



Frictionless Storage as a Service at the Metro Edge

Capture, store, and activate data at scale closer to the applications, workloads, and users that need access and derive timely insights that deliver real-world business value.

Solution Summary

Seagate® Lyve™ Cloud helps enterprises overcome challenges related to capturing, storing, and activating data at scale by providing simple, trusted, and efficient cloud-neutral data storage. By strategically locating Lyve Cloud in Equinix® data centers, at the metro edge, data can now be stored, accessed, analyzed, and delivered in real time to the compute, applications, and workloads that need access to that data.

Benefits Summary

- **Mass Capacity, Pay As You Grow:** Capture massive volumes of unstructured data at petabyte scale while reducing capital expenditure with a predictable as-a-service consumption model.
- **Predictable Cost:** Transfer data in and out with zero egress fees and no add-on fees for API traffic or quotas.
- **Data Mobility, Frictionless Movement:** Move your data to where it creates the most value and support for rapid activation across edge and cloud storage environments.
- **Optimized for the Metro Edge:** Get low-latency access to data stored in close proximity to the clouds and compute resources of Equinix Metal—all accessible via private connectivity.

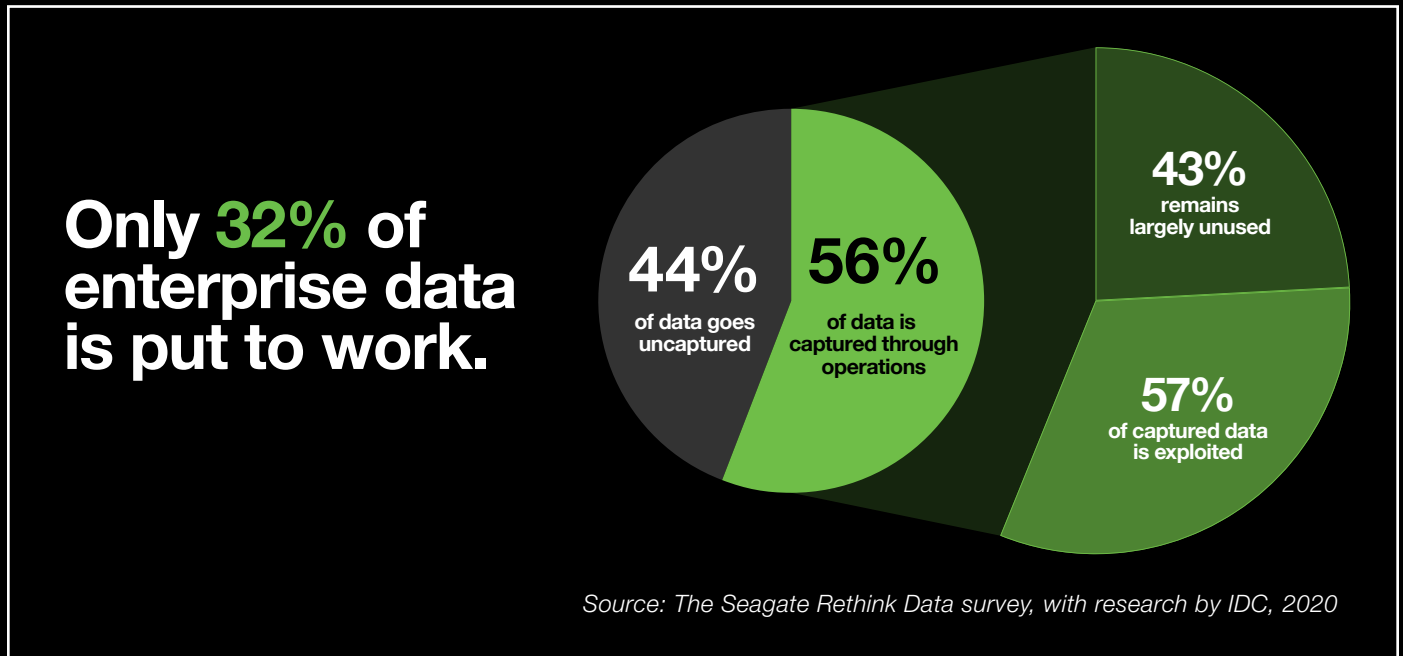
Digital transformation is driving the distribution of services and data closer to customers and partners. The pace of change in business and IT is relentless. To stay on top of industry trends, organizations need a strategy that focuses on agility and performance, with distributed data hubs that place organizational data at the metro edge, next to the clouds, where it is closer to the compute, applications, and workloads that need access to that data.

Access to data at the metro edge enables organizations to activate their data by providing additional insights that enhance business processes, improve IT operations, increase customer satisfaction, create new services, or add revenue to the enterprise.



The Problem

Collecting, storing, analyzing, and delivering valuable insights from large volumes of data is a major challenge for organizations seeking to leverage changing market conditions, drive process efficiencies, and deliver superior products and services to market based on customer preference. With all the innovative ways in which data can be utilized, the ability to harness and activate it at scale is a key factor of an organization's success. Large, unstructured data sets must be analyzed as quickly as possible in order for their full potential to be realized.



Historically, organizational data has been stored in corporate data centers. But data that needs to be captured, housed, processed, and analyzed in real time requires a new storage management and distribution approach. This includes moving data to the clouds. However, that can be challenging because of complex options and cost-prohibitive access—especially for mass-capacity storage.

Some of the biggest barriers organizations face when it comes to storing data in the clouds include:

- **Cost:** Unexpectedly high data transport costs to move data in, around, and out of the clouds
- **Unpredictability:** Inability to project costs such as overages and API charges
- **Complexity:** Too many confusing cloud storage tiers to choose from
- **Locality:** Data is not close to the applications and workloads that need access to it

These challenges have forced organizations to make hard decisions about what data is worth keeping, what data must be thrown away, and where to keep it. This has resulted in a new architectural paradigm where data is distributed and stored proximate to compute, applications, and workloads at the metro edge. Placing compute, storage, and network infrastructure at the metro edge reduces the distance between data sources and critical data storage, processing, logging, and analysis resources that provide timely, real-world insights.



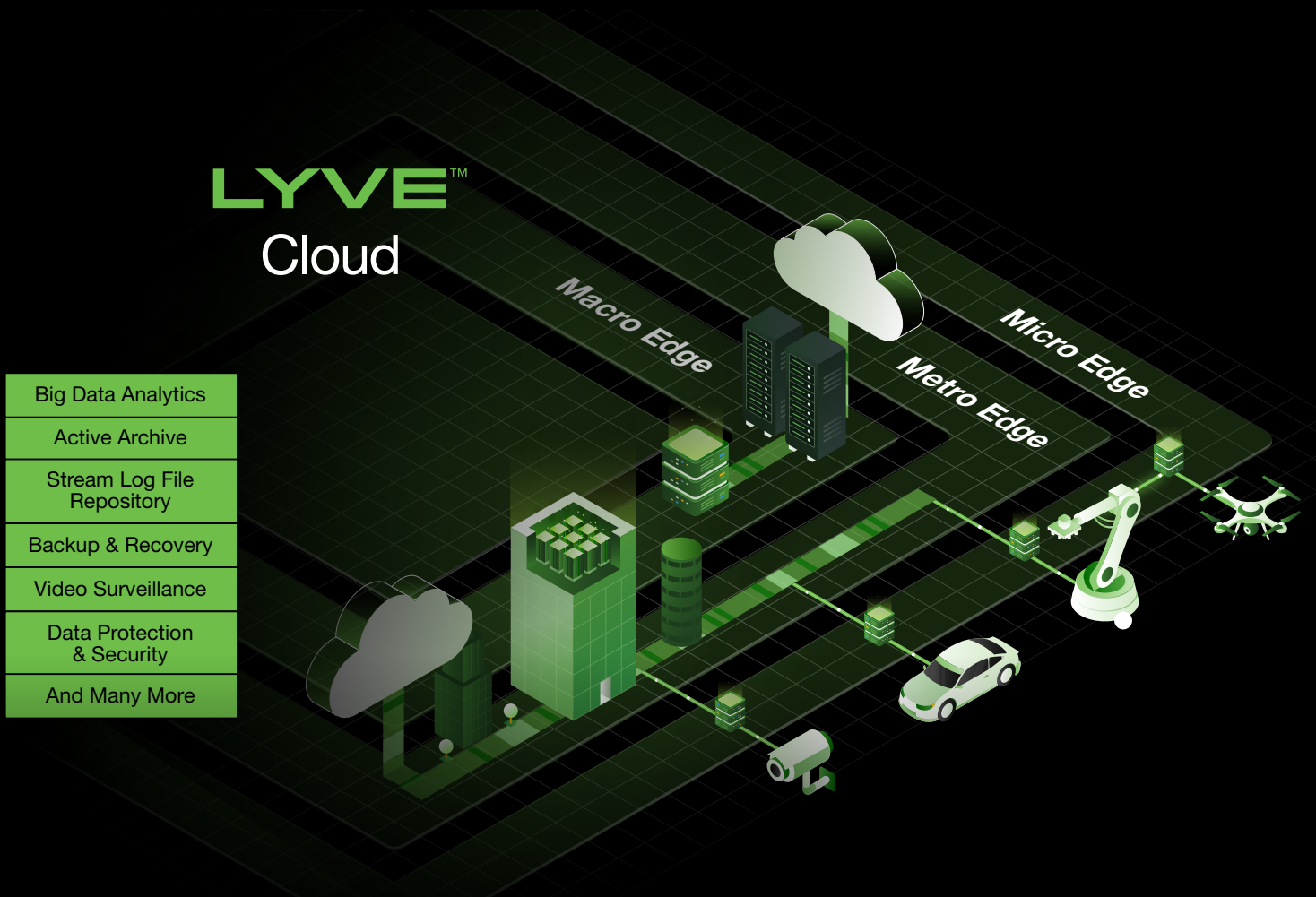
Solution Approach

Storage administrators are demanding high-performance cloud storage that can capture, store, and analyze data at scale. Organizations understand the value of data, as well as the importance of storing and analyzing as much of it as possible via powerful tools such as artificial intelligence (AI) and advanced analytics. Company executives are tired of wasting potentially valuable insights simply because they cannot afford to capture and store them.

To solve the mass data challenges facing enterprises today, data storage administrators need solutions that support uncomplicated storage tiers, predictable costs, no limitations on transfers and bandwidth, along with compatibility, security, and availability. Organizations want frictionless activation in complex multicloud environments to accelerate time to fresh insights derived from ever-growing data sets.

Seagate Solution

Lyve Cloud has a single capacity-based pricing tier with no API traffic expenses, no egress costs for moving data, and no bandwidth or network limitations or costs. Combined with an effortless, S3-compatible API, the security of replication, encryption, and immutability, and highly available global infrastructure, Lyve Cloud supports accessible and predictable costs, frictionless activation in complex multicloud environments, and faster time to insights derived from the continued proliferation of enterprise data. Lyve Cloud enables enterprises that understand the value of data to store and analyze as much of it as possible via tools such as AI and advanced analytics.



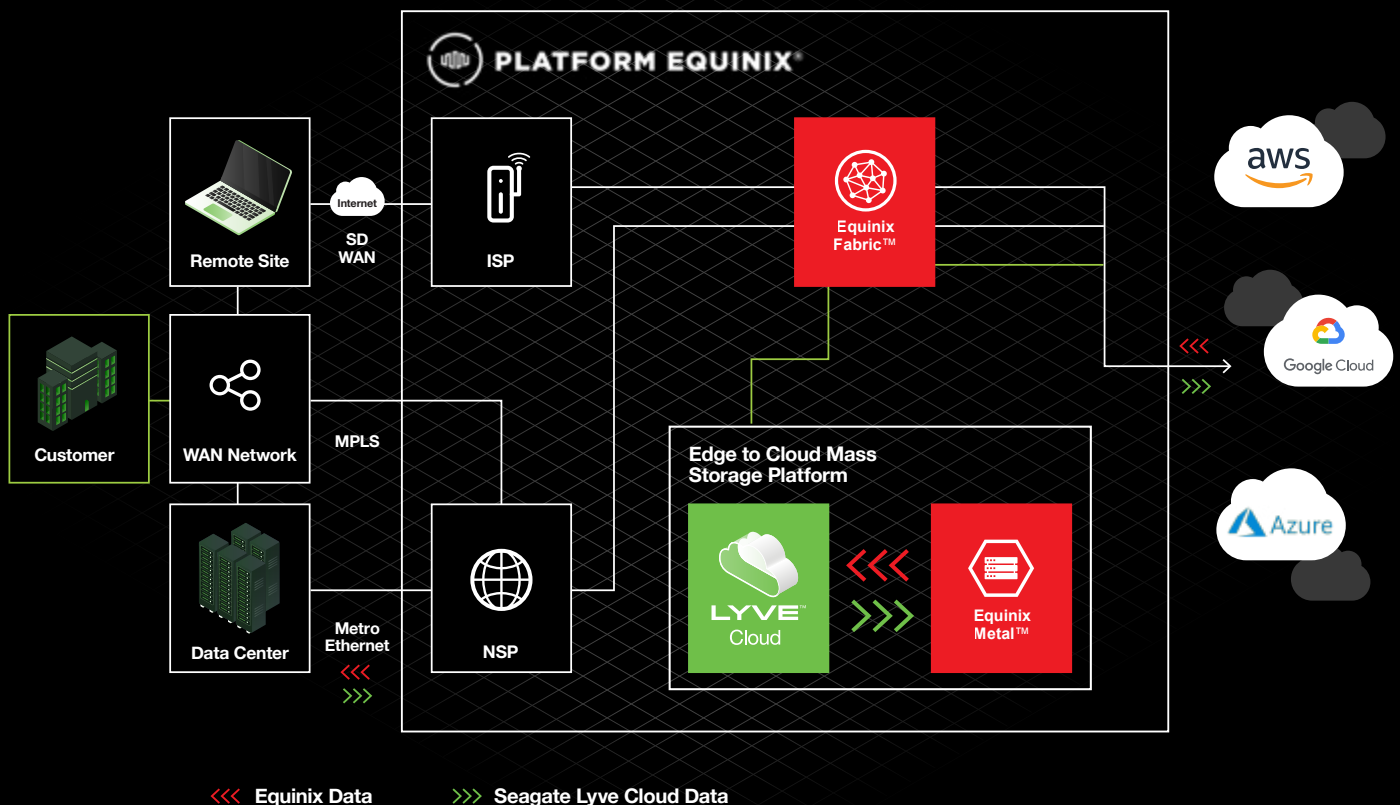
Partner Solution

Equinix, the world's digital infrastructure company™, helps enterprise leaders interconnect their IT infrastructure by harnessing a transformative, multi-layered stack of data center, interconnection, and bare metal services (i.e., Platform Equinix®) to connect businesses to their customers, employees, and partners.

With more than 230+ International Business Exchange™ (IBX) data centers in 64 major metros on five continents around the world, Equinix brings cloud storage platforms closer to the compute, applications and workloads that need to access data. By Seagate Lyve Cloud being strategically placed in Equinix data centers, businesses, customers, and partners can take advantage of the global scale and reach of Platform Equinix.

As use cases continue to mature, workloads running at the metro edge and the center of multicloud environments are steadily increasing in demand. Running mission-critical and stateful applications requires enterprise-grade high-performance storage alongside compute. Enter Equinix Metal™, which delivers global, secure, interconnected, integrated, and on-demand compute infrastructure where and when it's needed.

Tying this all together is Equinix Fabric™, which allows enterprises to access dense ecosystems of multiple clouds and service providers in minutes. Equinix Fabric directly and securely connects distributed infrastructure and digital ecosystems globally on Platform Equinix via software-defined interconnection. In collaboration with Seagate, Equinix has enabled Equinix Metal and IBX customers to directly and privately connect to Seagate Lyve Cloud via Equinix Fabric.



Total Solution

Seagate Lyve Cloud and Equinix combine the respective strengths of their platforms to help enterprises store their data at the metro edge and overcome data challenges related to cost, complexity, and proximity. Specifically, Seagate Lyve Cloud provides:

- **Capacity-Based Pricing Tier:** Multiple storage tiers with complex pricing structures prevent mass data from being analyzed collectively for insights that lead to new opportunities for efficiencies and revenue. A simple, capacity-based pricing tier means customers pay only for the storage they use—regardless of how often they access their data.
- **Predictable Cloud Economics:** Egress fees and API charges add up quickly, forcing customers to make prudent decisions about how much data they can access and analyze. By doing away with extra fees that can account for as much as 20% of overall storage costs, Lyve Cloud eliminates bill anxiety through a simple and transparent pricing structure. This, in turn, enables enterprises to store more data for longer without going over budget.
- **Simplicity and Flexibility:** Exorbitant storage costs and inefficient infrastructure silo data, preventing organizations from realizing the full potential of their greatest asset. Lyve Cloud's vendor-agnostic, S3-compatible interface is designed to complement existing multicloud environments. Highly available storage and data center infrastructure supports instant data access without costly delays.
- **Trusted Secure Storage:** Cloud storage must be reliable, secure, and protected. Lyve Cloud safeguards data with enterprise-grade identity management support, automatic data replication, and data encryption at rest and in flight. Immutable object storage protects data from attacks, corruption, or deletion while multi-zone replication assures that data is available when needed.

By locating Lyve Cloud in Equinix IBXs, data is stored and located at the metro edge and easily connected to industry-leading clouds and bare metal compute services (next to Equinix Metal) worldwide through Equinix Fabric.

Together, Seagate and Equinix create a highly available storage-at-the-metro-edge solution that brings data closer to its sources, users, and applications in order to maximize the value of that data in real time.



Conclusion

Lyve Cloud at Equinix offers a scalable, future-proof approach to capturing, consolidating, and activating data at scale. With a single capacity-based pricing tier and zero cost-prohibitive extras, this joint solution delivers better total cost of ownership as the scale of data grows and is analyzed. By empowering customers with flexible access to innovative tools and applications, Lyve Cloud and Equinix provide a superior user experience and more data-driven value. Further, the global presence of Equinix's secure, highly available data centers enables data to be stored and analyzed in Lyve Cloud closer to data sources, users, and applications at the metro edge. Ultimately, the joint solution from Seagate and Equinix helps enterprises optimize the value of legacy, active, and future data.

Ready to Learn More?

For more information on Lyve Cloud, visit

www.seagate.com/lyvecloud and [download the brochure](#).

