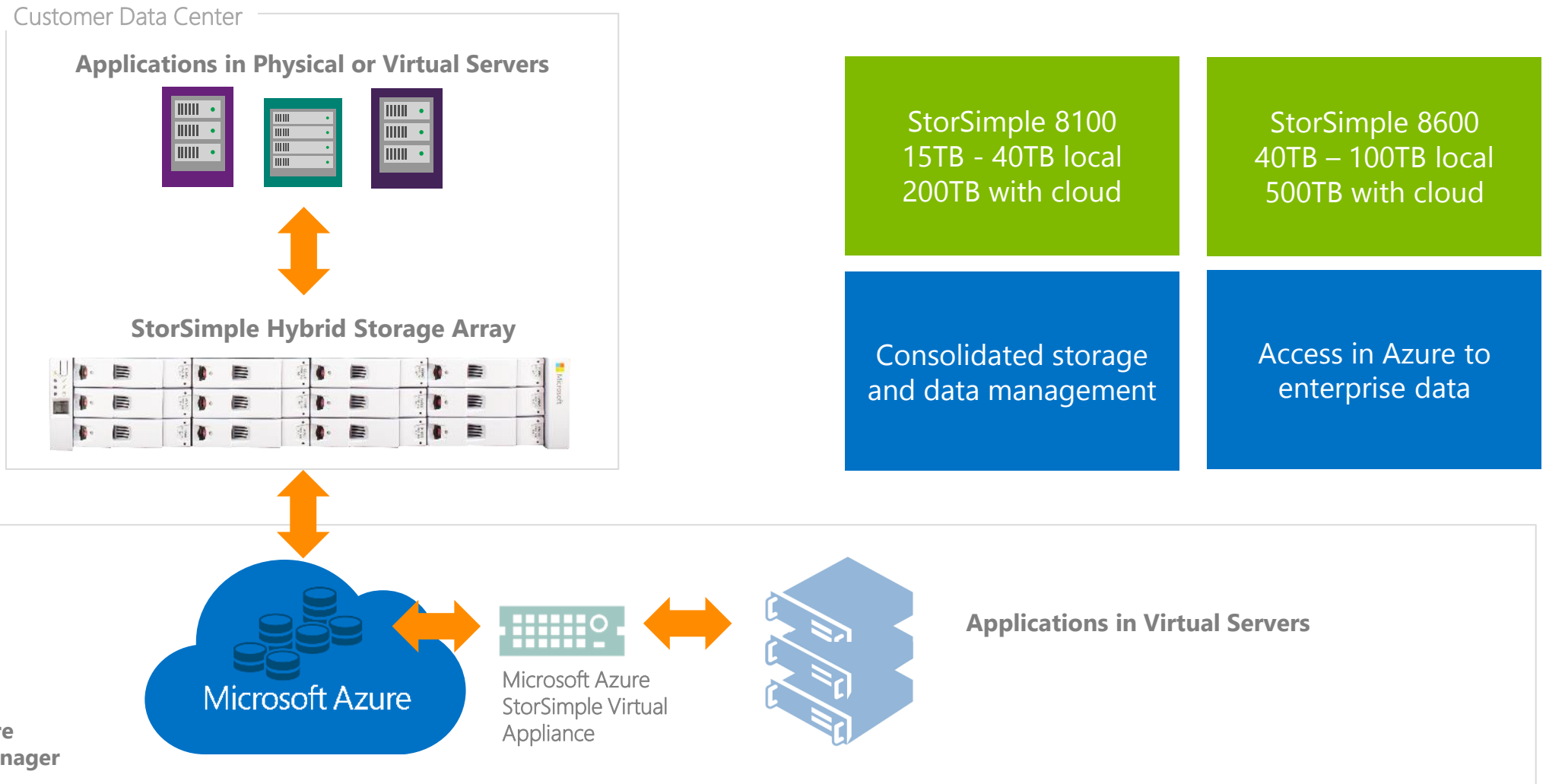
Reduce storage costs by 40-60%

Simplify offsite data protection



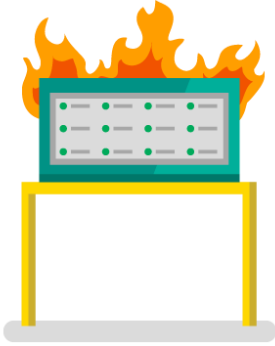
StorSimple 8000 series: Where they fit in

StorSimple 8100, StorSimple 8600 with Microsoft Azure StorSimple Manager and Microsoft Azure StorSimple Virtual Appliance



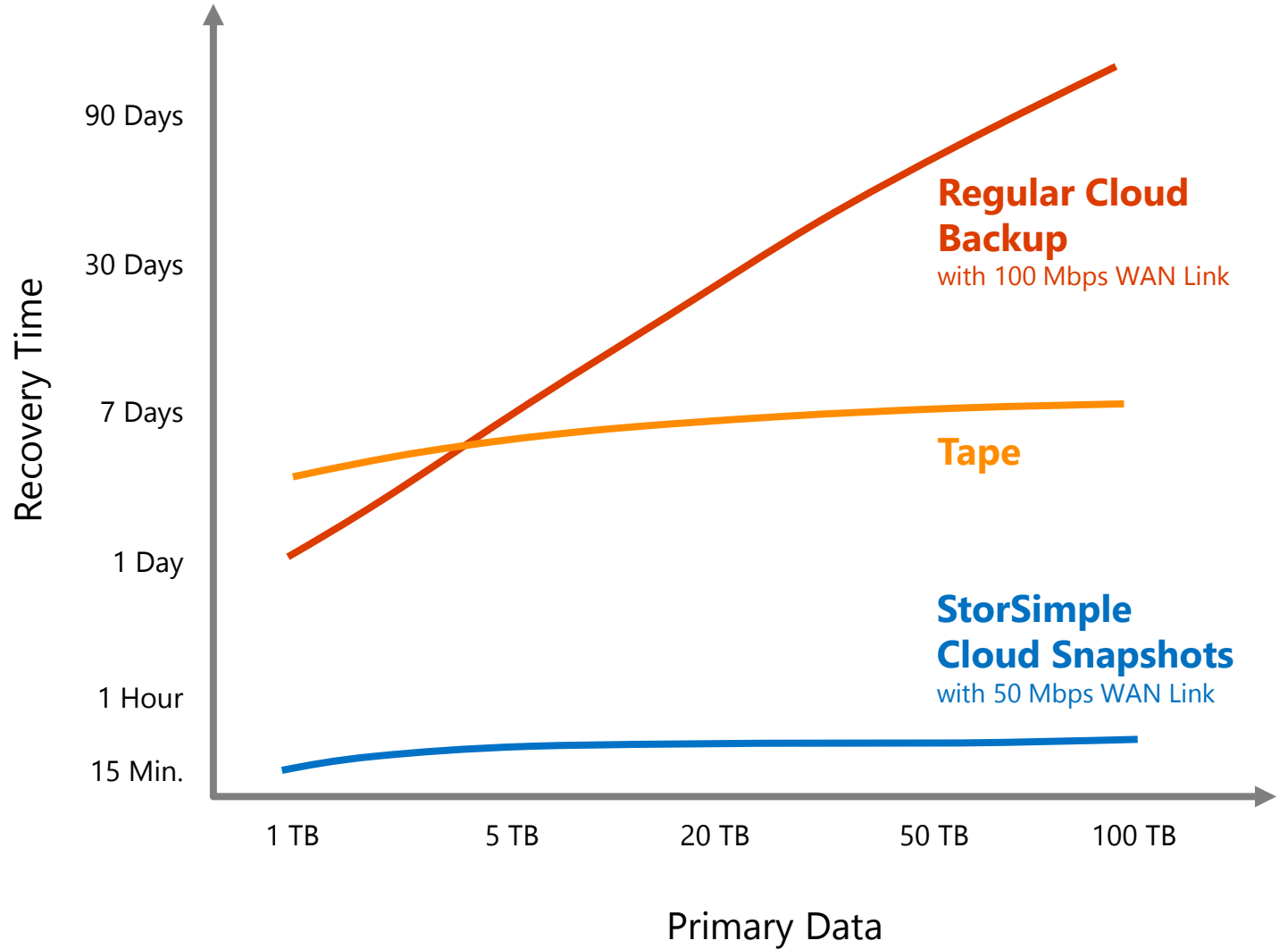
Enable efficient disaster recovery

Storage Recovery Times from Offsite Backups in a Disaster



Storage availability after DR is independent of volume sizes

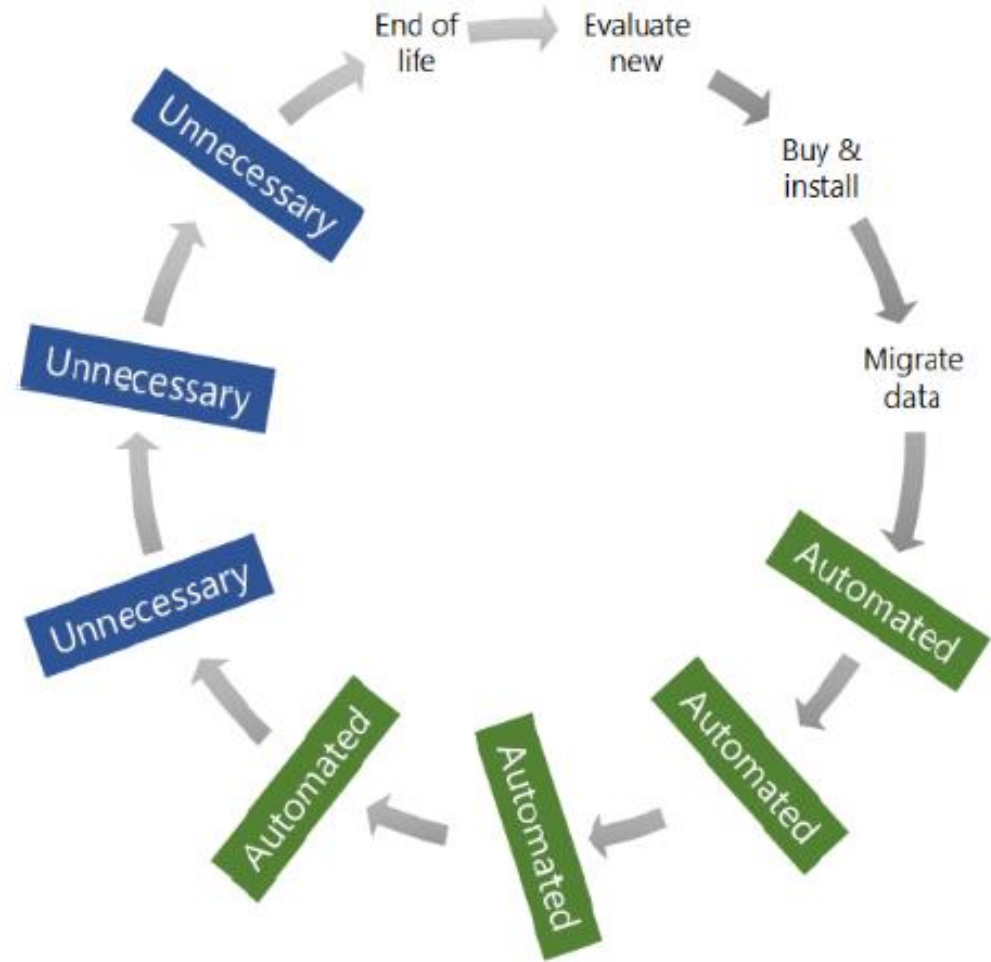
Rapid recovery enables DR testing and validation



Why customers benefit - tasks

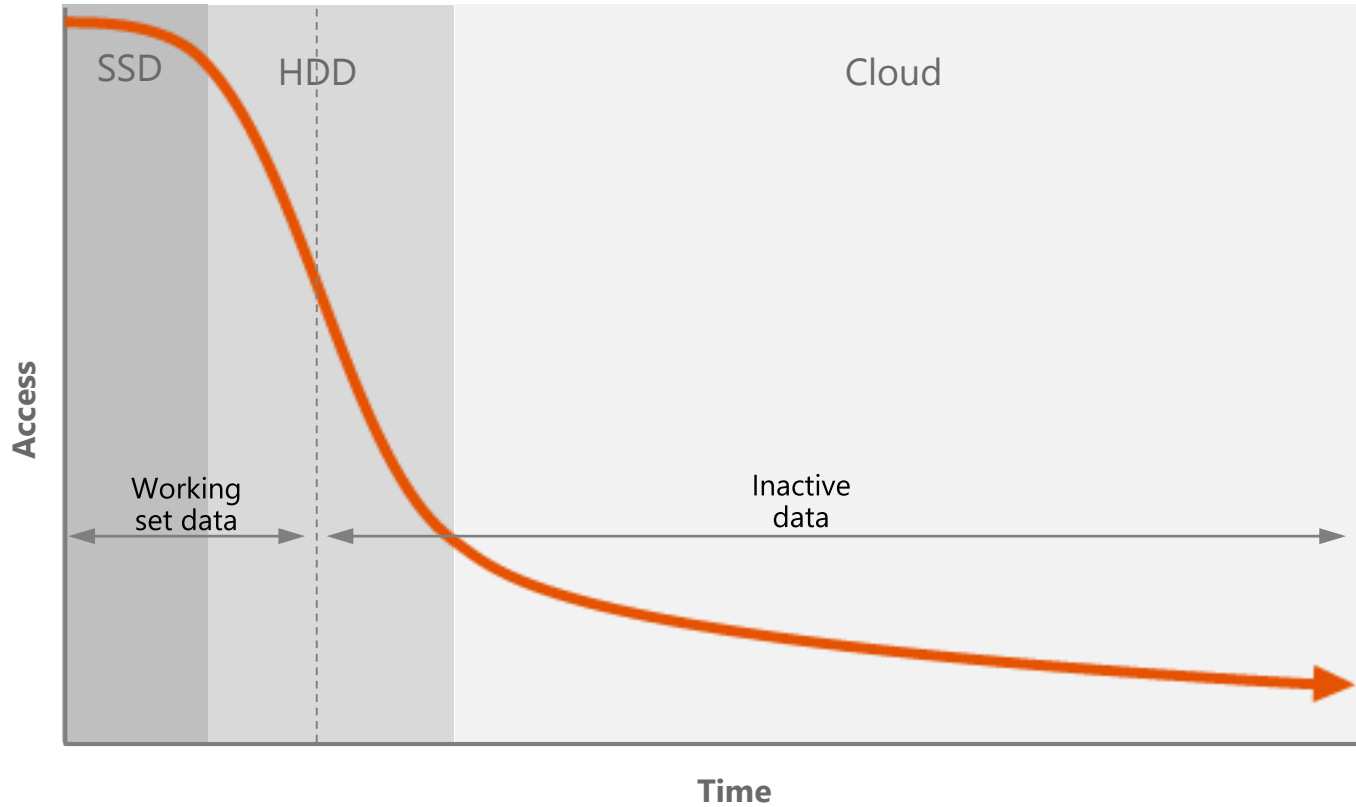


Traditional SAN storage



StorSimple hybrid storage

How customers benefit



Unstructured data growing 40% YoY

Working data set stays fairly constant

Hybrid storage array performance for working set

Inactive data is tiered to the cloud

StorSimple provides enterprise storage with cloud economics

Application and workload focus

Gartner: IT DR Tiering Model Defined (July 2013)

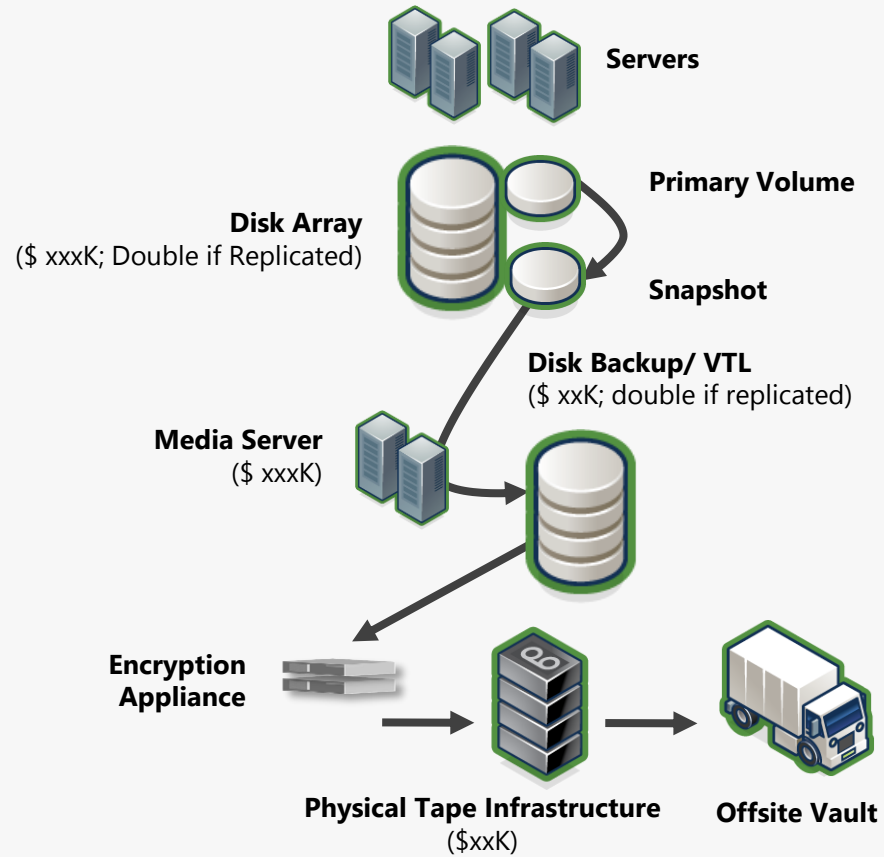
Tier	Criticality	Business Process	Business Criticality Measure	RTO	RPO
Tier 0	Foundational	Support infrastructure for critical business systems	Critical systems dependent on infrastructure – for example, networking, connectivity, DNS, enterprise directory and access controls	Must be recovered with or prior to mission-critical services	Must be recovered with or prior to mission-critical services
Tier 1	Mission Critical	Critical business function and/or revenue impacting – generally customer facing	Critical services impacted and/or revenue stops if systems are lost – customer interactions are interrupted	0 to 1 hour	0 to 1 hour
Tier 2	Critical	Internal operations and/or customer relationship focused	Services continue though data collection and transaction processing may be delayed. Operational workarounds exist	1 to 4 hours	1 to 4 hours
Tier 3	Important	Internal – with alternative operations models	Support services that can fail-back to manual execution – system loss may slow but will not stop business-critical activities	4 to 48 hours	4 to 24 hrs
Tier 4	Noncritical	Internal – departmental systems, experimentation	Systems of automation, experimentation and promotion (marketing)	More than 48 hours	More than 24 hours

StorSimple target use cases and workloads

Source: Gartner (July 2013)

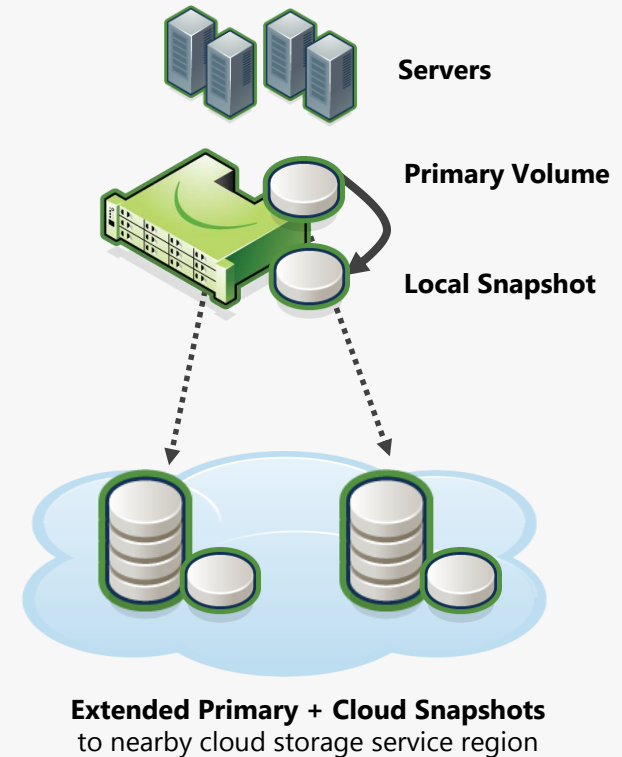
Traditional vs. Hybrid Cloud Storage

Traditional Storage + Data Protection Architecture



50 TB

Hybrid Cloud Storage (StorSimple + Windows Azure)



Traditional

CapEx: xxxK \$ | Support: xxK \$ per Year

Windows Azure + StorSimple

CapEx: \$0K | Support & Cloud: \$ xxK per Year

Transparency & independent verification

AID CUSTOMERS IN MEETING SECURITY & COMPLIANCE OBLIGATIONS



Third-party verification



Access to audit reports



Compliance packages



Best practices and guidance



Trust Center



Cloud Security Alliance



Security Response Center progress report



Security Intelligence report

Azure security and compliance

<http://azure.microsoft.com/en-us/support/trust-center/compliance/>

<http://azure.microsoft.com/en-us/support/trust-center/security/>

<http://azure.microsoft.com/en-us/support/trust-center/privacy/>

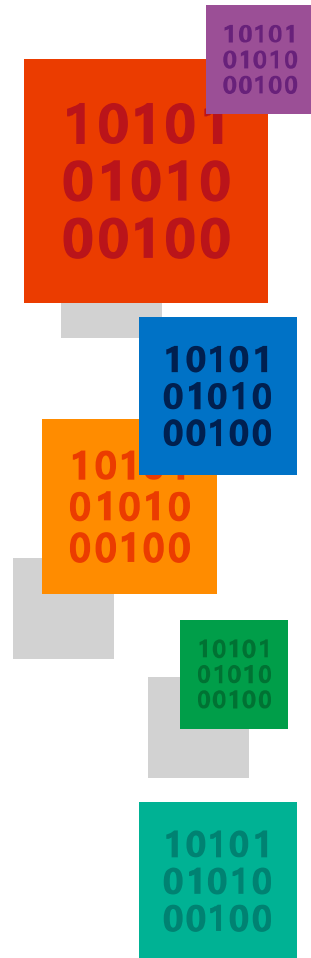
<http://azure.microsoft.com/en-us/support/trust-center/resources/>

Summary

Hybrid Cloud Storage provides major benefits

- ① 40-60% lower TCO versus traditional enterprise storage
- ② Primary storage with automated data protection and highly efficient disaster recovery
- ③ Pivot from infrastructure management to innovation

Learn more: microsoft.com/storsimple





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