

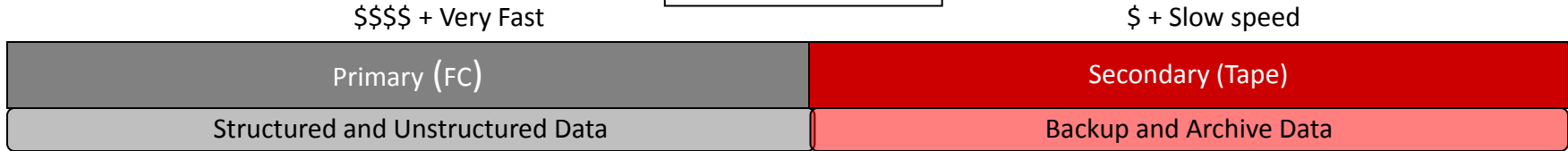
Cloud-Integrated Storage and the “New Hollywood”

Ranajit Nevatia
VP, Marketing

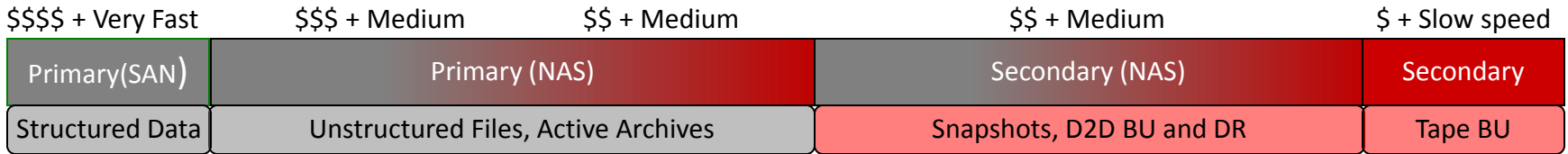


Tiers of Storage and Evolution

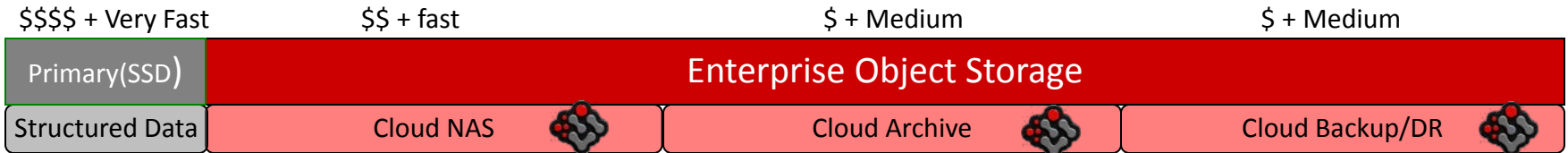
Storage 90's



Storage 2000



Storage tomorrow



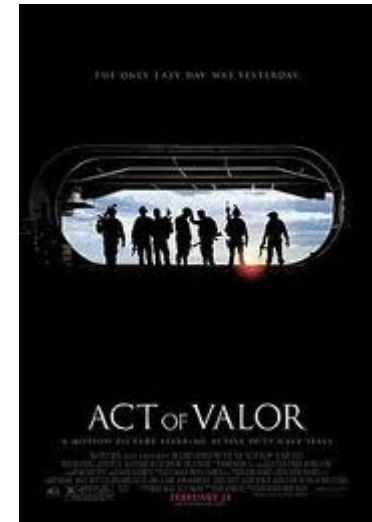
Case Study: Relativity Media

■ Company

- Founded in 2004, Beverly Hills, CA
- ~200 employees
- One of the largest creators of content in “New Hollywood”

■ Infrastructure

- 4 physical sites - Multiple remote users
- Multiple SQL servers, Sharepoint, Exchange, plus entertainment-specific systems
- AboveNet customer, fiber connecting locations, fat pipes
- ~20TB business data, up to 70TB entertainment data
 - » Primary storage: ESX; Backup: Tape

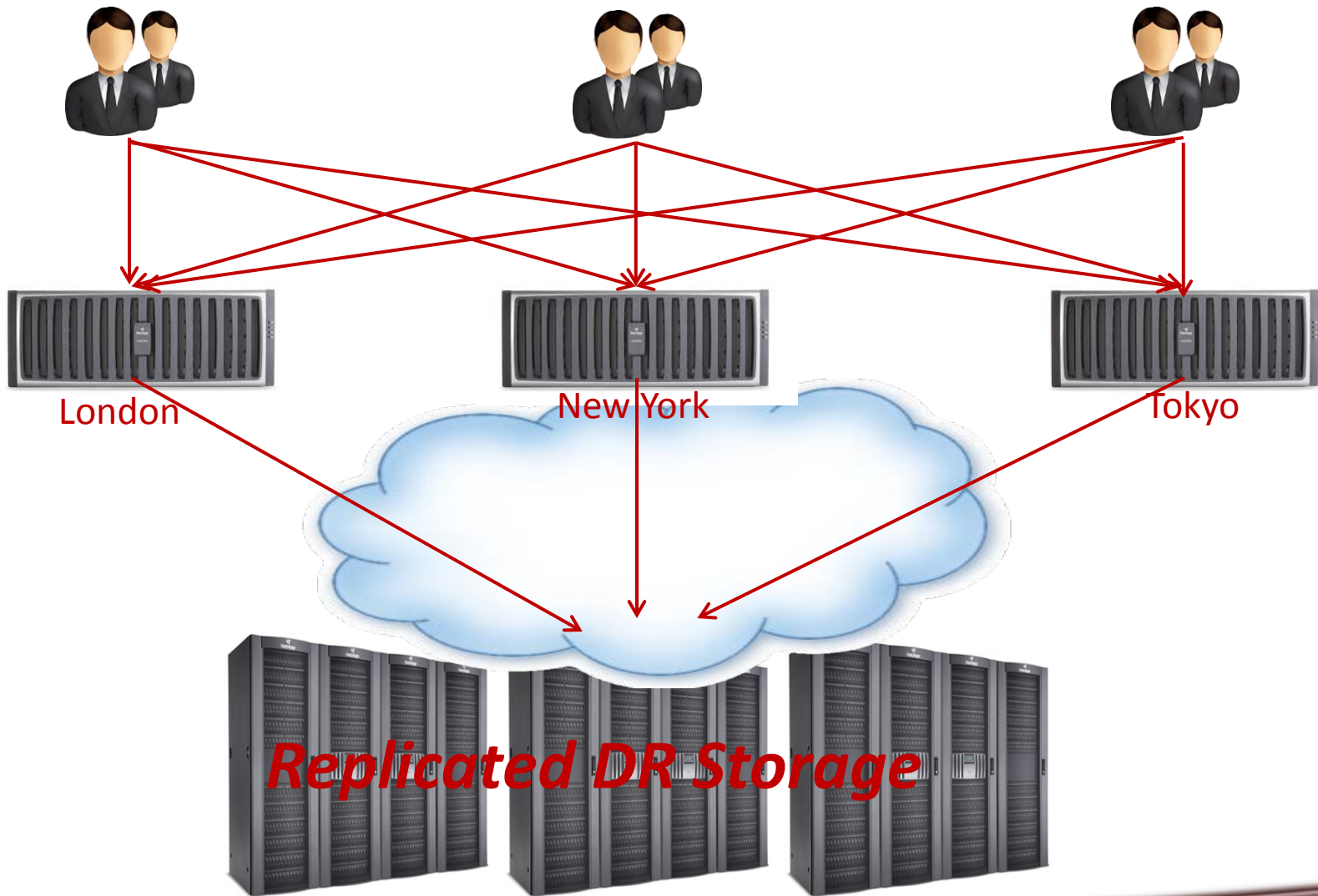


Key IT Challenges

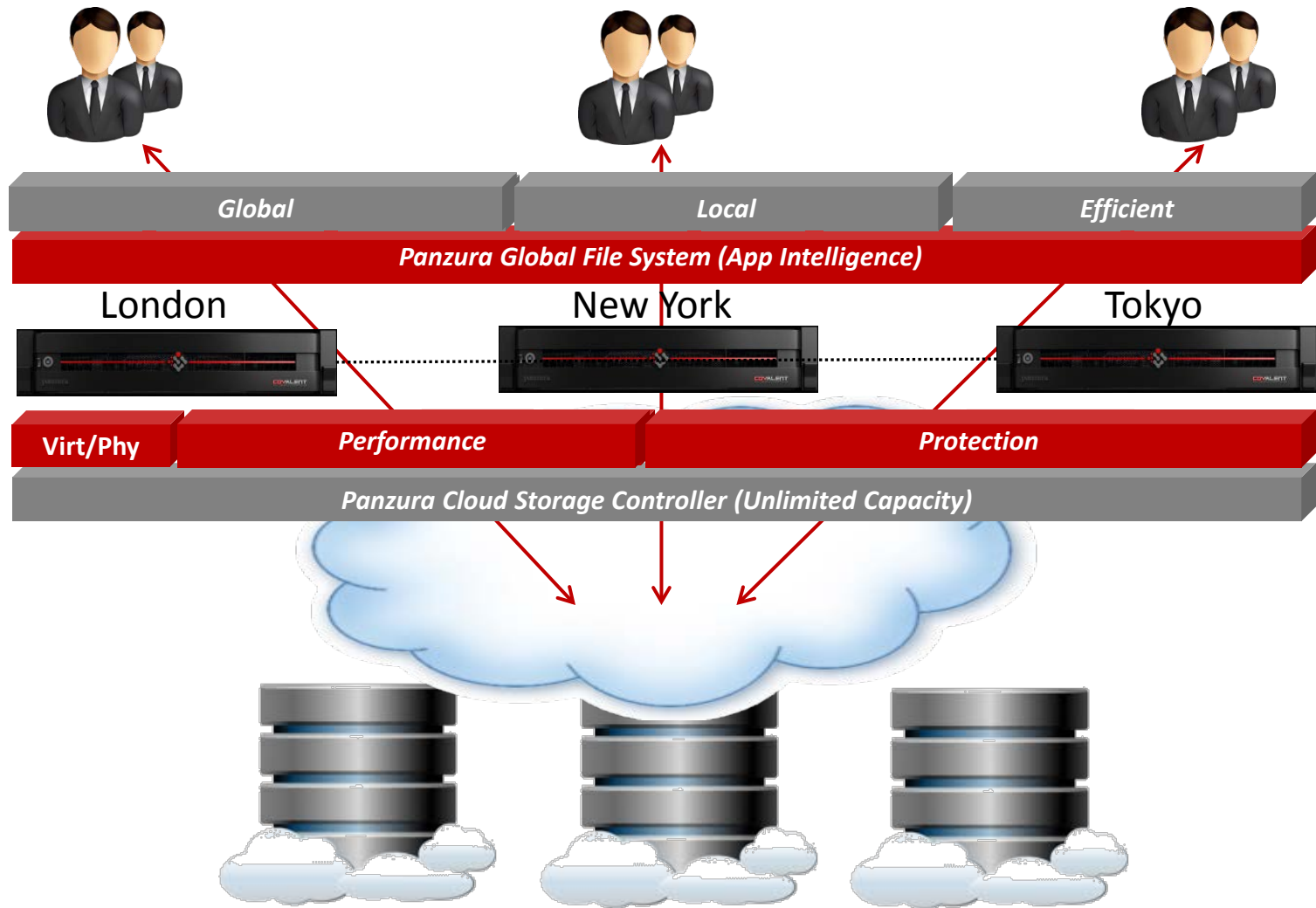
- Distributed users demanding performance IT from constrained IT budget
- Adoption of fast pipes opened up new storage opportunities; existing solution didn't measure up
- Real concerns over tape backup and power/cooling/space
 - Backup times, data center infrastructure, recoverability
- Too much manpower dedicated to mundane backup
 - Needed for higher-value-add projects
 - Inefficient operation



Enterprise Today



Centralized Storage using Public / Private Cloud



Panzura Use Cases

Archive



Medical Images
Market Data
Seismic Data

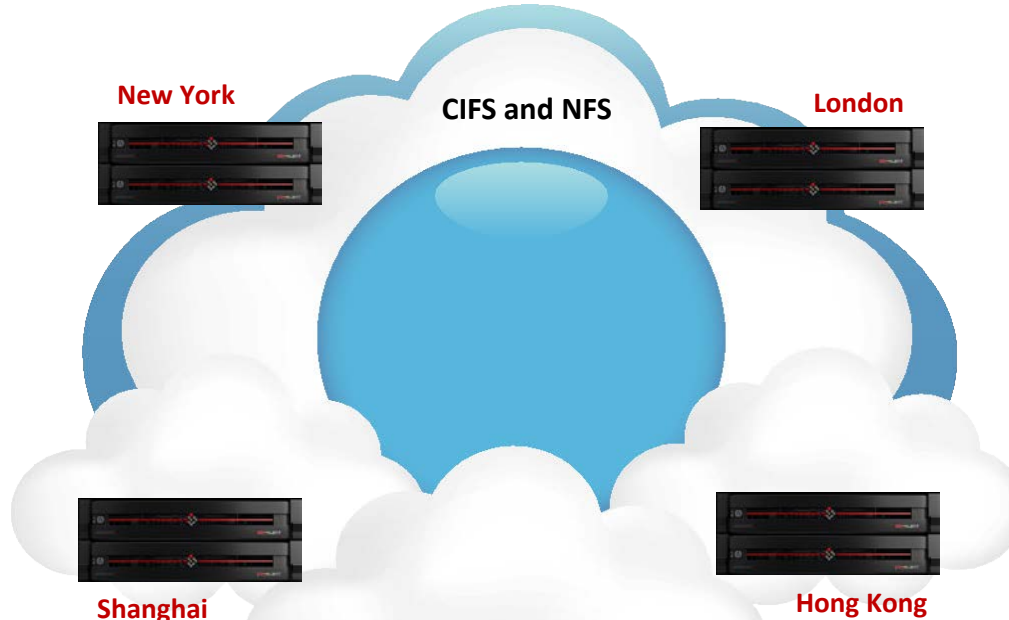


Deduplication
Encryption
Multiple Gbps



Random Access
Cloud Storage

Global NAS



- Lower cost of management, reduce complexity
- Manage one copy - Authoritative copy lives centrally
- Share globally - Access from anywhere
- Secure & Minimize Capacity
 - Encryption/Compression/Deduplication -
- Elastic Provisioning – Increase/Decrease usage as needed

Backup



Symantec
NetBackup
Tivoli TSM



Deduplication
Encryption
Multiple Gbps



20:1 save factor
Unlimited cloud store
Random Access
NO TAPES

Deployment

- Initially installed Panzura at satellite location for backup to cloud
- Moved to Beverly Hills one month later
- “It just works”
- Also deployed for archiving, now transitioning to NAS as well
- Data is backed up, deduplicated, and stored in two separate locations
 - Automated BC/DR
- Smooth deployment overall, excellent customer support



What Analysts are saying



- “Panzura Global Cloud Storage System 3.0 brings *‘NetApp in the sky’* type capabilities to the enterprise, combining the familiarity of enterprise-level NAS with the holy grail of anytime, anywhere file sharing.”



- Best of Interop Award Judge Howard Marks says “it *hits all three of this year's hot storage technologies*: data deduplication, SSD-based storage and cloud capabilities.”

