



CloudDrive

High Performance Cloud Storage Introduction

Audience: Everyone

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In confidence



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What is cloud storage?

- Microsoft, Amazon and Rackspace provide cheap, remotely hosted data storage that is accessible over the internet
- By virtue of economies of scale, they provide cheaper and often more secure data storage than enterprises



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What are the advantages?

- Unlimited storage
- Unlimited scalability
- Thin provisioning – pay only for what you use
- Zero capital cost – pay as you go
- Secure – Industry standard encryption
- Free disaster recovery
- No backup required
- Cheap



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What are the disadvantages?

- Performance is limited by bandwidth. Typically bandwidth to the cloud is around 100 times slower than an enterprise network
- Availability is critical and highly dependant on local and global networks.
- Nonstandard interfaces incompatible with enterprise network standards



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What if a product...

- Performed as fast as a existing storage
- Provided the availability of existing storage
- Integrated with existing storage
- Yet realised the cost savings of cloud storage



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What is Cloud Drive?

- A hybrid cloud data solution that uses a local cache to compliment cloud storage
- Increases performance and availability even when the internet connection is down
- Reduces network usage
- Exposes cloud storage via industry standard protocols
- Recovers previously unusable storage within the enterprise



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What data can it store?

- The service is perfect for storing large volumes of infrequently changing data such as media content, network drives, home drives, log files, photos, music, videos and documents
- The service performs well with “bursty” data access patterns typical within an organisation
- For example certain data maybe in extremely high demand for limited periods of time and then not accessed for months
- The service is also capable of providing storage for virtually any application including Oracle, SQLServer and Exchange



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How cheap is it?

	<i>Data Storage (TB)</i>	<i>100</i>
SAN/NAS Storage		
Capital Costs (per TB)		\$18,750.00* Cost per TB
Life time (years)		7* Average life expectancy of hardware
		* How much can the company claim on
Depreciation over lifetime		100.00% depreciation
Company tax rate		30.00%* Depending on local tax laws
On going expenses (% per year)		5.00%* Power, cooling, personnel, replacement discs
Total Cost of Ownership		\$1,968,750.00
Cloud Drive		
Storage cost (\$/Gb/Month)		\$0.15* How much does cloud storage cost
Investment interest rate		10.00%* Instead of buying hardware, invest the money
Total expenses for storage provider		\$1,290,240.00* How much did the storage cost
Return on investment from capital savings		* How much interest was earned by not purchasing hardware
Total Cost of Ownership		-\$22,260.00* Expenditure - interest
Savings		101.13%



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How else can it save money?

- Migrating data to the cloud and fully utilising existing enterprise storage assets can improve overall data storage performance while reducing cost
- Reducing load and demand on existing infrastructure can improve performance and remove or delay the need to purchase new hardware
- Reduces backup and data retention issues



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How secure is it?

- Potentially more secure than a typical enterprise network
- Transmitted data is encrypted and is as secure as internet banking or VPN
- The cloud provider firewalls limit access to only the enterprise
- Stored data is further encrypted in a high security data centre
- An optional VPN adds additional security



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How does it work?

- Analysis of enterprise data usage patterns showed that only 2% of enterprise data was used on a daily basis
- 70% of enterprise data hadn't been accessed for 12 months
- The cloud drive storage service maintains as little as 2% of data within the organisation while seamlessly offloading the remaining 98% to cheaper, slower cloud storage



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How does the enterprise access data?





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Which cloud provider?

- Cloud Drive currently supports Microsoft Azure, Amazon S3, Amazon EC2, Rackspace, EMC Atmos, Nirvanix, GoGrid, vcloud, Zetta, Scalify, Dunkel, Mezeo, Box.net, Webdav and FTP



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Want further information?

- E-Mail: support@clouddrive.com.au
- Web: www.clouddrive.com.au