

Leonovus

Cold data: A new opportunity for MSPs

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Imagine....



If you could increase your revenue
while



Reducing customer storage costs
and



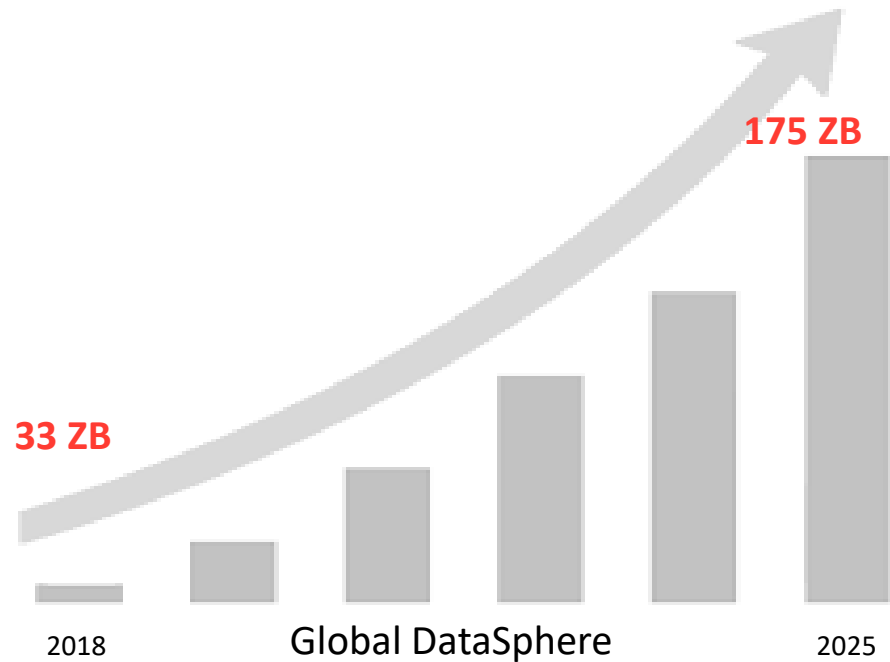
Driving greater adoption of your cloud
services

Agenda

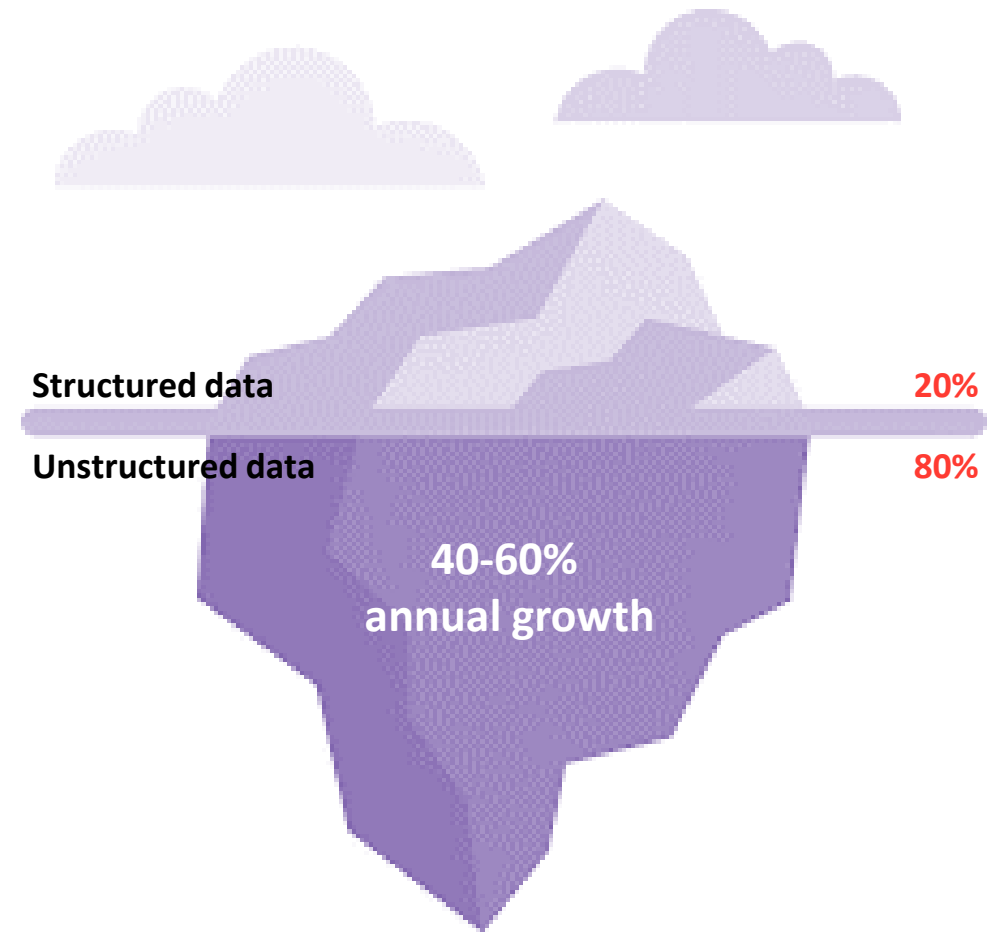
- ❑ The cold data challenge
- ❑ Benefits of addressing cold data
- ❑ An approach for managing it
- ❑ Leonovus Smart Filer
- ❑ Turning the cold data challenge into an opportunity



Data is growing fast... ...unstructured data is growing faster

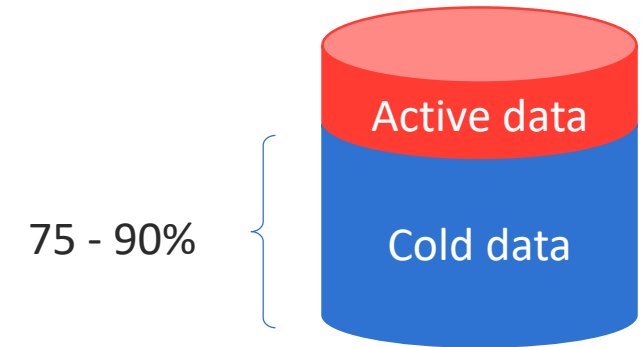


Source: IDC Data Age 2025 study, sponsored by Seagate, November 2018

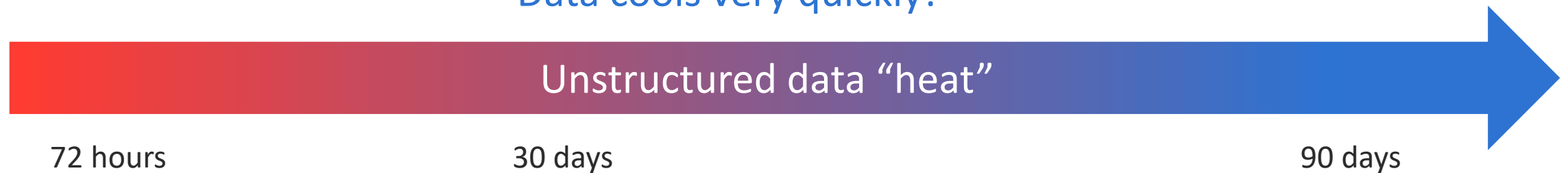


Most storage consumed by “cold” data

Cold data consumes 75% to 90% of data center storage



Data cools very quickly!



Source: <https://searchstorage.techtarget.com/feature/No-data-left-behind-Demand-for-cold-data-storage-heats-up>

Why do enterprises keep “cold” data?

Users are “hoarders”

Regulatory compliance

- Health records
- Financial statements
- Litigation holds

Corporate mandates

- E.g. preservation of seismic data



Without classification, you need to treat all data as if it were active

“Most data classification implementations continue to be unexpectedly complex and fail to produce practical results.”

(Gartner: How to Overcome Pitfalls in Data Classification Initiatives)

Other enterprise storage challenges



Need for constant
storage refresh

3-5-year cycle



Long procurement &
deployment cycles



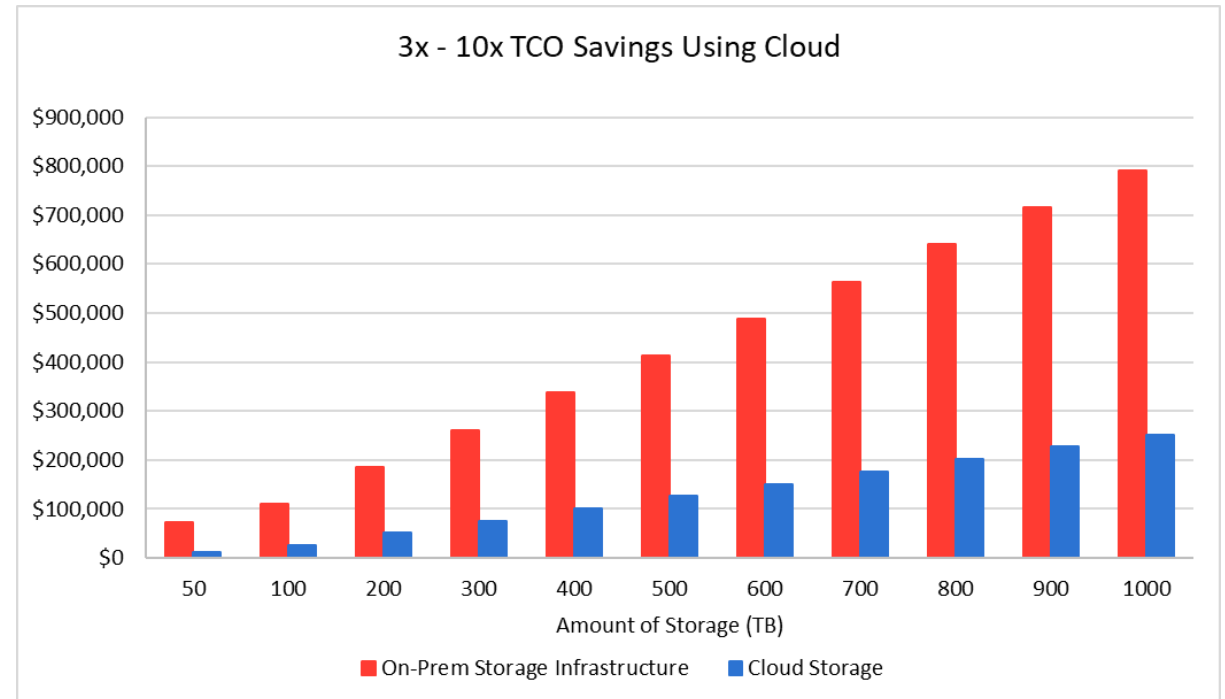
Shrinking resources

- Constrained IT budgets
- New initiatives
- Skills shortages

Lower the cost of cold data

Cloud storage can help!

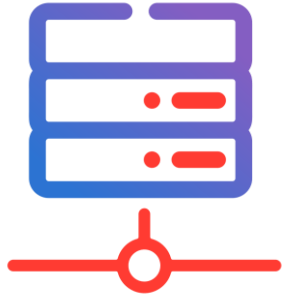
- Lower total cost of ownership
- Consumption-based cost model
- Unlimited capacity
- Easier to administer
- No more storage refresh
- Data durability
 - “designed for eleven 9’s”



On-prem costs per AWS TCO calculator for file storage vs. Amazon S3 costs

An approach

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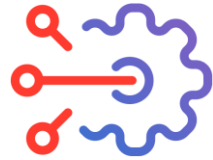
Automation?

What data is cold?

User experience?

Always on access?

Benefits of addressing cold data costs



For managed IT providers

- Another tool in the kit
 - Address more customer challenges
- Added value to customers
 - Lower customer storage costs
 - Delay additional capital expenditure
 - Address capacity issues more quickly
- Improved customer retention



For public cloud resellers

- Drive more cloud storage consumption
 - Amount of cold data continues to grow

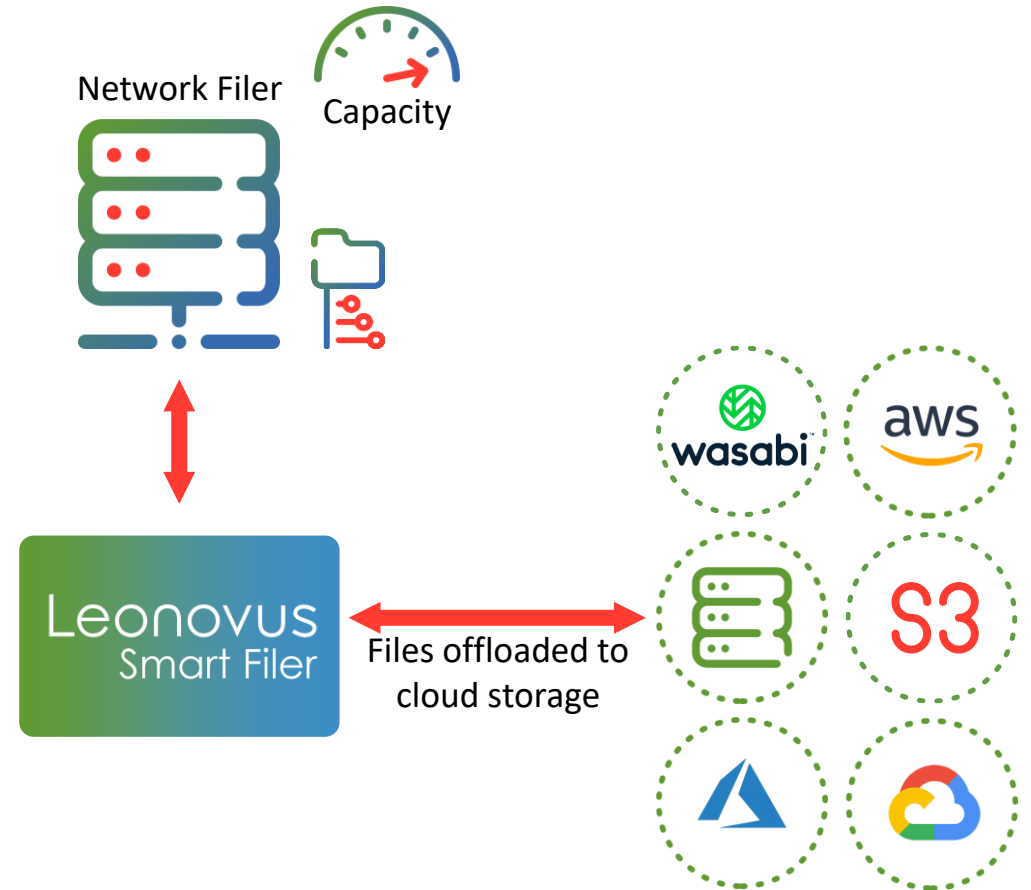
Additional revenue generation



Leonovus Smart Filer

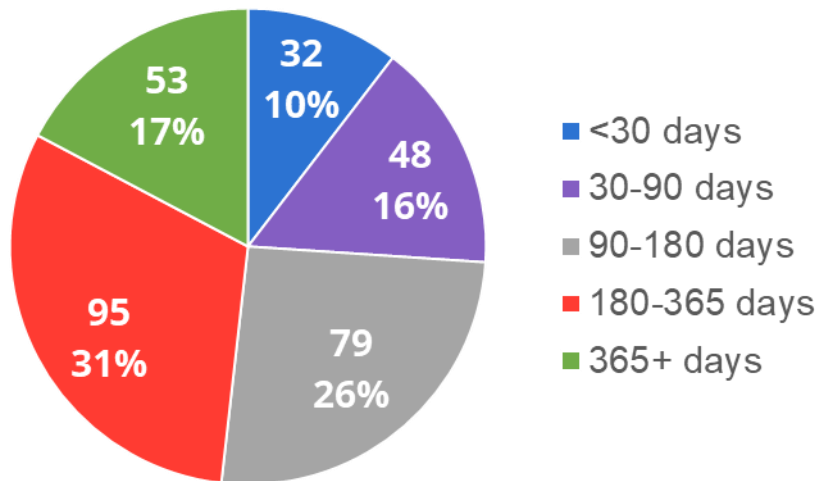
A better way to manage cold data

- Analyzes file storage to determine cold data
- Automates offload based upon:
 - *Date last accessed*; and
 - *File type*
- Supports multiple clouds
- Maintains easy access to cold data
- Requires no change to end-user and application behavior



Data discovery

AMOUNT OF DATA (TB)

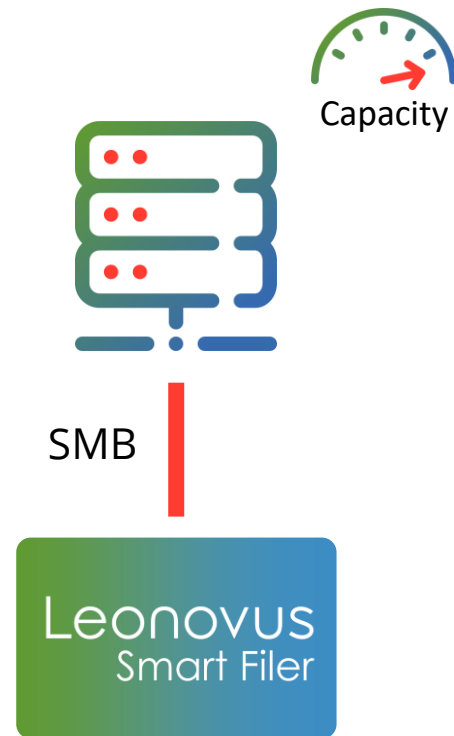


Policy:

Offload files last accessed more than 90 days ago

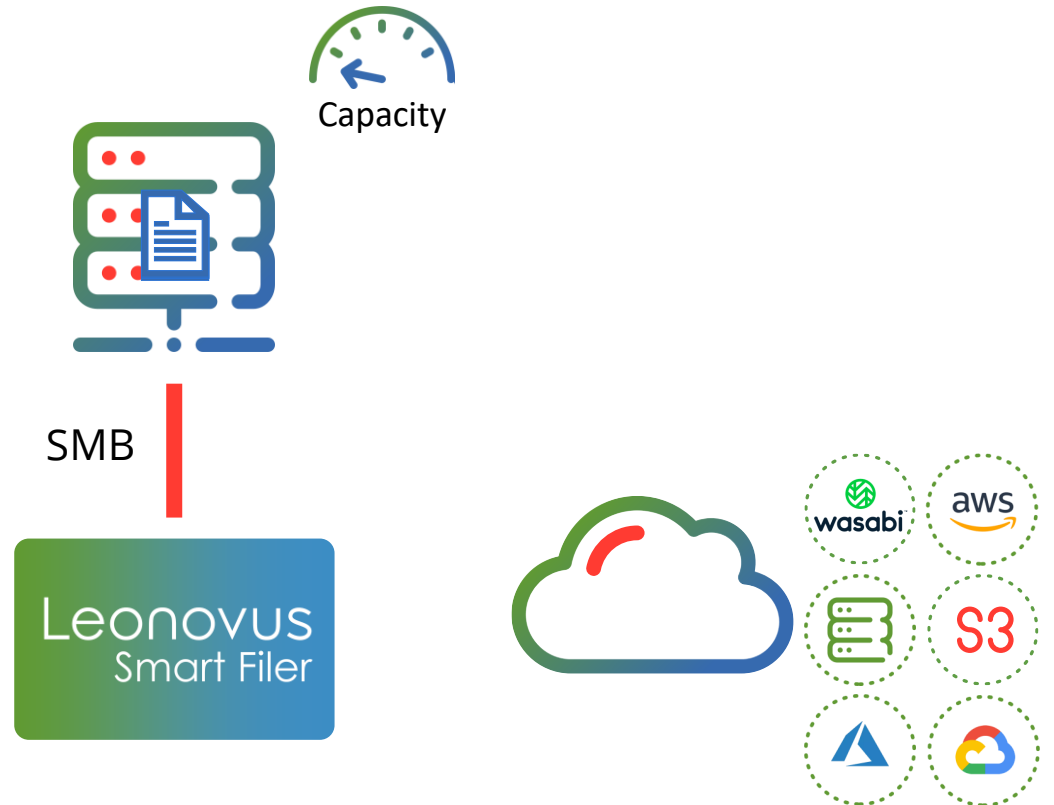
Result:

227 TB (74%) of data will be offloaded

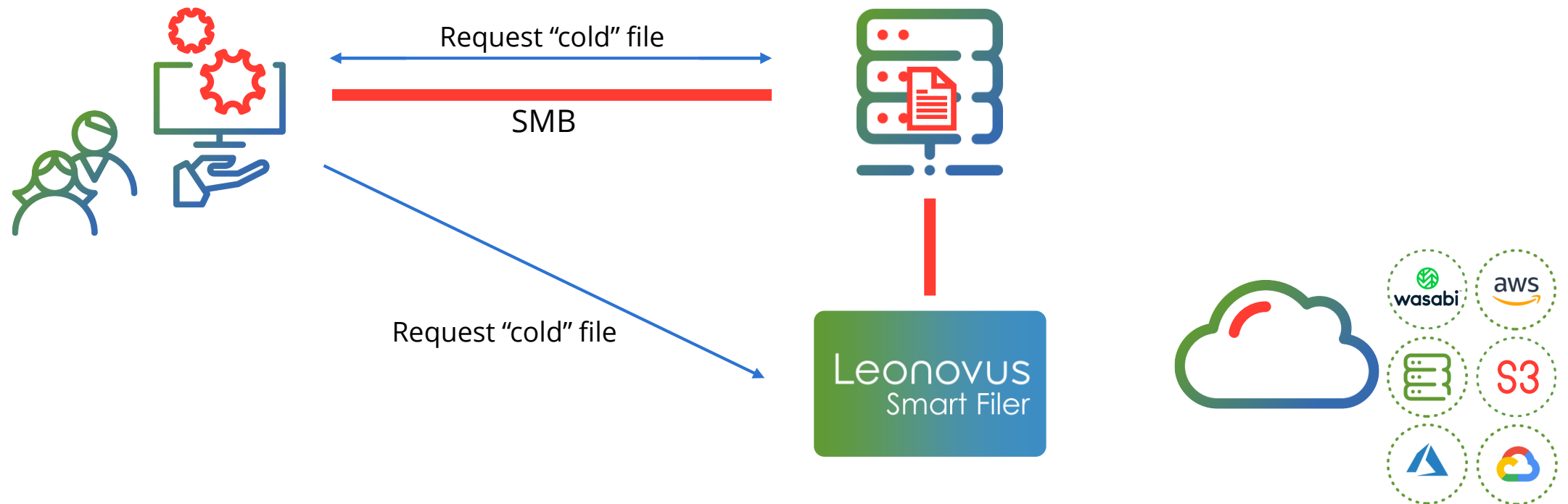


Automatic off-load to cloud

Last accessed
> 90 days ago



Transparent user access



Customer saves \$46K – 2-month payback

Scenario 1:

- Customer requires 50 TB new file storage
- 80% of data is cold
- MSP does not currently resell cloud storage

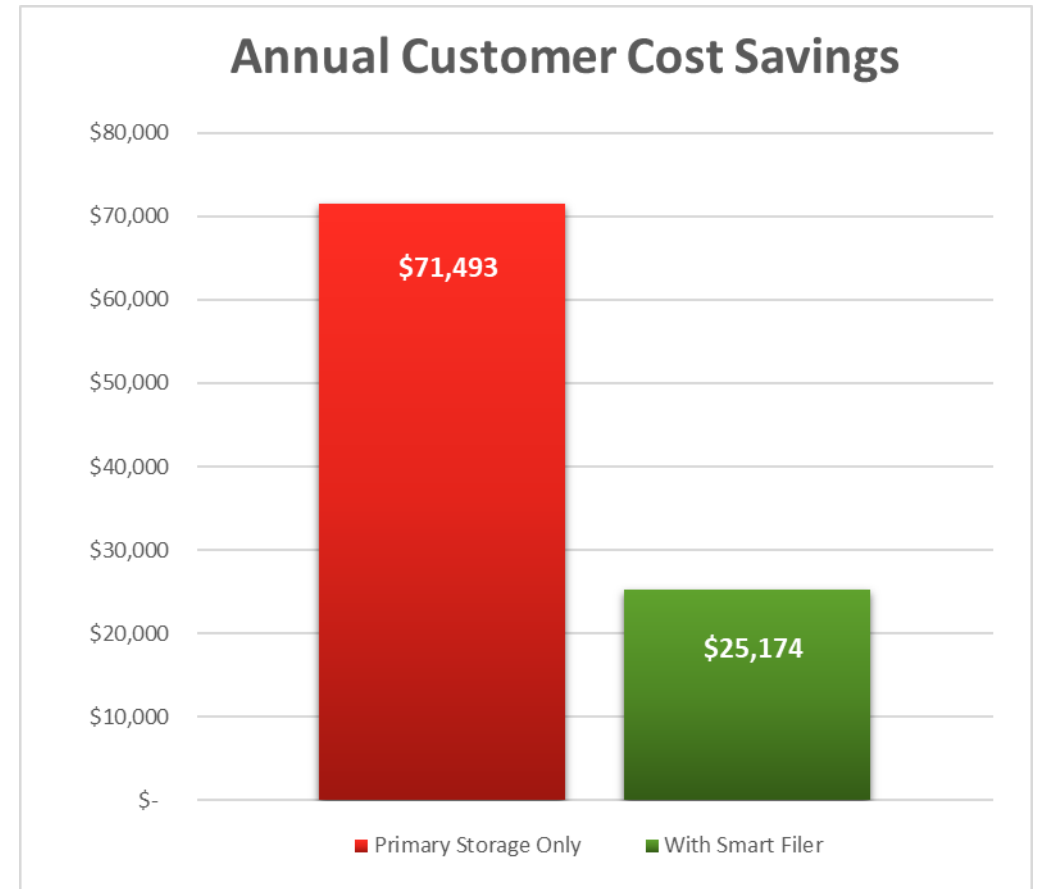
Solution:

- Deploy 10 TB new file storage on-premises
- Use Smart Filer to offload 40 TB (80%) of data to Leonovus Cloud Storage



MSP Benefit:

- MSP generates **\$3,334 per year** additional revenue from customer



Why Partner with Leonovus?



GENERATE REVENUE BY ADDRESSING THE COLD DATA PROBLEM

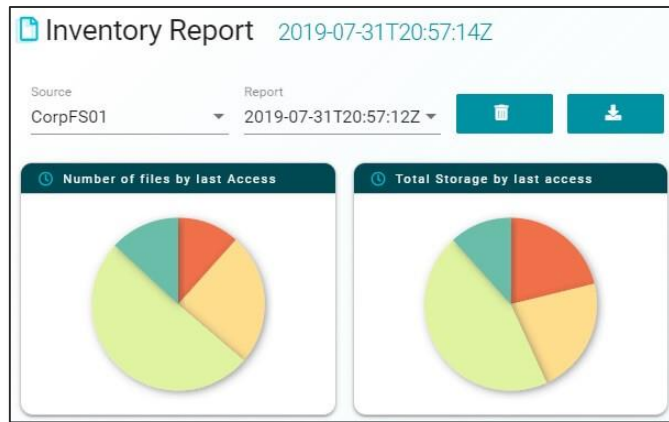
- Smart Filer sales
- Resell (more) cloud storage



SERVE YOUR CUSTOMERS BETTER

- Solve your customers' filer server capacity issues quickly
- Lower total costs of storage
- Enhance customer stickiness

Visit Leonovus at Booth #125



See a demonstration of Smart Filer in action



Get a tailored report of Smart Filer cost savings for your customers and revenue for you

Thank you



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