

# Kaminario At A Glance

## TEAM

250+ employees led by experienced management team drawn from EMC, IBM, Compellent, Pure, HP, Oracle

## LOCATION

Headquartered in Boston, MA; R&D in Israel, Offices in London, Paris, Seoul; Support Centers in US and EMEA with global support reach

## PRODUCT

K2 All Flash Array – fully integrated hardware/software platform

## TECHNOLOGY

Focused on software-defined architecture innovation and open collaborations with best of breed hardware providers

## CUSTOMERS

Global 2K Enterprise and larger SaaS/Online Businesses

## PARTNERS

Channel focused business with 200+ partners signed on to Kaminario ACCELERATE Partner program

## INVESTORS

\$218M from Sequoia, Pitango, Globespan, Mitsui, Lazarus, Seagate, Waterwood



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**\$174B** 2019 **Spending** on Public Cloud Software

**SOFTWARE-AS-A-SERVICE**

**INFRASTRUCTURE-AS-A-SERVICE**

**SECURITY & MANAGEMENT**

**PLATFORM-AS-A-SERVICE**

\$117B

\$49.9B

\$0.4B

\$0.2B

SaaS adoption is **the dominant** enterprise cloud strategy

SaaS and on-demand apps represent **the next great storage infrastructure challenge**

**kaminario.**

# Spectrum of as-a-service and on-demand use cases



## Enterprise Apps-as-a-Service

CRM, ERP, HR, travel & expense, financials, marketing, collaboration, ...

## FinTech

Online banking, trading, brokerage, payments, data, analysis...

## Hosted Private Cloud

Dedicated private cloud resources hosted by service provider

## eCommerce

Online retail portals from pure-play ecommerce or extension of traditional retail

## HealthTech

EHR, practice management, claims processing, mobile health

## HPC/ Big Data

Speech recognition, bioinformatics, genomic research

## IT-as-a-Service

On-prem private cloud supporting enterprise applications

## IoT

Next gen as-a-service businesses for smart city, smart industry, connected health, smart grid

# Characterizing the as-a-service infrastructure...

**Real Time Analytics** are cornerstone



**Minimum latency** is table stakes

**Mixed workloads** are the norm



**Scalability** is fundamental



**Agility** of infrastructures must match agility of apps

# Modern Datacenter Tech Marketing

Focus, Focus,  
Focus.



- Focus on SaaS/On-demand
- Manage CAC and LTV
- Account Based Marketing
- Channel-first go-to-market