



Benefits

- Bridges the gap between traditional storage management and cloud transformation for unstructured data
 - Provides dramatic TCO savings when compared with existing architectures
 - Supplies a single enterprise file services platform for multiple use cases
 - Combines CTERA ease of use and IBM Cloud Object Storage flexibility to provide an integrated solution from a single, trusted vendor — IBM
 - Offers deployment based on your preference for a public, private or hybrid cloud environment
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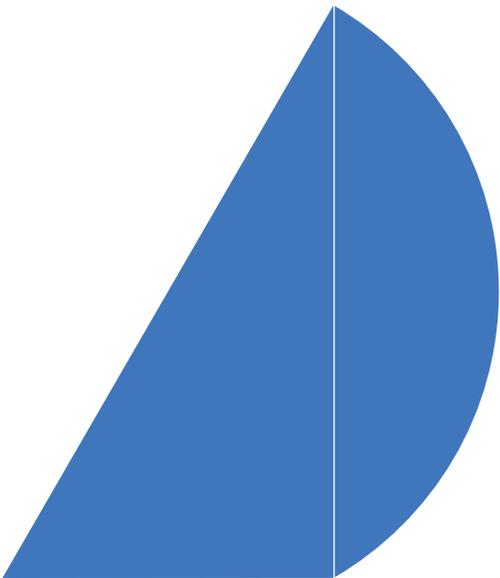
IBM Cloud Object Storage and CTERA

Modernize file-based enterprise solutions with a single provider

Do you find that expensive on-premises storage hardware, tight security and availability requirements, remote office locations and mobile employees are creating complex technology challenges? How can you transition traditional IT organizations and users to a cloud or hybrid solution that is flexible, scalable and simpler to use and manage? Does your business require an always-on environment that your current infrastructure cannot support without excessive costs?

IBM® can help you resolve these challenges with the CTERA Networks Ltd. Enterprise File Services application and IBM Cloud Object Storage. IBM delivers a highly integrated solution that can support you in your data centers, in the cloud or even in a hybrid environment, depending on your needs.

IBM and CTERA provide easier scalability and management designed to supply the convenience of always-on storage while also supporting enhanced data security and regulatory compliance. The solution also has management controls to help limit costs. Compared with traditional data-center storage solutions, this solution provides more business agility by empowering line-of-business operations to deploy storage more quickly and simply on their own, instead of depending on a storage administrator. The CTERA Enterprise File Services platform helps you preserve data security and better manage compliance and regulatory issues — requirements that can be difficult to meet when using other public cloud services.



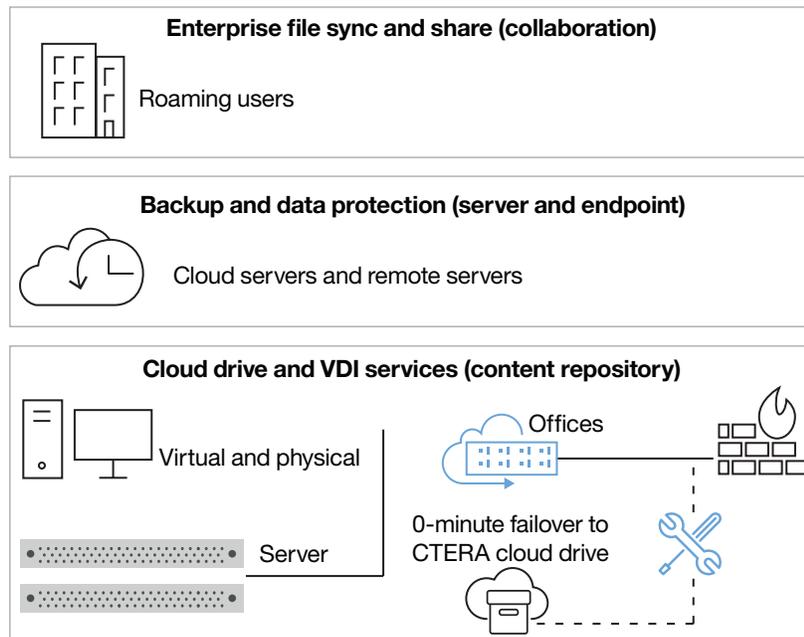


Figure 1: Three use cases of the IBM and CTERA solution

As shown in Figure 1, this solution combines IBM Cloud Object Storage with the CTERA Enterprise File Services application to provide:

- Enterprise file sync and share (EFSS) collaboration
- Remote data protection and backup for endpoints and servers
- Cloud drive and VDI file services

Delivering flexible deployment options

With IBM Cloud Object Storage as the backbone to this solution, you gain flexibility in your choice of deployment options. As shown in Figure 2, you can deploy on-premises, in the IBM cloud (dedicated or shared deployments) or in combination as a hybrid solution.

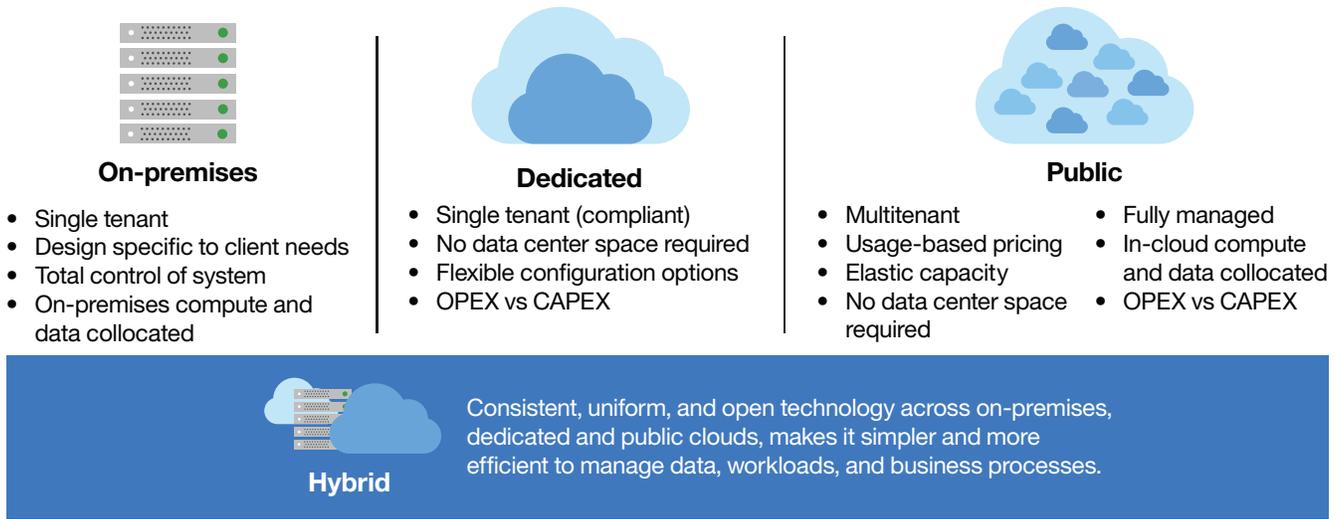


Figure 2: The flexible deployment options of IBM Cloud Object Storage

Facilitating more secure EFSS collaboration

Many companies have issues with users who have uploaded sensitive data to file-sharing platforms. Once in the cloud, a significant percentage of this data is shared internally and, more worryingly, externally. This concerns IT teams looking to protect private and potentially business-critical data. The growing number of mobile workers and the increasing impact of the “bring your own device” (BYOD) trend in the workplace are just two factors that make file-sharing services attractive in the enterprise. Still, security remains a chief concern.

IBM and CTERA offer your business a highly secure EFSS solution that helps you boost operational productivity and better protect sensitive company data in this era of mobility. The IBM and CTERA EFSS solution also offers a robust suite of security features, giving administrators and IT teams better visibility around access and sharing, while private encryption keys mean you remain in control of your content.

Providing remote data protection and backup for endpoints and servers

Your IT team understands how important backing up data is to your business. However, rapid data growth means an increasing amount of IT time is consumed with managing complex, expensive and often outdated backup hardware and software that no longer fits your needs. With many businesses now looking to virtualize their server environments and manage applications entirely in the cloud, your team needs new, more efficient ways to protect and back up server data.

The IBM and CTERA cloud server data protection solution offers you a cloud-neutral platform to safeguard and back up your data either in the cloud or from cloud to cloud (see Figure 3). This multitenant, massively scalable platform is better aligned to modern business needs and provides more granular data

protection and faster data recovery from the cloud. Source-based encryption and a backup architecture designed to be “incremental forever” mean that data is robustly protected and more efficiently backed up.

IT managers can scale out the IBM platform to accommodate hundreds of thousands of servers and tens of thousands of users, while retaining the ability to control and manage them using a central console. What’s more, by adopting IBM Cloud Object Storage, businesses can reduce total cost of ownership (TCO) by as much as 70 percent compared with traditional backup infrastructure.¹

Remote data protection and backup (endpoint and server)

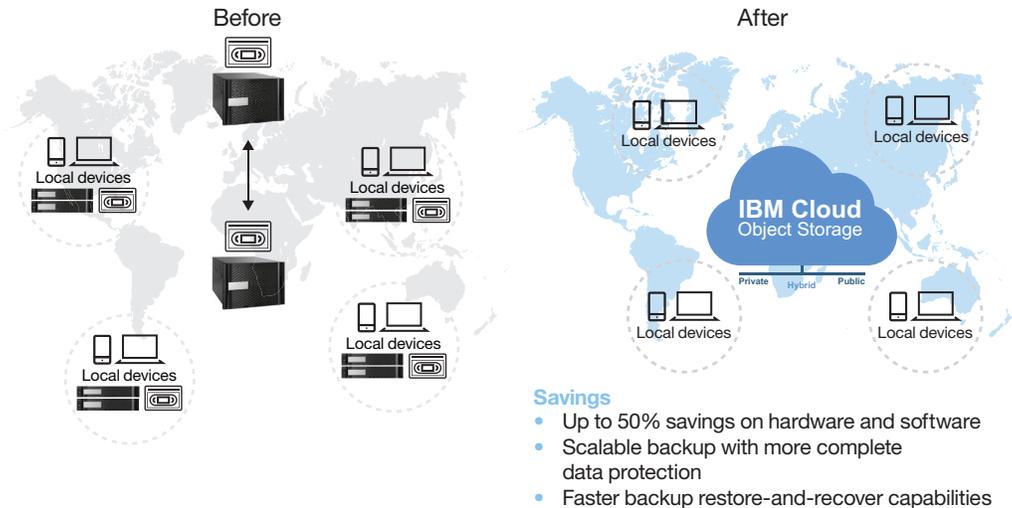


Figure 3: The solution can streamline backup and data protection.

Figure 3 illustrates that IBM Cloud Object Storage and CTERA eliminate both tape devices and replicated redundant centralized servers in your organization.

Improving file sharing across cloud and virtual environments

Managing numerous remote or branch office locations presents a common source of IT headaches. The ever-growing number of mobile employees complicates the landscape further. The cloud offers more cost-effective methods of storing, synchronizing and sharing company documents and information, but businesses still require the performance and security of traditional local solutions.

The IBM and CTERA solution's cloud drive and VDI file storage are designed to provide an all-in-one service that circumvents the need for file servers and office network-attached storage (NAS) by connecting your organization to the cloud infrastructure of your choice (see Figure 4). Your IT team can store and sync information across your business in a private, virtual private or public cloud environment and manage access, devices and performance from a central dashboard, slashing costs and avoiding the need for onsite visits. With a robust security layer that features data encryption, remote wipe and two-factor authorization, you can provide access to company data more securely across different locations.

Enterprise File Sync and Share (EFSS collaboration)

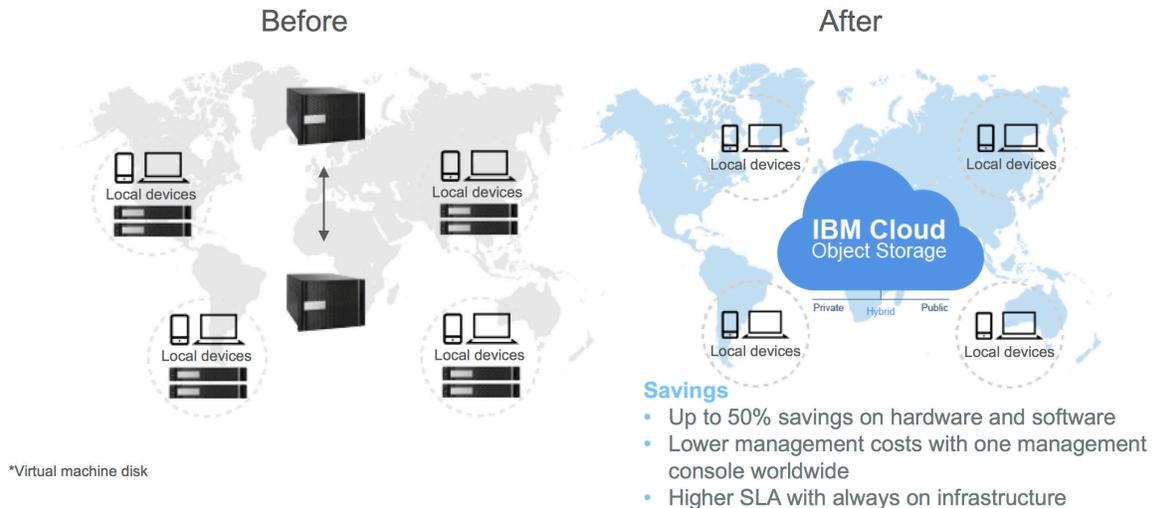


Figure 4: The solution from IBM and CTERA streamlines file sharing.

Figure 4 illustrates that IBM Cloud Object Storage and CTERA eliminate the need to put NAS data on expensive flash storage systems and also eliminate the replicated redundant centralized storage in your environment.

A multinational financial services firm mitigates risk and increases mobility

With branches in multiple countries and thousands of users, the company was struggling with slow file transfer speeds, a lack of mobility and, crucially, the absence of data redundancy. These struggles left its core business at risk in the event of an outage or disaster at any of its offices.

By adopting the IBM and CTERA cloud drive, file services and remote backup solution, this company linked its globally distributed servers to an IBM cloud infrastructure. The solution helped it sync business-critical data from its local drives to the cloud in real time and provide faster, and more secure access to employees across its global locations. In the event of an outage, employees can access backed-up data and content from the cloud within minutes. Now, with access to a private cloud, the organization has better mobility, which means employees can access content on mobile devices from virtually anywhere.

As well as reducing the risk of data loss and hard drive failure, IBM and CTERA helped the IT team save time associated with managing data storage operations, such as maintaining traditional NAS file servers. The cloud solution also freed budget, helping the company focus on more strategic tasks that drive the business forward.

Why IBM and CTERA?

This solution helps you:

- Achieve an overall dramatic reduction (up to 70 percent) in infrastructure costs and replace NAS
- Streamline and simplify administration for both file management and the storage system
- Gain enterprise-grade security
- Scale your infrastructure more easily and facilitate always-on access from multiple locations
- Provide a single, robust solution for remote access, backup and collaboration
- Rely on a single, IBM-sold-and-configured solution
- Improve flexibility with a choice of on-premises, cloud or hybrid deployment

CTERA

CTERA helps enterprise IT provide highly secure file services from IBM Cloud Object Storage whether on premises, in the IBM Cloud or as a hybrid solution. Trusted by many of the Fortune 100 and leading service providers, the CTERA Enterprise File Services platform is a private cloud IT-as-a-service platform for storing, syncing, sharing, protecting and governing data across endpoints, remote offices and servers. To learn more, visit www.ctera.com.

IBM Cloud Object Storage

IBM Cloud Object Storage provides the flexibility, scalability and simplicity needed to store, manage and access today's rapidly growing volumes of unstructured data in a private, public or hybrid cloud environment. IBM Cloud Object Storage transforms storage challenges into business advantages by reducing storage costs while reliably supporting both traditional and emerging cloud-born workloads for enterprise mobile, social, analytics and cognitive computing.

IBM Cloud Object Storage is built on technology from object storage leader Cleversafe®, which was acquired by IBM in 2015. Some of the world's largest repositories rely on IBM Cloud Object Storage. To learn more about IBM Cloud Object Storage, please visit:

ibm.com/cloud-computing/products/storage/object-storage

IBM

IBM storage and cloud solutions support the data infrastructure needed to efficiently capture, deliver, manage and protect data with superior performance and economics. Optimizing data storage with IBM helps your business access the right data at the right time, providing the data foundation to propel your organization into the cognitive era with confidence.

References

- 1 Davison, D., Forrester Research, Inc.: The Total Economic Impact™ Of Cleversafe, An IBM Company, March 2015, <https://www.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=TSL03266USEN>



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Produced in the United States of America
March 2017

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