



Software Defined Object Storage that Delivers Cloud Scale Economics with the Security, Performance, and Flexibility Required “On-Prem”

1. Storage is at an inflection point

Big Data presents an enormous new opportunity as this data is turned into billion-dollar revenue streams through content creation, repurposing and data analytics. Data is the new oil and to monetize it, it needs to be stored on-line and readily accessible. Existing storage technologies are not suitable for the massive data sets and usage requirements today. By 2020, IDC forecasts more than 44 zettabytes of data will be created every year. IDC further states that the worldwide object storage market is a multi-billion dollar opportunity.

2. The problem with existing storage technology

Conventional RAID, replication and tape based storage technologies do not meet the big data requirements, as access is limited and time to get to the data is too high for analytics and on-line services. In addition, RAID-based systems are expensive to acquire and manage and, due to huge increases in disk capacities, 8TB today with 10TB expected very soon. Cloud services providers understand these limitations and have developed their own solutions that store multiple full copies of the data on multiple disks. While this solution works, it is very expensive, as 1TB of user data requires 3-4TB of capacity to be deployed.

3. Amplidata solution

Amplidata Himalaya is software defined object storage that delivers Cloud scale economics with the security, performance and flexibility of being on premise. Himalaya uses 50% less disk capacity, power, cooling and floor space compared to traditional storage and requires very little manual intervention to maintain, resulting in a significant reduction in the total cost of ownership. Himalaya software runs on Intel based commercial off the shelf hardware and is optimized to get the most out of the latest Intel processors. Performance scales linearly from 3GB/s to 10sGB/s of aggregate throughput while delivering significantly higher data availability than current RAID based solutions. Users can easily store and manage zettabytes of data and trillions of stored objects, all under one global namespace. Further, Himalaya provides greater data protection with support for up to 19 simultaneous hard drive failures, which is essential at this massive scale. Amplidata’s rich hardware & software ecosystem offers customers the ability to customize a solution to best meet their needs.

4. Opportunity

Segments adopting Himalaya today include Life Sciences, Media & Entertainment, Telco/Cloud Service Providers, Enterprise, Government, Research Labs, Security and Surveillance, and Oil & Gas among others. Use cases include legacy NAS migration or replacement, archive for large active data sets, media repository, content distribution, and public and private cloud storage services.



5. Competitive advantage

Patented technologies including BitSpread® and BitDynamics® provide the robust data protection and rapid automated self-healing capabilities. BitSpread is unique in that it uses advanced rateless erasure code vs. fixed rate erasure code. This enables tremendous value to customers in terms of overall economics, performance, data protection and flexibility. 3D elastic scalability is another unique advantage where Himalaya is the only solution that can independently scale the namespace (# of managed objects), system throughput performance, and overall storage capacity.

6. Amplidata team

Founded in 2008, Amplidata offers software defined object storage for enterprises, service providers and OEMs. Both the executive and engineering leadership teams consist of senior leaders with deep storage experience. Members of the team have long careers in enterprise computing and storage, working at industry leaders such as Intel, Cray, IBM, EMC, Symantec, and Promise Technologies. Shareholders include Western Digital Capital, Intel Capital, Quantum, Swisscom Ventures, Endeavour Vision, and Hummingbird Ventures. The company's U.S. headquarters is in Milpitas, California with European headquarters in Ghent, Belgium.