

EVault Secure Storage Cloud Overview



Why Must Organizations Modernize Their Long-Term Data Storage and Protection?

The challenges of data protection are growing more numerous and more intense.

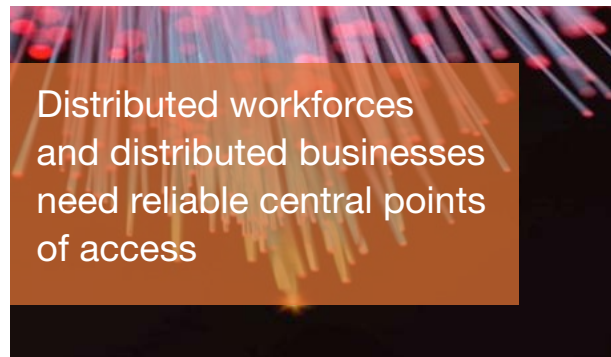
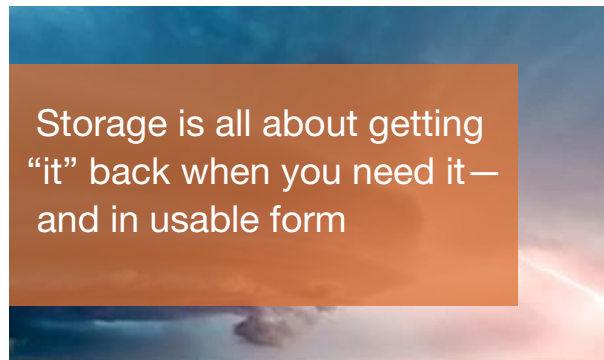
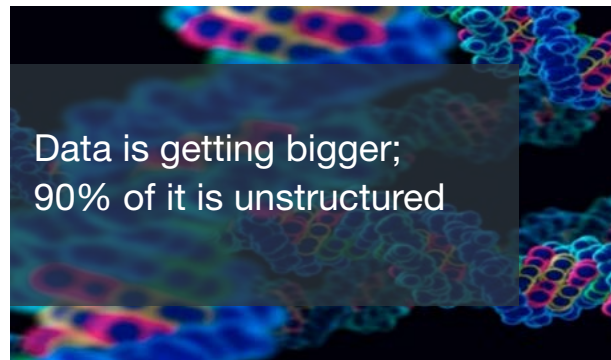
Aside from relentless growth in data volumes of all types—structured, unstructured, virtual and heterogeneous – higher expectations from business users are placing more pressure on IT to effectively manage and protect data, make it available 24/7, and ensure compliance.

On top of this, the demand for departmental and workgroup control of data is squeezing IT out of their decision-making role, despite the fact that they're still responsible for problem solving.

While IT struggles to protect the data, business users face the challenge of moving their organizations forward based on data-driven decision-making. But when much of the organization's data is stored away and difficult to access, the potential business value of that data is stored away, too.

In fact, many organizations don't realize how much value there might be in the unstructured content in their various information sources. But those organizations that do recognize this potential are unlocking the hidden value of information and are turning it into increased revenue, improved knowledge worker productivity, and lower costs.

All of these forces together require businesses to modernize their approach to data storage and protection.



EVault: Safekeeping for Valuable Data

Why won't legacy data protection solutions allow IT to fulfill its mandates?

Legacy data protection requires businesses to add IT staff and continue to invest in maintenance, support and operational costs of rigid storage islands. But their staffing and capital budgets are not growing accordingly.

Modern data protection solutions, on the other hand, allow customers to protect data with the same or fewer people, reduce capital expenses, provide stronger security, drive out operational complexity and increase agility – which allow organizations to put time and money back into accelerating their core business.

So what is modern data protection, and what other benefits does it offer customers?

Modern data protection goes beyond just protecting a business's critical files. Data protection is now becoming a strategy to accelerate businesses. With a Modern Data Protection strategy, businesses can:

- Gain access to all of their data anytime, anywhere
- Trust that their data is secure
- Spend less time managing data and more time on their core business
- Grow their storage as their business grows
- Deliver fast backups and restores
- Reclaim time and resources resulting from simple management, which means the solution is also easy to install, monitor and manage
- Have cloud deployment options, which support unlimited data growth and scalability

Modern data protection solutions support end-to-end data security, unlimited data growth, heterogeneous enterprise environments, and hybrid cloud data protection options.

Modern data protection and preservation...

- ensures that data is always available and accessible.
- keeps data secure in transit and at rest.
- keeps costs and complexity low.
- is flexible and elastic to support virtually unlimited data growth.
- can leverage the best combination of on- premise, cloud and hybrid solutions and components to enhance data durability and safety.



What Is EVault Secure Storage Cloud?

For any organization pursuing a modern data protection strategy, keeping all data on premise is no longer financially viable; the operational complexity of doing so, and the future capital investments required to maintain on-premise storage silos, are not sustainable to support the business.

Secure Storage Cloud offers the solution: It scales with your customers' data growth, putting petabytes of storage within reach immediately, and ensuring expedient and cost-effective migration of existing data to get customers up and running fast.



Elastic Storage for Unstructured Data: Low, OPEX-based TCO for Fast Time-to-Value

Managed for You: Frees Up IT Staff and Budgets

Accessible: Quick, Easy, Reliable, Authenticated

Business and Regulatory Compliance-Ready: Data Integrity, Security and Durability Ensured

How Does Secure Storage Cloud Work?

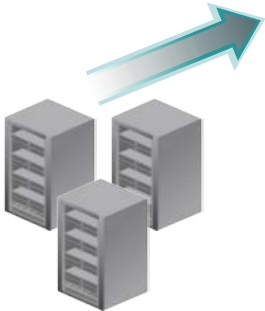
Secure Storage Cloud stores large volumes of customer data and maintains the integrity of that data. It supports a subset of the S3-compatible REST API. Use the API's commands to create the HTTPS requests and responses used to connect to Secure Storage Cloud. There are several customer interfaces that can be used to access Secure Storage Cloud including:

- Internet web browsers
- Customer applications

- Command line interface (CLI) utilities
- Third-party client tools
- Third-party gateways

Data can be stored for the long term as part of Secure Storage Cloud's ability to maintain the integrity and usability of digital assets over long periods of time, based on the organization's retention policies and rules, and its regulatory requirements.

Client Applications On Customer Site



Data Transfer



Customer-Defined Data Transfer

Efficient and secure data transfers with optional 3rd party applications

Cloud – EVault or Partner



Secure Storage Cloud Securely store data

EVault Secure Storage Cloud or Iron Mountain Cloud

Solving Customers' Long-Term Storage Concerns

What problems does Secure Storage Cloud solve for? It is designed to address four key concerns that we've customers express about their storage environments:

1. I have too much data for my existing storage platform, and I don't have the budget to buy more storage.
2. I need to reduce the complexity of managing all of my data. I don't have the time or financial resources to manage my data growth—it's taking longer and longer to back up my data, and I have to provision excess storage to keep my business up and running.

3. I don't want to be dependent on having to access data from tape—the manual process of managing tape is too burdensome.
4. If I move to the cloud, I need to know that my data will be safe and secure, and that I have long-term access to my data.

My data is growing, and it's becoming increasingly harder to keep up.

- No budget to buy more storage
- No time to deploy an additional storage infrastructure

I need to reduce complexity of managing all of my data.

- No resources to manage my data growth
- Backup windows growing; they're taking too long
- Technology refresh cycles are costly

I don't want to be dependent on tape as my go-to for stored data.

- Managing tape is just too manual
- Data access is too slow
- Risk of data loss is untenable

I'm concerned about security and data availability/ ownership in the cloud.

- Long-term access to my data
- Data security/privacy
- Vaporizing clouds

Elastic Storage for Fast Time-to-Value

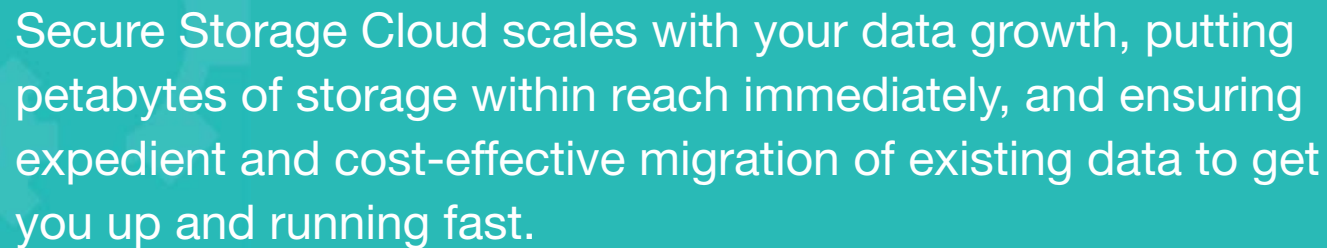
Let's look at the first customer concern: that it's becoming increasingly harder to keep up with data growth. How does Secure Storage Cloud solve for this?

Secure Storage Cloud is a turnkey storage solution that offers rapid anytime-anywhere data access at a compelling cost with meaningful enterprise-class SLAs. Not only do organizations get the capabilities they need in a long-term storage solution, but the pay-as-you-go pricing eliminates CAPEX and offloads management, maintenance and migration costs. Customers eliminate the costs and challenges of buying, building, staffing and running an onsite data storage infrastructure – meaning they can easily expand or contract their storage capacity at any time, as needed. By eliminating

the risk of under- or over-provisioning, customers may avoid the cost of potentially dramatic storage waste.

Furthermore, customers do not pay extraneous costs whenever they want to touch the data. While other cloud providers charge for every gigabyte you ever retrieve, EVault offers monthly retrieval allowances that are sufficient for typical workloads, free of charge.

The savings that companies see when they replace their disk- and tape-based storage systems with Secure Storage Cloud are immediate and continue over the long term.



Secure Storage Cloud scales with your data growth, putting petabytes of storage within reach immediately, and ensuring expedient and cost-effective migration of existing data to get you up and running fast.



Highly-competitive, pay-as-you-add data pricing



No provisioning—so no risk of over- or under-planning




No systems or data migration management—we do it for you


Managed in Order to Free Up IT Staff and Budgets

The second concern is that data protection has become too complex, and that customers cannot afford the time or expense currently required to back up and access their data. How does Secure Storage Cloud help?

Unlike on-premise disk and tape infrastructures, Secure Storage Cloud requires no customer-owned storage equipment or archiving platforms. It can store an unlimited number of objects and files of any size by just moving objects in, so that as data volumes grow, an enterprise simply adds the storage it needs without adding complex storage infrastructure.




Secure Storage Cloud offers a superior data storage solution to data-rich organizations that are dissatisfied with the cost, inflexibility and complexity of onsite storage disk and tape infrastructures.



A turnkey, cloud-based solution that can store an unlimited number of objects and files of any size



Data access is as simple as local storage—simply point the application to the cloud



EVault manages the system—no tape migrations or equipment refreshes for you to handle


Quick, Easy, Reliable Access

The third concern that customers have about long-term storage is the inconvenience of tape. Not only does tape require a significant time investment to manage, but data stored on tape is not easily or quickly accessible. Adding to their concerns is the risk of data loss that is inherent to tape-based storage.

Secure Storage Cloud offers a low-maintenance and low-risk alternative to tape-based storage. Customers can access their data immediately, as they would with local storage. And comprehensive SLAs include 13 nines durability through robust data protection policies and distribution methods, as well as built-in self-healing capabilities.




Secure Storage Cloud makes data access as simple and immediate as accessing local data.



Immediate access to data, as if it were local—no data retrieval requests followed by hours or days of waiting



Data access is as simple as local storage—simply point the application to the cloud or drag and drop



Availability is further enhanced via durability ‘insurance’ made possible by replication, erasure coding and optional geo-redundancy

Data Integrity, Security and Durability Ensured

One of the biggest concerns customers have with long-term storage is the safety and availability of their data.

On top of Secure Storage Cloud's data security and durability features, we ensure that customer data is immediately available. We've built redundancy into the solution architecture to provide up to 4 nines availability, and guarantee that if we do not meet our SLAs, we'll issue service credit adjustments. HIPAA- and HITECH-strength security – including inflight encryption and strong user-authentication and access controls— keep customer data well protected.

Options for data survivorship and portability are also available. The data survivorship option protects customers in the unlikely situation the cloud storage service were to close down—offering 6 months of end-of-life notice as well as the transfer of data back to the customer or to another service at no additional cost. The portability option protects customers in the event that they want to remove some or all of their content at once for a business reason—for example, for disaster recovery or to share a large dataset with a business partner.




Secure Storage Cloud was designed by storage specialists specifically for the long-term storage needs of organizations that want to achieve new levels of data integrity, durability, security and accessibility



Protects and secures content to stringent HIPAA/HITECH standards—you hold the keys to your encrypted data



Backed by unique SLAs and optional survivorship and portability guarantees

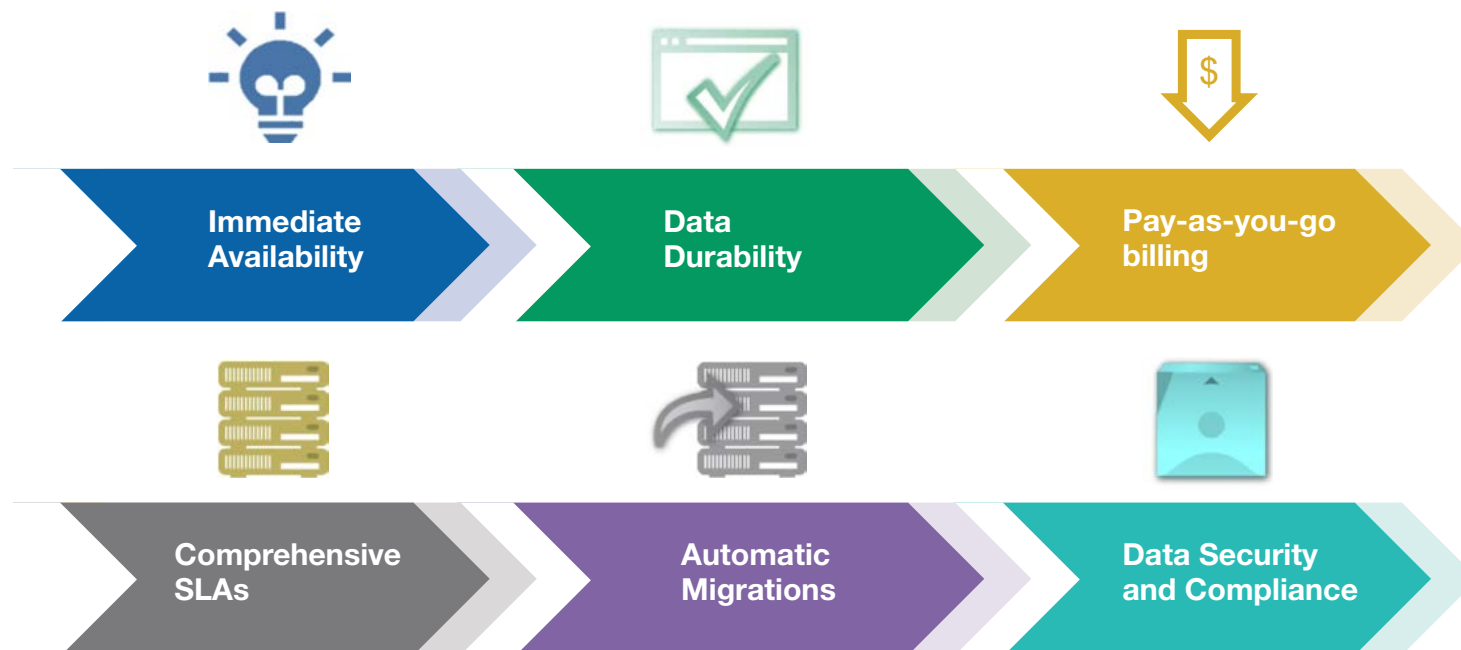


Durability 'insurance' made possible by replication, erasure coding and optional geo-redundancy

Secure Storage Cloud Features

The Secure Storage Cloud delivers a number of key features that address some of the top challenges of long-term storage, including:

- **Immediate Availability:** Data is stored in the cloud on disk, so it is always available immediately—no need to wait for a cloud provider to load the data from tape for temporary access.
- **Data durability:** Data is protected by erasure coding or replication combined with self-healing and automated data dispersal technology. This guarantees that data is optimally distributed within the data center of choice—U.S. West or U.S. East—or, optionally, geo-replicated for exceptional data protection across FEMA disaster regions. Metadata is also protected to maintain access routes.
- **Economical pricing:** The pay-as-you-go model is based on gigabytes per month, which eliminates CAPEX and offloads management and migration costs. This allows customers to align asset value to storage costs.
- **Comprehensive SLAs:** These include 13 nines durability, 3 nines local or 4 nines geo availability, data survivorship and data portability.
- **Automatic Migrations:** The storage technology lifecycle is managed for the customer, making migrations to newer storage technologies transparent to the user throughout long retention periods. This frees archivists to focus on the business of archiving rather than on the challenges of long-term media management.
- **Data Security and Compliance:** Secure Storage Cloud is SSAE16/SOC1 compliant and secures data to HIPAA/HITECH standards using in-flight encryption and at-rest encryption (via the gateway option or client-side applications), helping customers maintain data security and compliance. It also helps customers pass compliance audits that require that they know who did what and when.



Secure Storage Cloud Unique Differentiators

What are Secure Storage Cloud's unique differentiators?

1. We provide logs showing user activities that are useful in a compliance audit.
2. Our disk-based, pay-per-use cloud solution ensures that digital assets are immediately available, whereas competitors (particularly AWS) require 4-hour retrieval scheduling.
3. We offer multiple means of data ingest, access and egress, including S3 APIs, a command line interface, a web-based UI, client-side applications, file system gateways (purchased either with Secure Storage Cloud on an OPEX basis or outside Secure Storage Cloud from a list of qualified gateways), and options for bulk data transfer service using physical media to streamline the process of moving large volumes of data into and out of the cloud.
4. 24/7 live email and phone support are included in our pricing.
5. Our security features are third-party tested for SSAE16, SOC 2 and HIPAA/HITECH compliance, and they meet or exceed all prescribed HIPAA physical, administrative and technical specifications.¹
6. Storage is our business. It's all we do, whereas competitors such as Amazon and Google are not specialized and focused on storage.

¹ Audited for compliance via gap audit performed by KirkPatrick Price. Report summary available on request. Optional gateway required for HIPAA installations for at-rest encryption.

What Sets Us Apart?

- Best-in-class SLAs for data availability, durability, survivorship and portability
- Event auditing for activity tracking
- *Instant*, secure access—anytime, anywhere
- Convenient ingest options
- Live, 24/7 support
- Robust security: HIPAA-grade



Secure Storage Cloud Use Cases

Secure Storage Cloud is cost-effective, elastic-capacity cloud storage ideal for use as a:

- Backup destination that supports ingest from leading ISV backup applications
- Content repository for efficient, secure and accessible storage
- Tape replacement that offers a low-maintenance, reliable alternative
- NAS alternative that requires no CAPEX and controls NAS sprawl
- Long-term retention for compliance, keeping medical images and other electronic protected health information readily accessible

Backup Destination

Supports ingest from leading ISV backup applications

Content Repository

Efficient, secure, accessible storage

Tape Replacement

Alternative to unreliable/maintenance-heavy tape for backup repository and long-term digital asset retention

NAS Alternative

No CAPEX, low OPEX; curbs and reduces NAS sprawl

Long-Term Retention for Compliance

Retain business-critical and regulated industry files and images for compliance—and ongoing use

Sample Secure Storage Cloud Use Cases: Where to Sell

Let's look at a number of specific use cases for which Secure Storage Cloud provides organizations with a cost-effective, reliable and secure long-term storage solution.

Tape Replacement



Cross-industry target for backup and archive applications

Media and Entertainment



Content repository for digital media assets

Healthcare



Highly secure HIPAA-compliant storage and long-term retention of ePHI

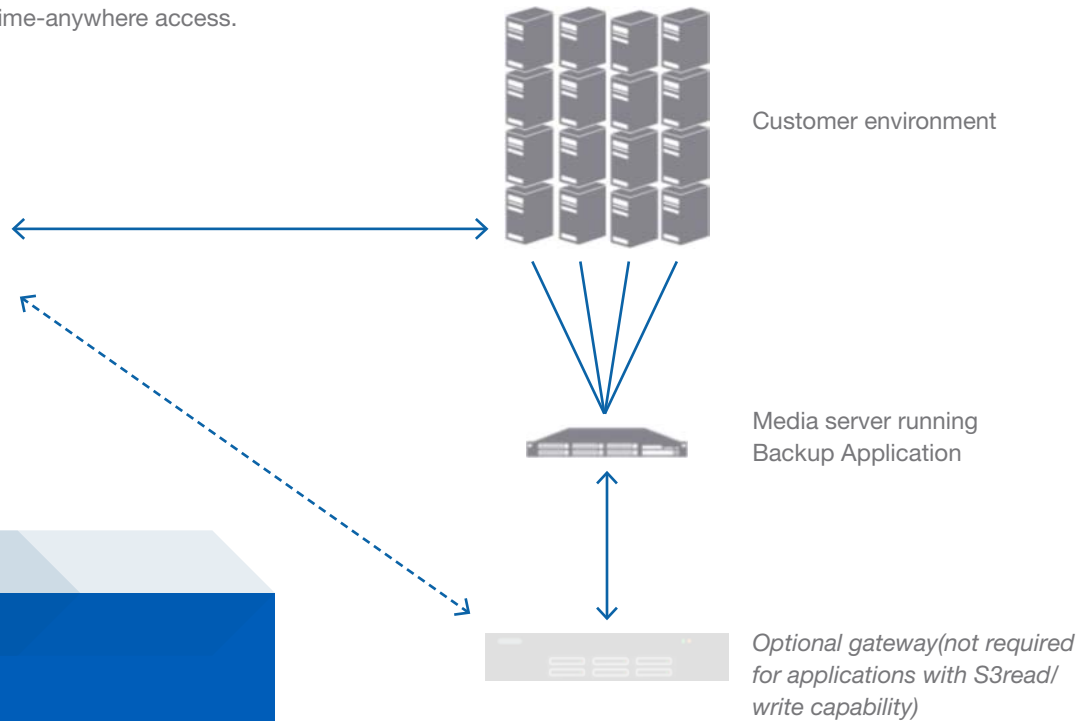
General Storage as a Service



Storage service architected to support preservation and long-term data archiving

Tape Replacement

For **storage and backup administrators** who are spending far too much time managing manual tape backups, and who are frustrated with long waits to access their data, the Secure Storage Cloud requires no customer-owned storage equipment or archiving platforms, cutting the time and complexity of backups. In fact, automatic migrations mean the storage technology lifecycle is managed for the customer, making migrations to newer storage technologies transparent to the user throughout long retention periods. Data access is equally simple, with rapid anytime-anywhere access.



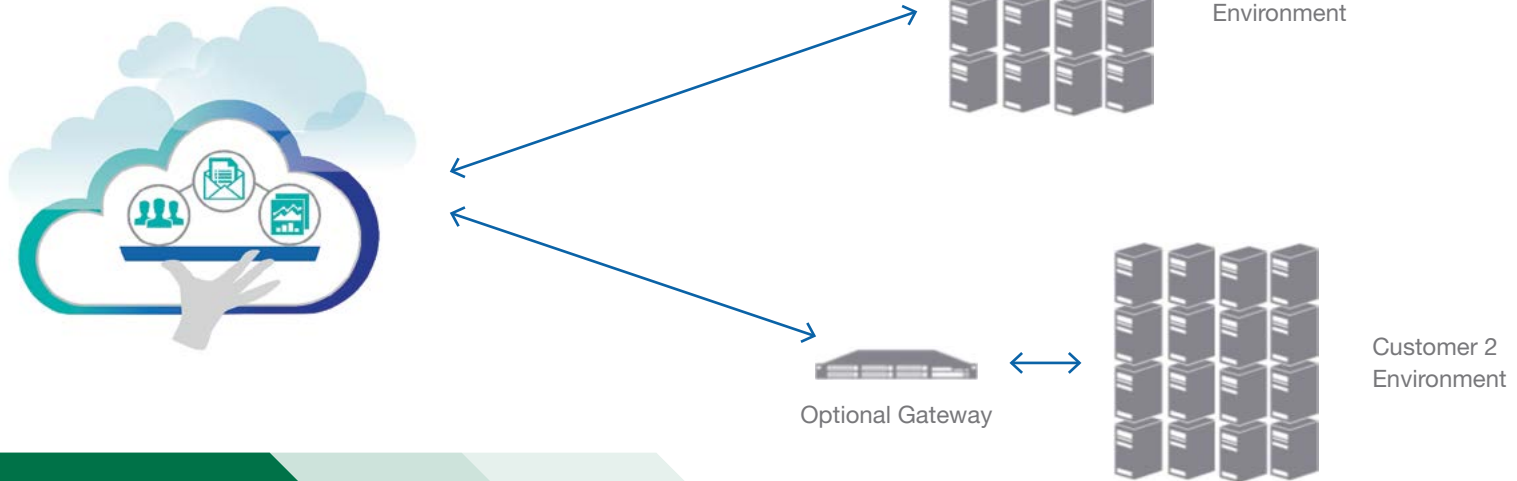
- Full automation
- Faster restore
- Geo-aware
- No tape migration cost
- Compatibility with industry-leading applications

EVault Secure Storage Cloud Overview



Content Repository for Media and Entertainment

For **media and entertainment, healthcare imaging and other data-rich institutions**, dissatisfied with costs/complexities of onsite data storage and shying away from the cost and perceived risk of cloud storage, the Secure Storage Cloud lowers operational costs, eliminates CAPEX, and secures and preserves data assets while offering rapid and reliable access. Unlike other major cloud storage providers or on-premise tape infrastructures, Secure Storage Cloud offers disk-speed access at a compelling cost with meaningful SLAs and HIPAA-strength security to address risk.



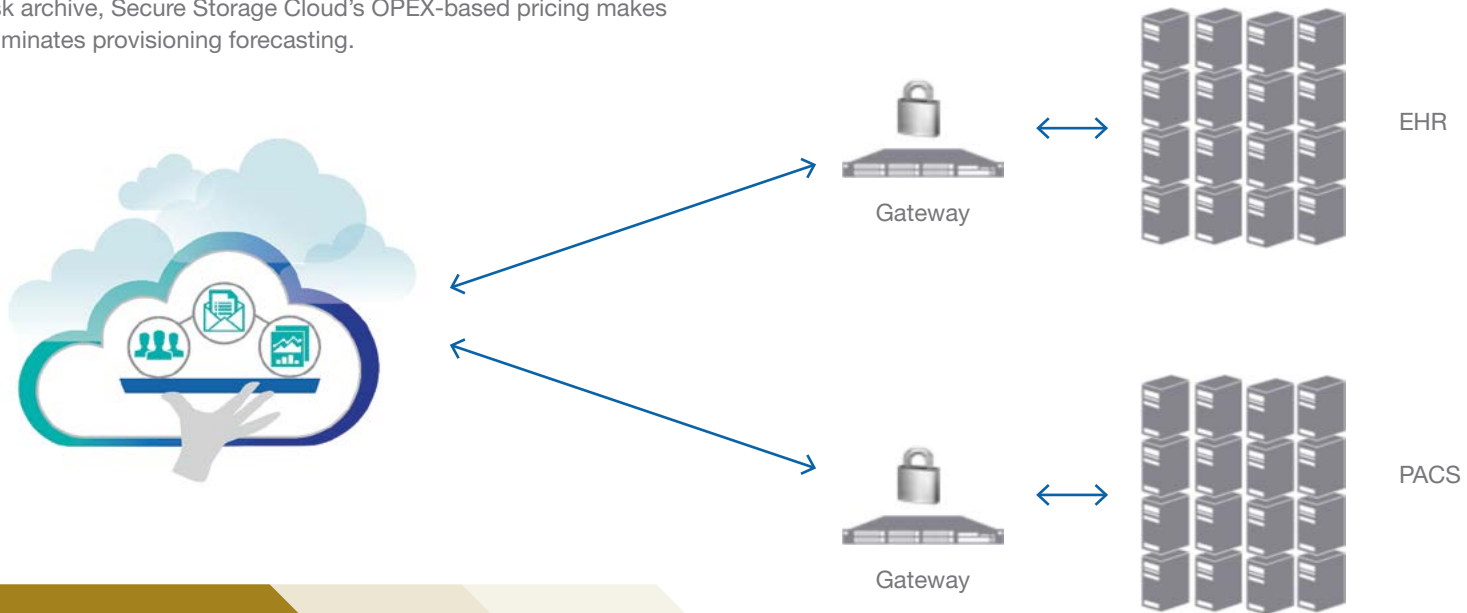
- Immediate access... from anywhere
- Off-site
- Always on
- Secure
- Compatibility with industry-leading applications

EVault Secure Storage Cloud Overview



Medical Imaging and EHR Storage

For **healthcare organizations, PACS and VNA vendors** who need an alternative for second-copy and archival data storage to meet the needs of institutions' HIPAA compliance in a cost-effective manner, the Secure Storage Cloud preserves, protects and secures content—to HIPAA/HITECH standards. Unlike maintaining copies on tape or on-premise disk archive, Secure Storage Cloud's OPEX-based pricing makes budgeting easy and eliminates provisioning forecasting.

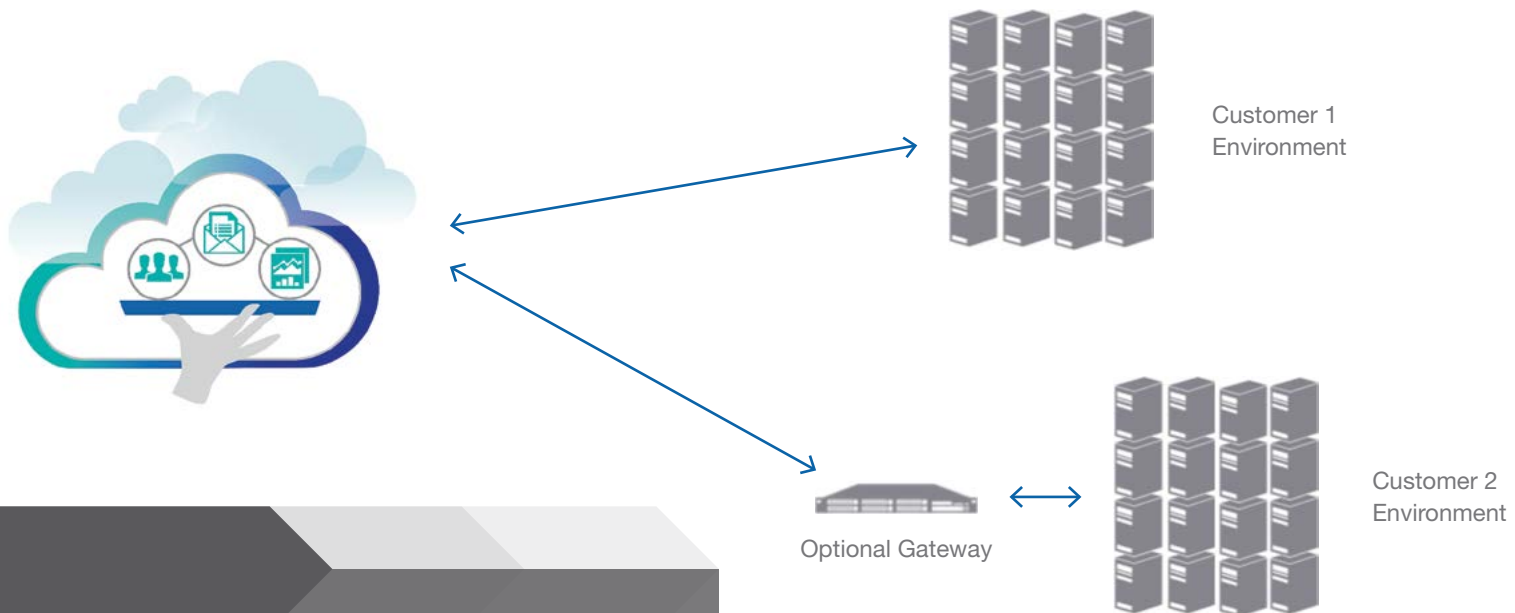


- Immediate access...from anywhere with permission
- Off-site
- Always on
- Secure: HIPAA-compliant
- Ingest from industry-leading EHR, PACS & VNA

General Online Storage as a Service

For **digital library, heritage collection, and other art, historical or corporate-memory asset managers** who need to simplify their data management practices and architecture by replacing onsite disk or tape infrastructures with a secure, offsite alternative. These users need an efficient, long-term storage solution that preserves, protects and secures content integrity and persistence, with systems in place that help

mitigate bit rot, technology and format obsolescence. Unlike other major cloud storage providers or on-premise infrastructures, Secure Storage Cloud offers the most cost-effective long-term storage service architected to support preservation and long-term data archiving with fast access when needed, tape- or disk-based bulk ingest services to help manage huge amounts of data, and enterprise-class SLAs.



- Immediate access
- Off-site
- Always on
- Secure
- Compatibility with industry-leading applications

Thank you.

seagate.com

AMERICAS	Seagate Technology LLC 10200 South De Anza Boulevard, Cupertino, California 95014, United States, 408-658-1000
ASIA/PACIFIC	Seagate Singapore International Headquarters Pte. Ltd. 7000 Ang Mo Kio Avenue 5, Singapore 569877, 65-6485-3888
EUROPE, MIDDLE EAST AND AFRICA	Seagate Technology SAS 16-18, rue du Dôme, 92100 Boulogne-Billancourt, France, 33 1-4186 10 00

© 2015 Seagate Technology LLC. All rights reserved. Seagate, Seagate Technology, and the Wave logo are registered trademarks of Seagate Technology LLC in the United States and/or other countries. ClusterStor, OneStor, and EVault are either trademarks or registered trademarks of Seagate Technology LLC in the United States and/or other countries. All other trademarks or registered trademarks are the property of their respective owners. When referring to drive capacity, one gigabyte, or GB, equals one billion bytes and one terabyte, or TB, equals one trillion bytes. Your computer's operating system may use a different standard of measurement and report a lower capacity. In addition, some of the listed capacity is used for formatting and other functions, and thus will not be available for data storage. Seagate reserves the right to change, without notice, product offerings or specifications.