



StorSimple – The Last Year



Ian Howells
Chief Marketing Officer
June, 2011

What a Difference a Year Makes

Gartner | 2010
COOL VENDOR

- Gartner Cool Vendor 2010
 - First and Only Cloud Storage Solution on the list



- Dow Jones/VentureWire Top 50 Startups to Watch” List
 - Only Cloud Storage Solution on the list



- Most Promising Cloud Provider
 - At UP Cloud Computing Conference 2010

The Leader in Enterprise Cloud Storage



- Certified for Windows Server 2008 R2
 - First and Only Cloud Storage Solution on the list



- Certified for VMWare
 - First and Only Cloud Storage Solution on the list



- Storage Magazine - Product of the Year 2010 - Silver
 - Silver Award Winner – Storage Systems
 - Other Finalists - Dell, EMC, IBM, Hitachi, Isilon, Sun/Oracle

The Clear Leader in Enterprise Cloud Storage



2011 PARTNER OF THE YEAR

BizSpark

Winner



- In two years we have 37,000 plus startups in the program globally. About 1,000 plus a month are joining. About 10% of these companies are notable in the sense that they create buzz on the Web. They've received financing of some sort. In the last six months of the calendar year 2010, about 330 of the companies in our program raised almost \$900 million in financing.
- BI: Can you name a couple of success stories?
- DL: At the top of the pyramid, we have a program called BizSpark One and these are companies where we do a little more custom engagement based on their potential and their use of our technology. StorSimple's on that list.

StorSimple is the Safe Bet in Enterprise Cloud Storage

\$31.5m in Funding, Accelerate Growth

- “History has shown first movers with great breakthrough products capture disproportionate value for their customers and investors - we believe StorSimple to be just such a company. StorSimple is a company we wanted to become a bigger a part of.”
- “It has an awesome team, a proven product, early market leadership and deep partner relationships with companies such as Microsoft, who recently selected StorSimple as a Partner of the Year.”
- Richard Fade, Partner at Ignition
16 Years at Microsoft, SVP OEM Division, VP Desktop and Consumer Applications



Interop Japan

Grand Prize for Best of Show in the Product Section

- The Judges Valued StorSimple for its:
 - Product and Cloud Storage Implementation
 - Automatic Tiering Technology
 - Deduplication Technology
 - Data Protection and Disaster Recovery
 - Cloud Encryption Technology
- “The cloud and its application to data protection and disaster recovery are key issues for every Japanese enterprise today,” said Masanori Murakami Director of Macnica Networks Corp. Cloud Business Department. Integrating the cloud into on premise applications is now a simple, ten-minute process with StorSimple. This means every Japanese company and regional office has access to cost effective data protection and disaster recovery.



The Leader in Enterprise Cloud Storage



2011 PARTNER OF THE YEAR
BizSpark
Winner





StorSimple Overview



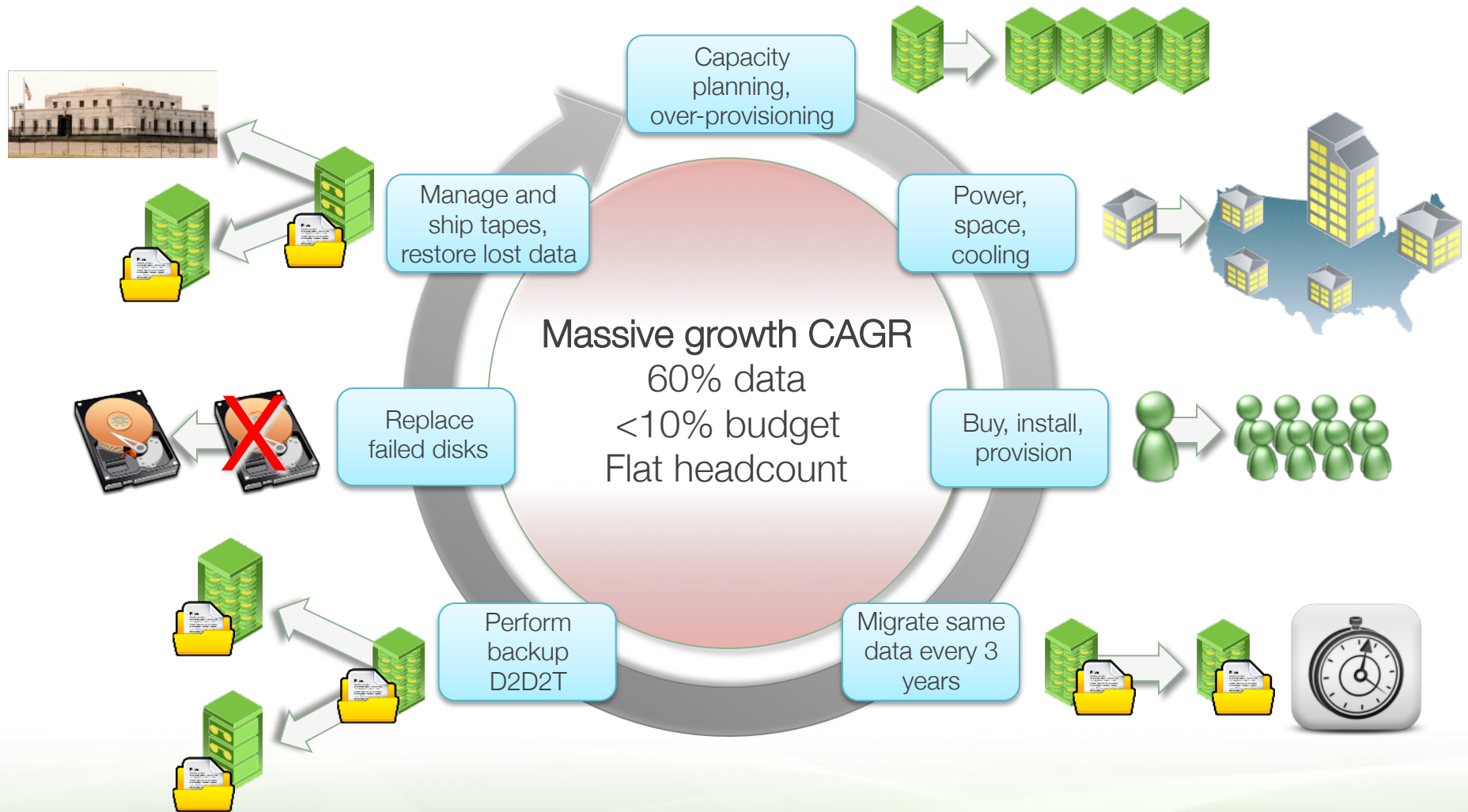
Joel Christner
Chief Scientist
June, 2011

The Leader in Enterprise Cloud Storage

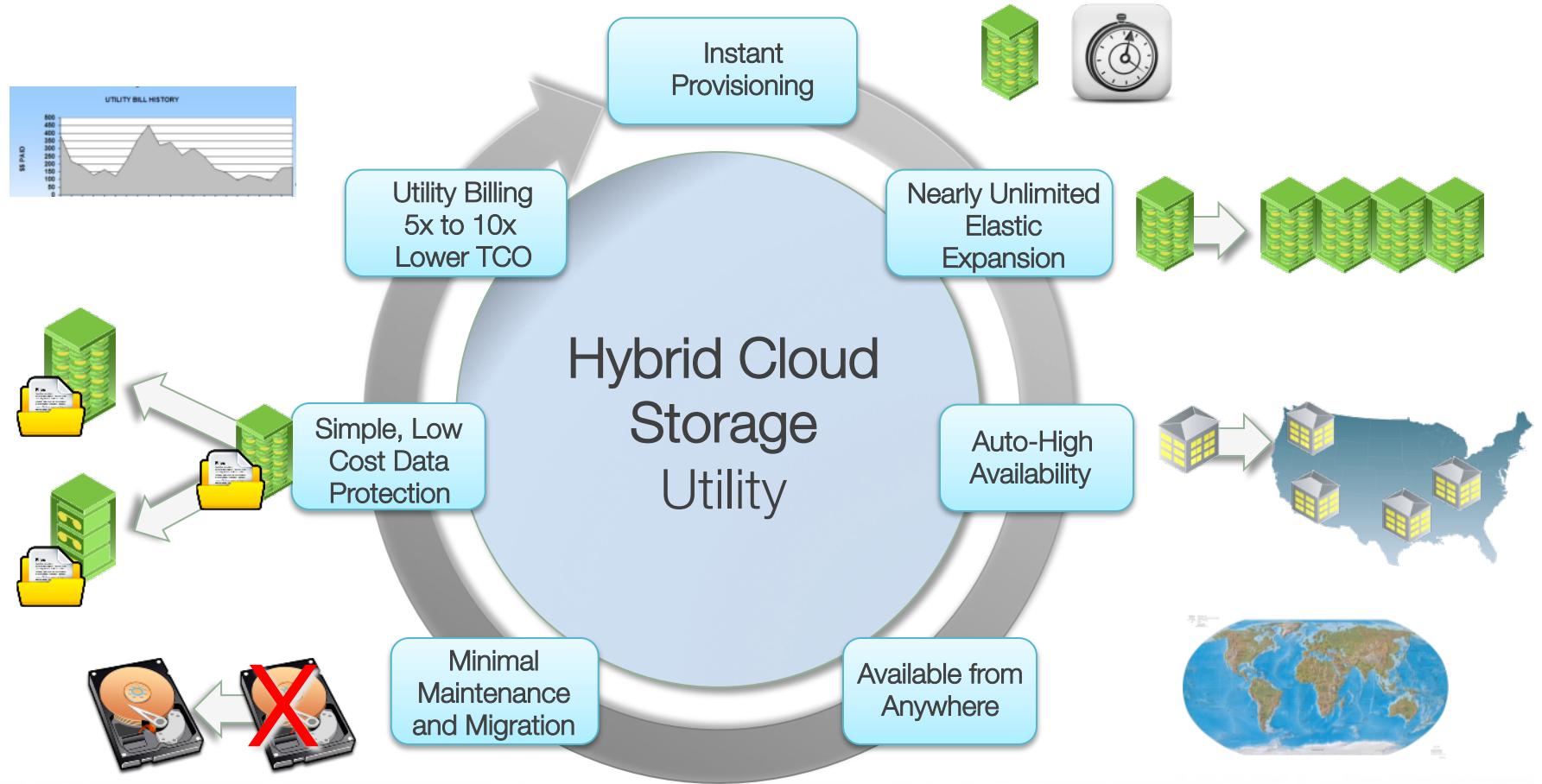


- Microsoft BizSpark Partner Network – Partner of the Year
 - Enabling Rapid Customer Deployment and Success with Azure
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Storage Infrastructure Today



Storage with Cloud and StorSimple



StorSimple – Simplifying Data Storage

Storage Today

App OS Virtual Machines

Primary Storage



StorSimple Enterprise Cloud Storage, SSD, Tiering

Disk Based Backup Storage



Optimized Local and Cloud Snapshot

Archival Storage



Automatic Archiving

Tape Infrastructure and Management



Cloud Clone

Replicated Storage for Disaster Recovery



Cloud Snapshot Replication

Offsite Locations Geo-Resilience



Geo-Validation

Complex-\$\$\$\$\$

Enterprise Cloud Storage

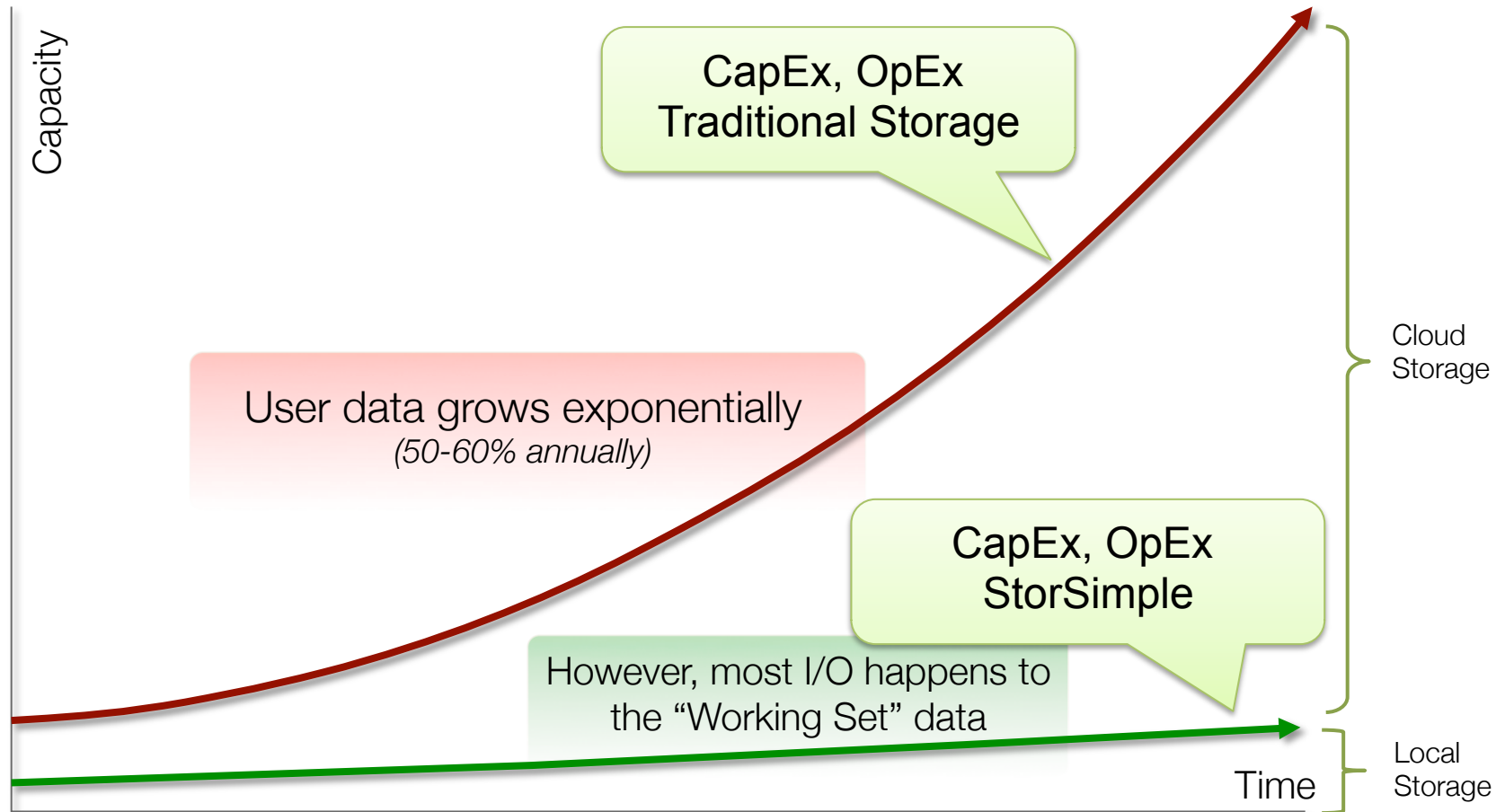
App OS Virtual Machines

One Box for your Enterprise Storage Needs – Integrated to the Cloud



Simple-\$

SSD Performance and Cloud Economics, Elasticity



Collaboration
Microsoft SharePoint
Lotus Notes

Email
Microsoft Exchange
Lotus Notes

Content Management
EMC, Microsoft
IBM, Interwoven

Shared Drives
CIFS, NFS

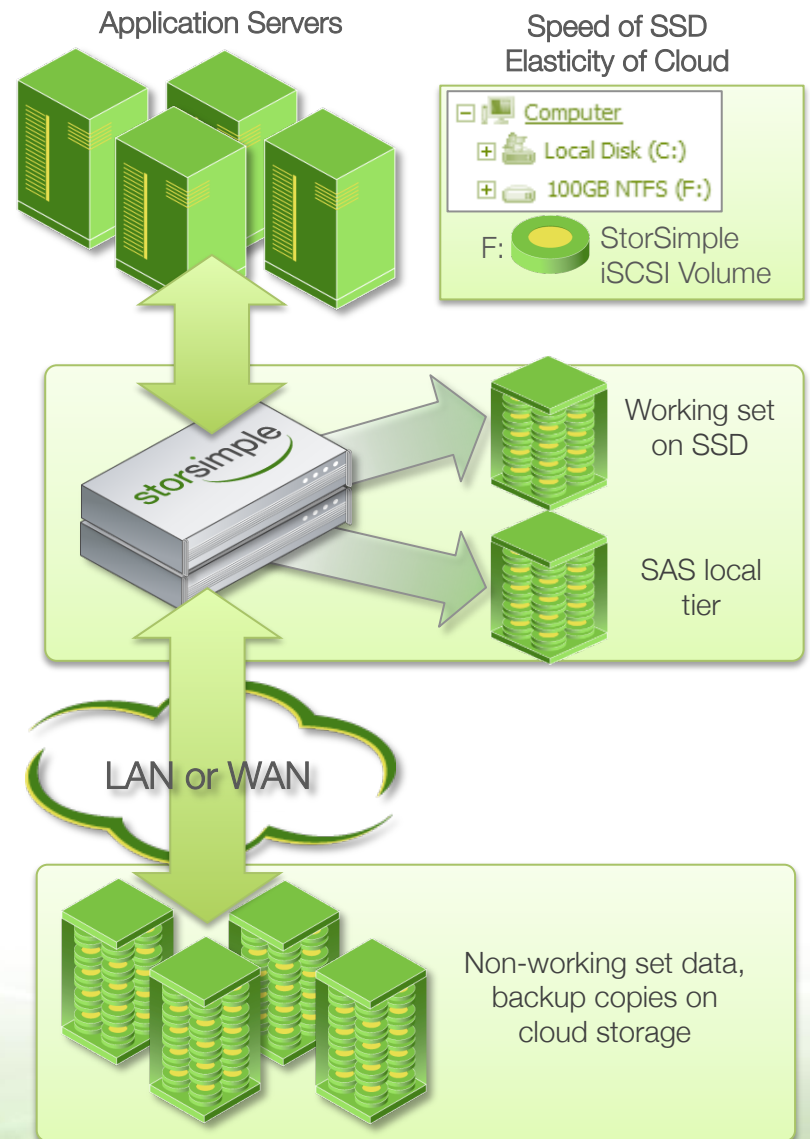
Libraries & Archives
Media, CAD/CAM,
Engineering

Virtual Machines
Microsoft, Vmware, Xen
Servers and Desktop

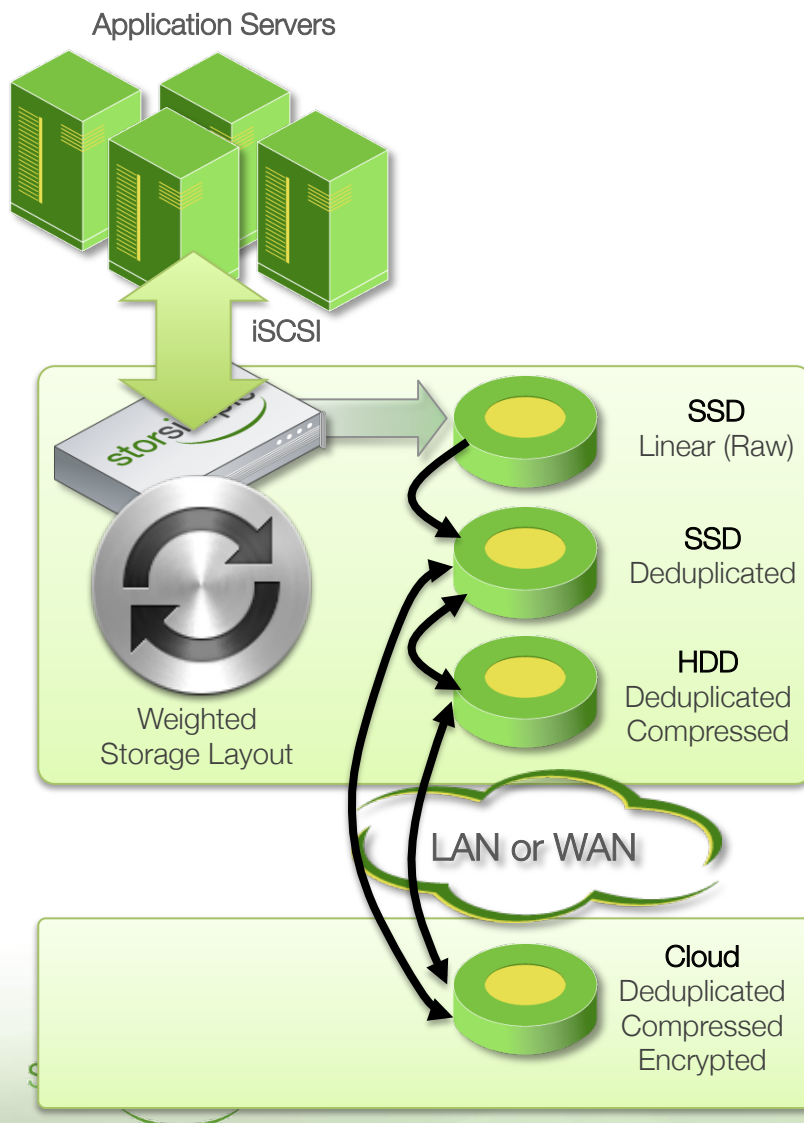
StorSimple Hybrid Storage Appliance

Enterprise “Cloud Drive” for Windows Applications

- iSCSI storage integrates transparently
 - Self-protecting primary storage
 - Secondary and data protection storage
- Features that reduce cost, simplify storage
 - Thin provisioning
 - Primary storage deduplication
- Performance with cloud elasticity and cost
 - WSL and integrated tiering, SSD, and SAS
 - Multiple cloud providers
- Enterprise-grade security for the cloud
 - Local keys and encryption of all cloud data
 - Protecting both data-in-motion AND data-at-rest
- Simplified, optimized data protection
 - Fast online restores and elimination of tape
 - Integrated disaster recovery at lowest cost, complexity
- Addressing app-specific issues
 - SharePoint database bloat, performance, data protection
 - Exchange capacity requirements and archives



Weighted Storage Layout... Visually.



- Data is written to the volume and stored persistently in raw/linear form on SSD
 - Maximizes throughput, IOPS
 - Minimizes response time
- Transparent movement of data across tiers of storage to optimize for performance and cost
 - 85% utilization threshold causes spilling downward toward lower-performance, lower-cost tiers of storage
 - Similarly, reading from slower storage causes data to be stored in faster tiers of storage
- Spilling is based on a number of factors related to the data, including:
 - Frequency of use, reference counts
 - Age of the data or fingerprint
- Spilling will be able to be influenced per-volume via a volume priority setting
 - Local-preferred
 - Normal
 - Cloud-preferred
- WSL is *automatic* (no configuration) and *transparent* (no change to server's view of storage)

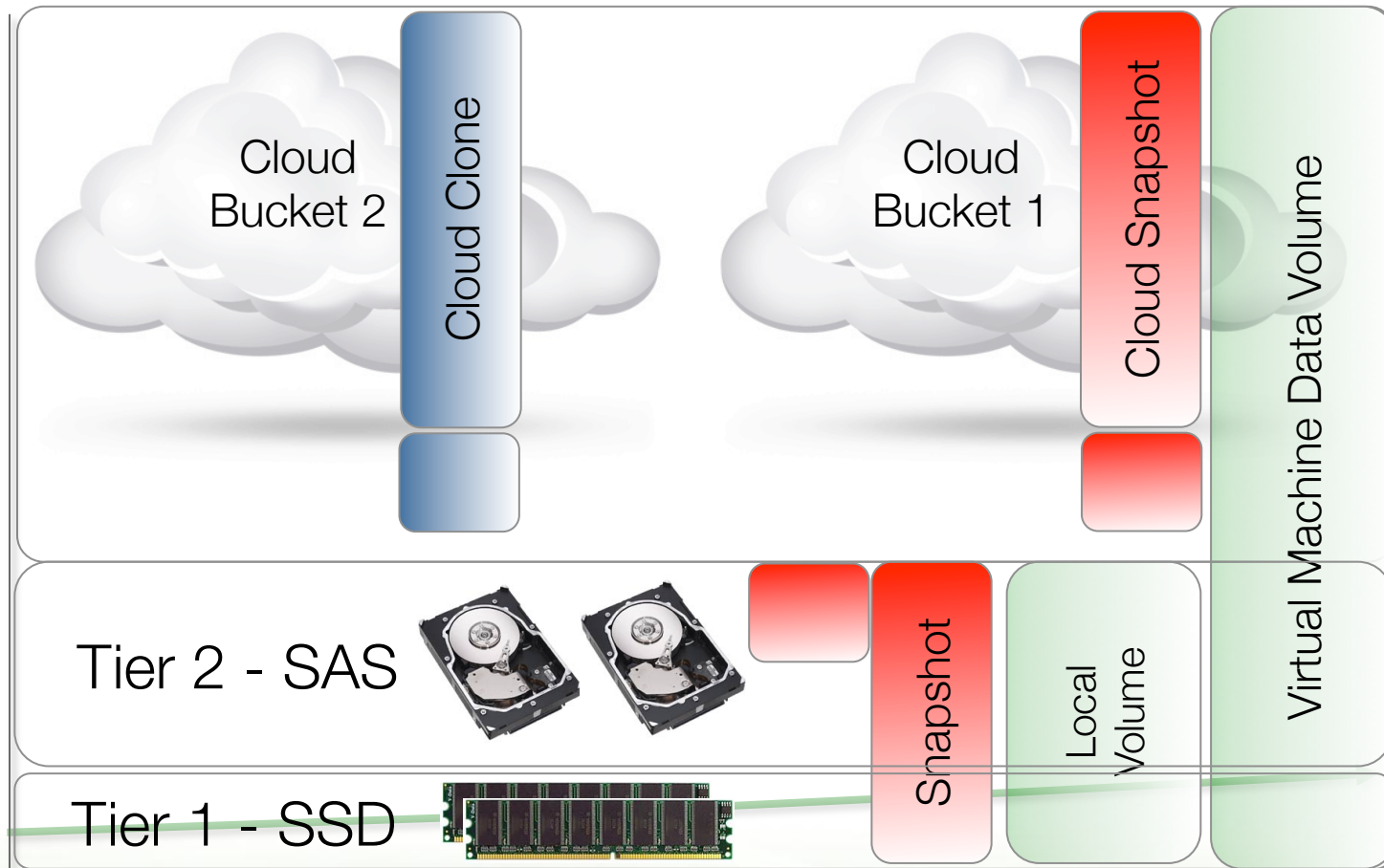
StorSimple Hybrid Storage Appliances



- iSCSI Storage for Data Center & Regional Offices
 - WSL – automated tiering with SSD, SAS
 - Primary storage deduplication
 - Optimized snapshots
 - 1Gbps and 10Gbps Options
- Enterprise Class
 - Dual Controller for High Availability
 - No Single Point of Failure
 - Non-Disruptive Software Upgrades
 - Certified by Microsoft & VMware
- Integrates seamlessly with the cloud
 - Thin Provisioning / Capacity on Demand
 - Automated Tiering & Archival of Cold Content
 - Off-site Cloud Snapshots
 - Fast Online Restores
 - Cloud Clones for Tape Replacement
 - Cloud as Secondary Data-Center for Disaster Recovery
 - Enabling Cloud Bursting
 - Enabling application development, staging & testing in the cloud
 - Geo-Replication for Big Content Applications

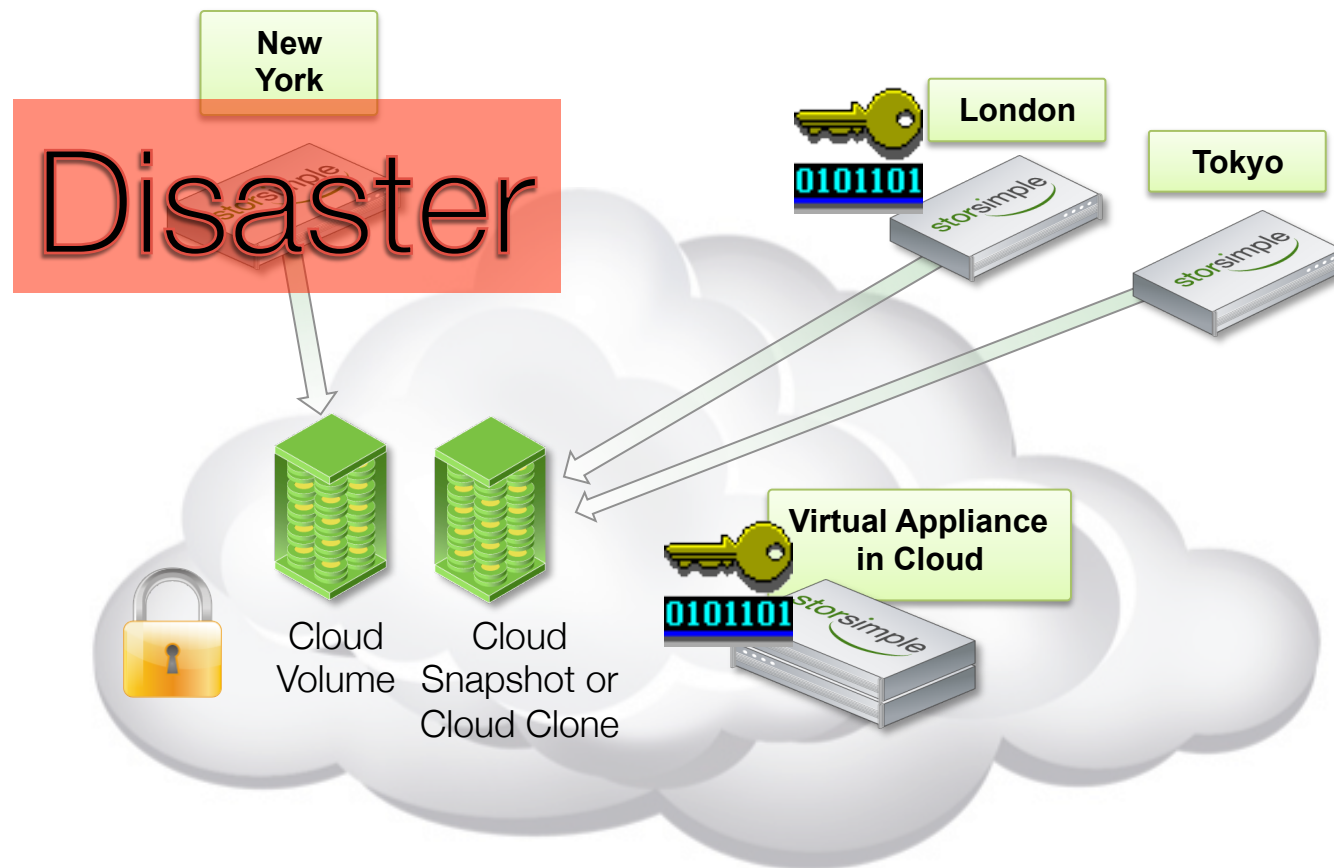
Cloud-as-a-Tier – What's in a Bucket?

Archives, Tiered Data, Cloud Snapshot, Cloud Clone



Incremental, De-duplicated, Compressed, Encrypted

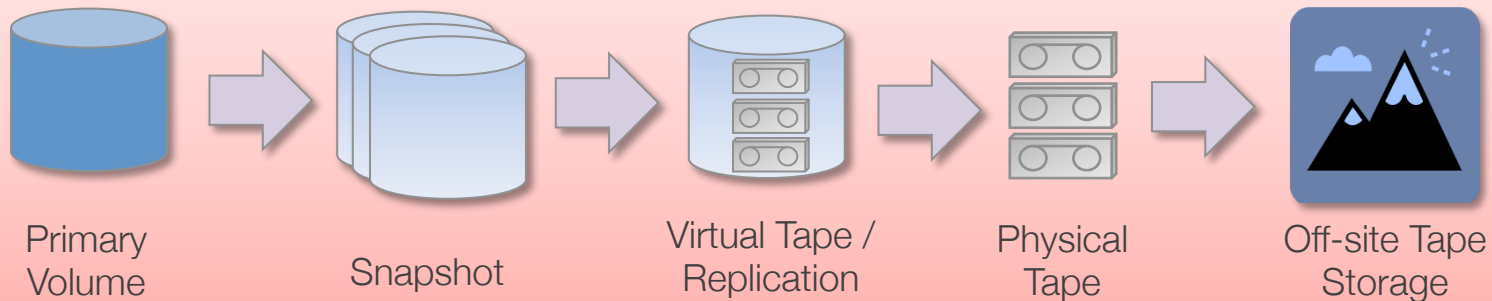
Live Archive Testing and Cloud based Disaster Recovery with Global Validation



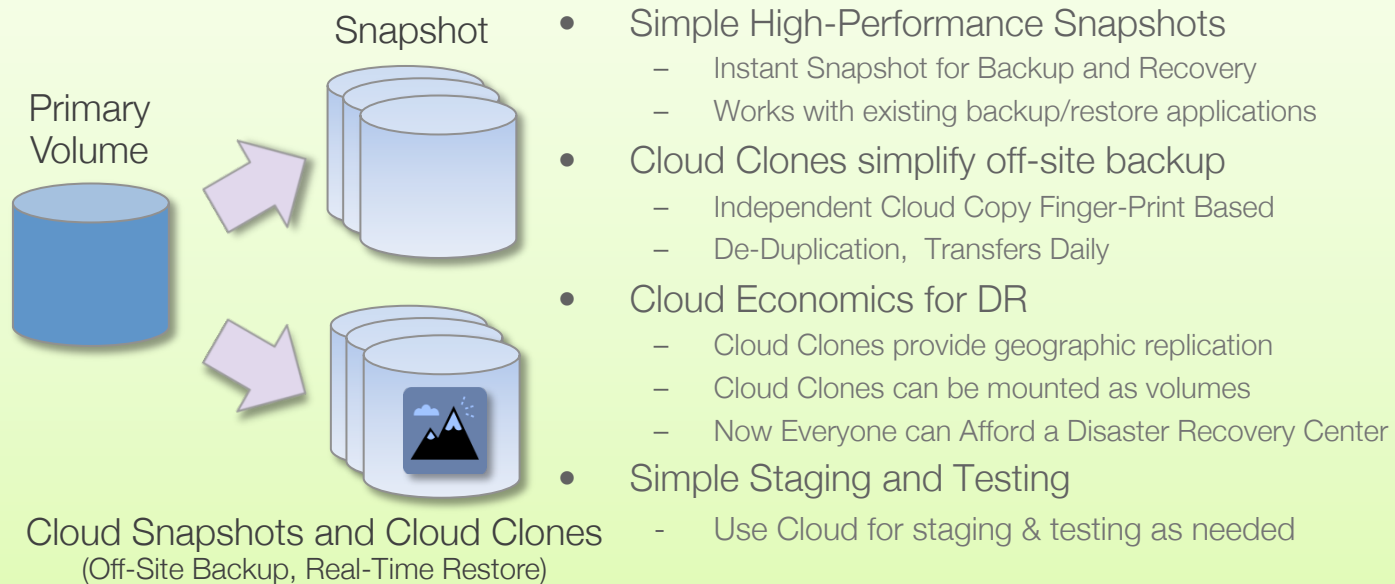
Remove the need for tape validation
Cloud-based disaster recovery with low cost utility billing
Cloud as the backup data-center for a disaster

Simplified Backup, Restore, DR

Backup, restore & DR today – inefficient, complex, laborious, risky

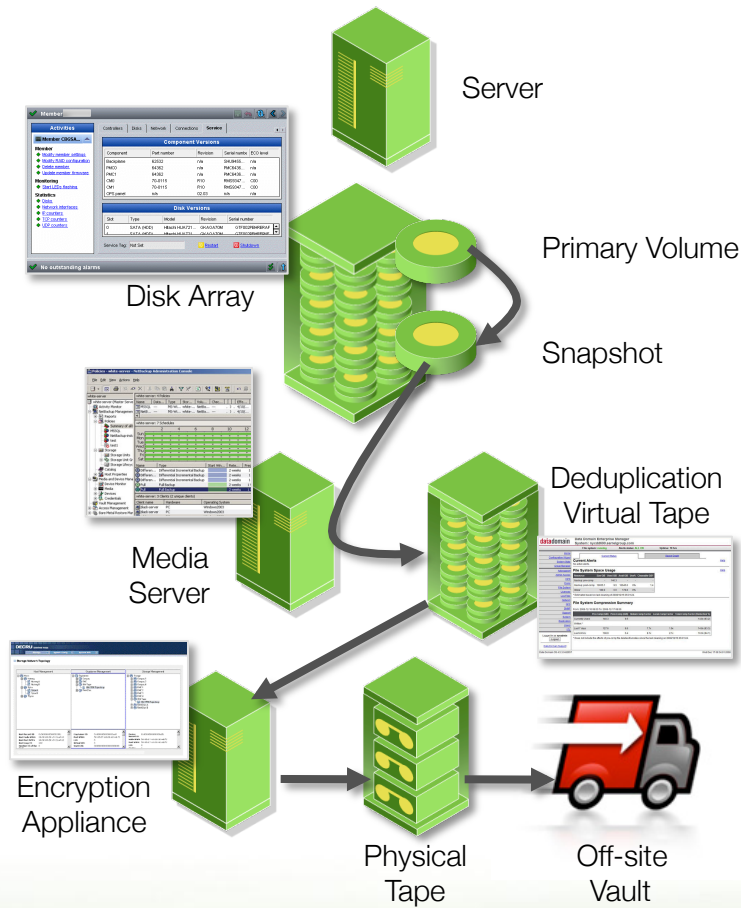


Backup, restore, DR with StorSimple – optimized, automated, reliable

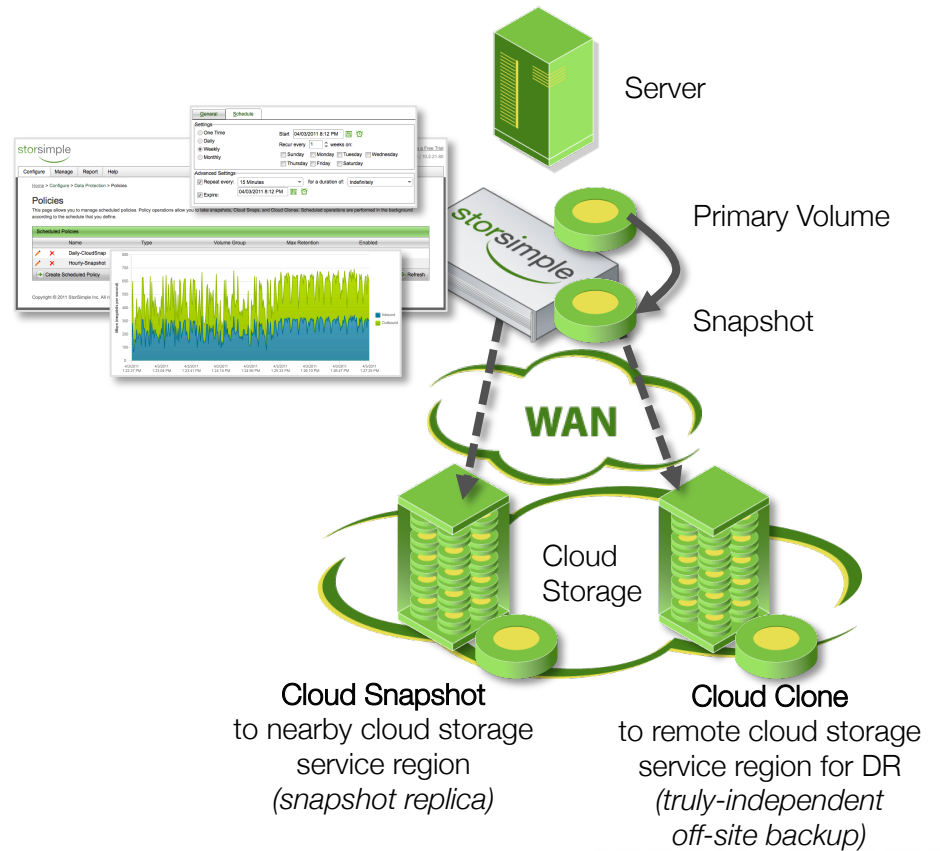


Comparison: Traditional vs StorSimple Data Protection

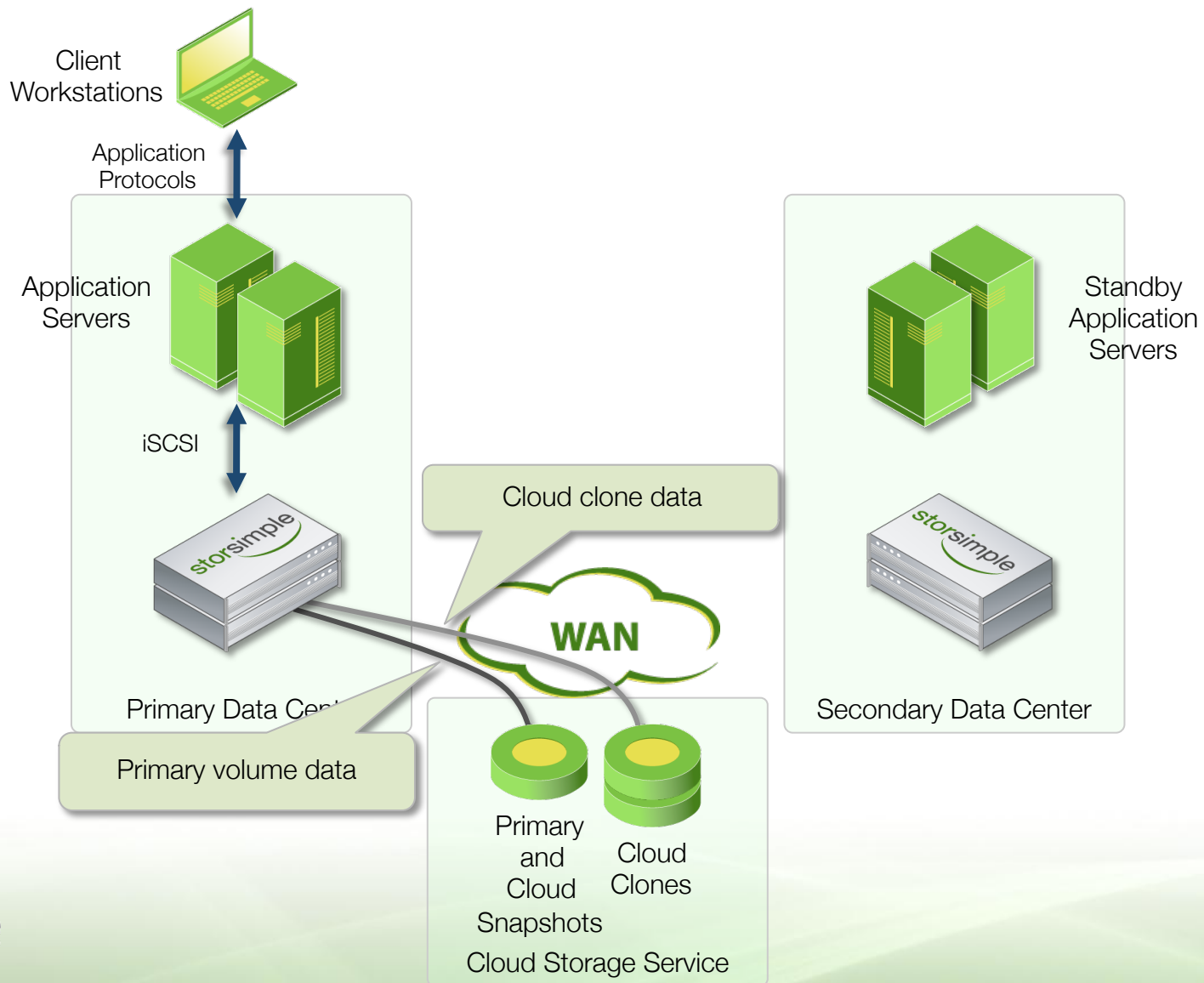
Traditional Data Protection Architecture



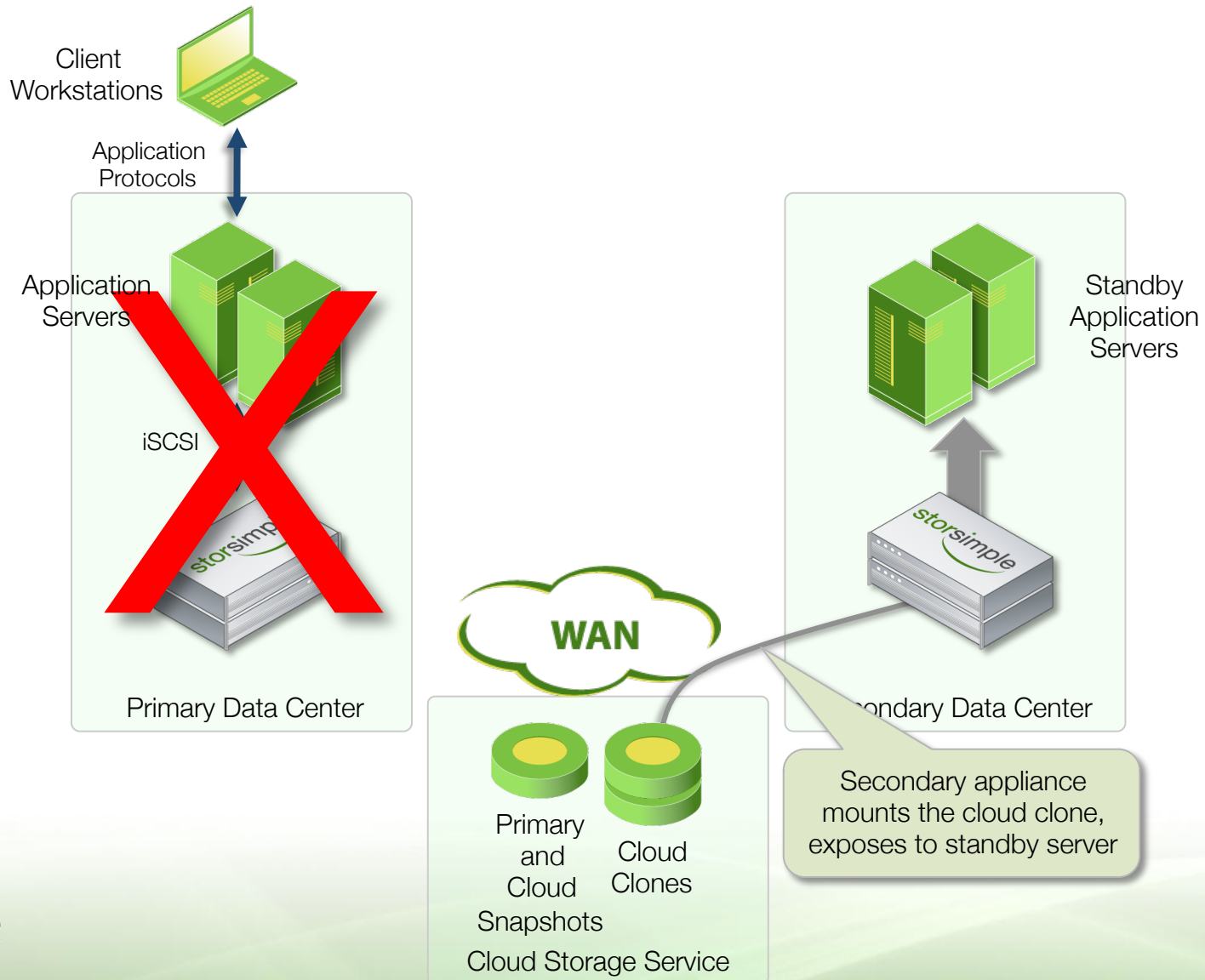
Data Protection with StorSimple



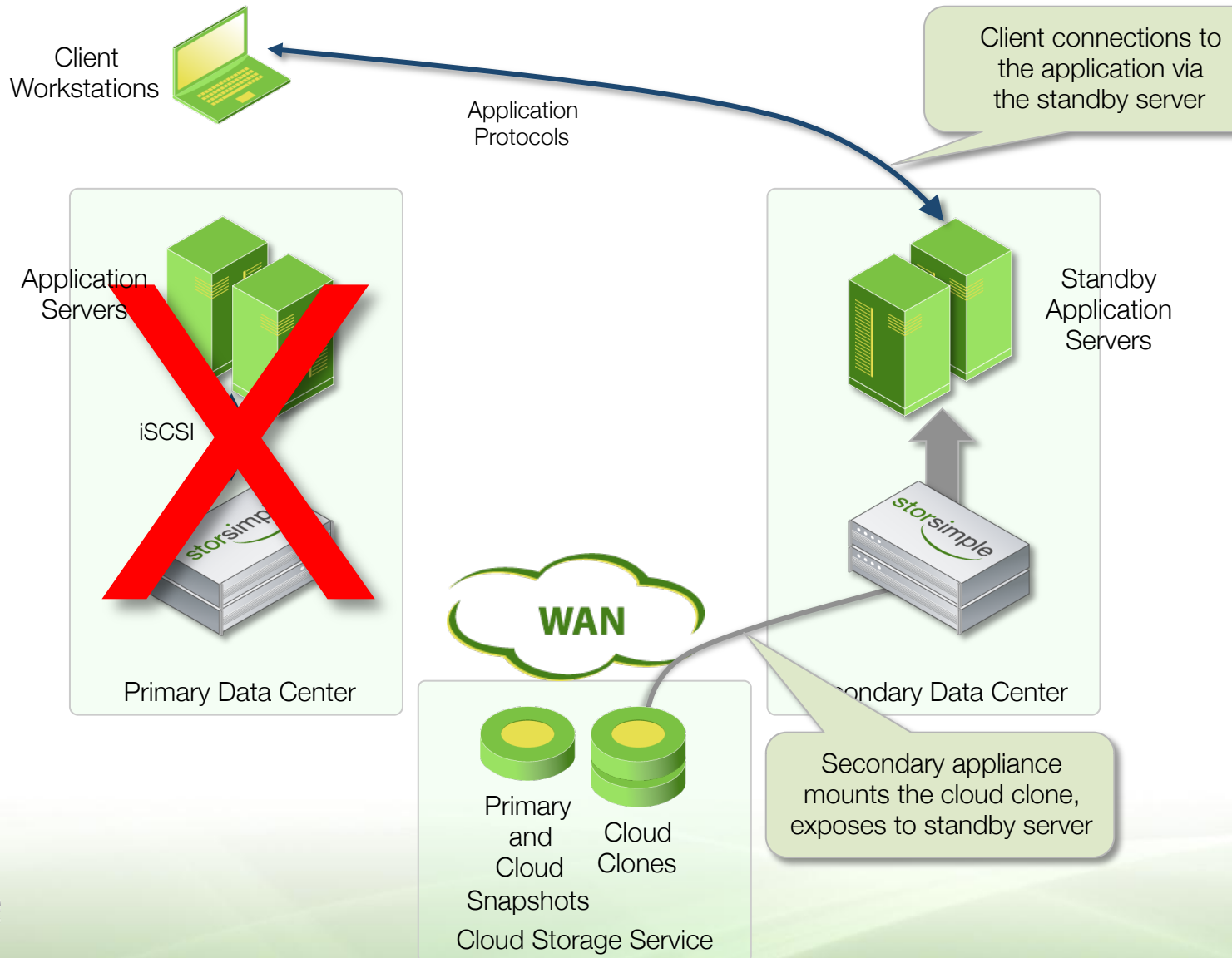
DR Example 1: Two Customer Data Centers



DR Example 1: Two Customer Data Centers



DR Example 1: Two Customer Data Centers



Having Data in Cloud Enables Compute and Applications in the Cloud

