



ECHOSTOR AND NETAPP

Software-Defined Object Storage
for Data Mobility, Maximized
Performance, and Optimized Costs

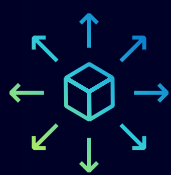
TODAY'S CHALLENGES:

Data Growth, Security Risks,
and More Apps Than Ever

The unprecedented growth in unstructured data creates opportunities for organizations to identify new ways to engage customers, services to meet untapped needs, and revenue growth. But, at the same time, organizations need to address how this growing volume of data is stored and accessed—and that's not always easy. In fact, it can be really challenging.

With data dispersed across locations—including data centers, remote offices, and the public cloud—keeping up with data growth and the increasing number of traditional and cloud-based applications can introduce complexity and impact your ability to scale. Add the increase in ransomware targeting mission-critical data, and managing and securing your unstructured environments can become downright daunting.

WHAT'S DRIVING THE RISE IN RANSOMWARE?



Data growth

Today's business is data driven, and as an organization's reliance on data grows, so does its value to the organization, making it even more attractive to cyber attackers.



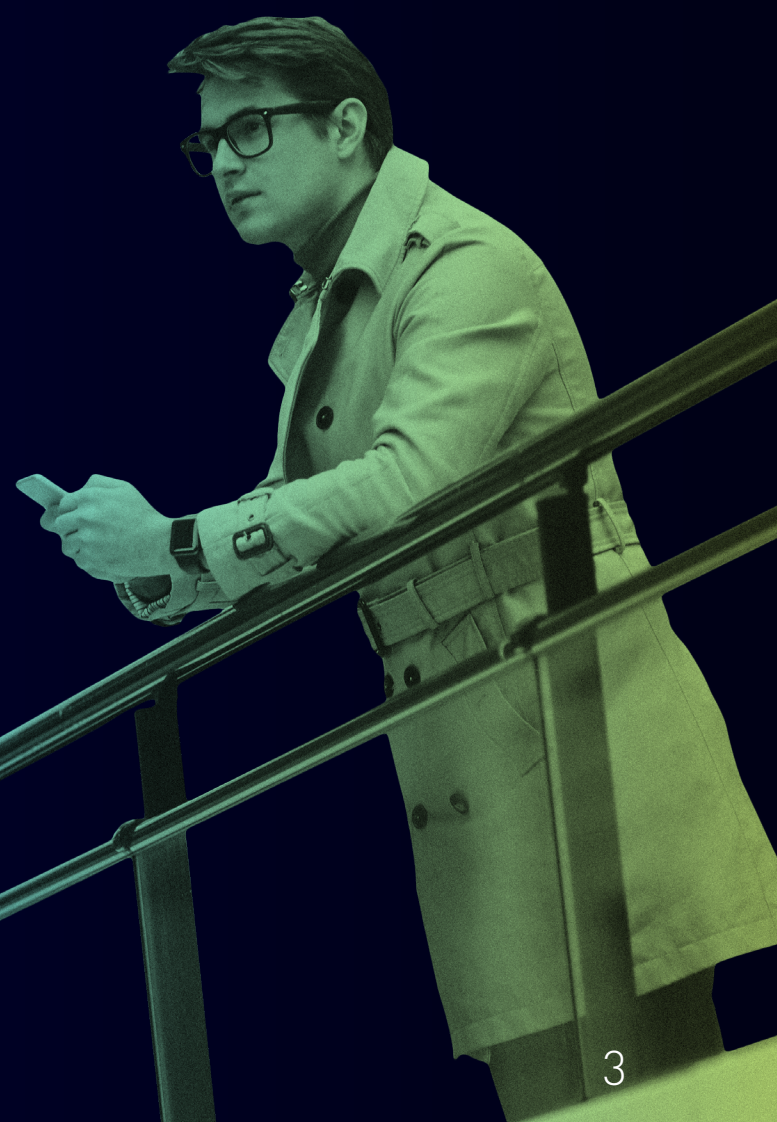
Shift to remote work

41% of organizations have reported experiencing increased incidents while employees are working from home.¹



Increased threat surface

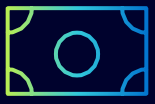
The proliferation of endpoints and IoT, from remote workers to industrial control systems, have cybercriminals looking for ways to breach unsecured ports and systems connected to the internet.





Victims are paying

Crime does pay when it comes to ransomware, with **70%** of businesses infected with ransomware paying the ransom to get their data back.²



Cryptocurrencies

The preferred source of ransom payment, cryptocurrencies are harder to trace and less regulated, emboldening cybercriminals who don't fear getting caught.

¹ Bates S, [Harvey Nash/KPMG CIO Survey: Everything changed. Or did it?](#), 2020.

² IBM Security, [2020 Cost of a Data Breach Report](#).



HOW OBJECT STORAGE ADDRESSES THESE CHALLENGES... AND RAISES QUESTIONS

While object storage isn't new, the growth of unstructured data and cloud has accelerated adoption. Because object storage is driven by metadata, this granular level of classification enables greater data analytics. At the same time, with infinite scalability, there is no limit on how much data can be added. And, the categorization structure of object storage and lack of folder hierarchy enables data to be retrieved much faster than other storage alternatives. Finally, the scale-out nature of object storage means it's less costly to store all your data.



It's no surprise that organizations are rapidly adopting object storage through cloud-based data management, but it can raise concerns:

- Is my data safe?
- What happens if my requirements change?
- What is cost effective today and tomorrow?
- Does choosing one solution create vendor lock-in?
- Can I meet performance needs with data that lives both on premises and in the public cloud?

To answer these questions, you need object storage that enables management of your unstructured data across hybrid and multicloud environments.

STORAGEGRID:

Simplicity, Speed, Security,
and Cloud Integrations

With your data growing faster than ever, only StorageGRID provides the simplicity, speed, and cloud integrations you need to drive your business.



**CUSTOMERS SAVE AN AVERAGE OF 30%
OVER AN ALL-FLASH DEPLOYMENT BY
TIERING TO STORAGEGRID FROM ONTAP
SYSTEMS USING FABRICPOOL.**



StorageGRID software-defined object storage suite supports a wide range of use cases across public, private, and hybrid multicloud environments seamlessly. With industry-leading innovations, NetApp StorageGRID stores, secures, protects, and preserves unstructured data for multipurpose use, including automated lifecycle management for long periods of time.

- Stores, secures, protects, and preserves unstructured data.
- Integrated lifecycle management policies optimize where data lives throughout its lifecycle.
- Optimizes data durability and availability across multiple geographies.
- Enables hybrid cloud workflows.
- Facilitates compliance with tamper-proof data retention to meet regulatory obligations.
- Costs savings over all-flash by tiering from ONTAP fabric pool.

NETAPP STORAGEGRID BENEFITS

Scale: Distribute across clouds.

Take advantage of the public cloud to process, transform, and analyze objects and metadata while securing your data in an on-premises object store.

Simplify: Enable global data governance.

Protect data and comply with regulations by using geo-distributed replication and layered erasure coding, write once, read many (WORM) retention, access control policies, encryption, and audit trails.

Accelerate: Store data efficiently.

Optimize data availability, performance, geo-distribution, retention, protection, and storage cost with metadata-driven policies, and adjust them dynamically as the business value of data evolves.

Secure: Data is encrypted and immutable.

Securely store critical data via encryption and ensure immutability via object lock.

ABOUT ECHOSTOR

In a world where technology and business need to work hand in hand, EchoStor is leading the way by aligning experienced teams, proven technologies, and operational expertise to deliver the greatest impact. Our relentless focus on customer success and a culture of teamwork create the momentum that drives us to solve your most difficult challenges—from the data center to the cloud.

With the ability to think transformatively and execute strategically, EchoStor's experience and know-how ensures your next technology move will take you where you want to go.

EchoStor and NetApp Advantages

- Long-term NetApp partner with deep knowledge in the NetApp portfolio.
- Understand automation workflows and how to move customer infrastructure management to the next level.
- Full-service solution, including installation, data migration, and large petabyte data moves.
- Deep knowledge of automation workflows, VMware, and cloud (public, private, and hybrid).

EXPLORE NETAPP AND ECHOSTOR

Discover How to Manage
Unstructured Data Across Hybrid
and Multicloud Environments.

Ready for industry-leading object storage that
enables management of your unstructured data
across hybrid and multicloud environments?

Let our experts assess how NetApp can optimize
your data durability and availability to get the most
from your investment.



[EchoStor.com](https://www.EchoStor.com)

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