

# Boost resiliency with IBM Cloud Object Storage

Accelerate your IT resiliency, data backup and disaster recovery plan



## Highlights

Provides cost-effective, predictable and simplified pricing

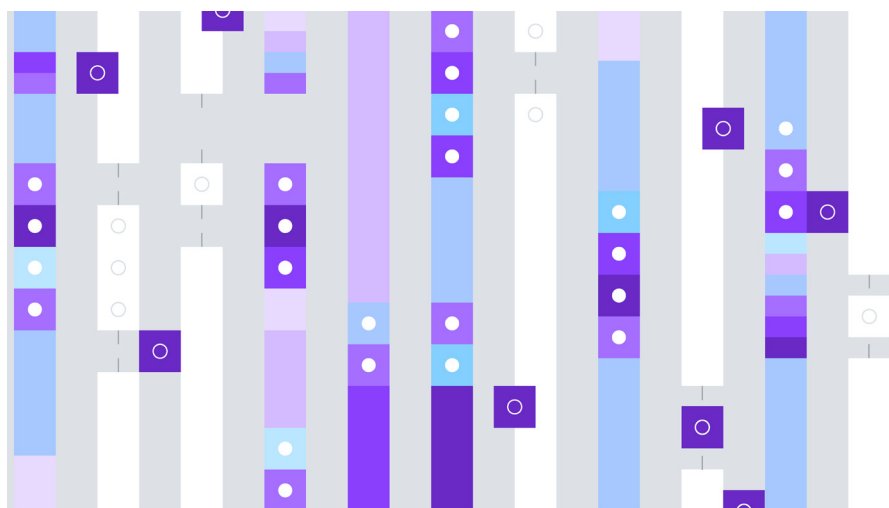
Offers data resiliency within and across broad geographic regions

Enables flexible retention and lifecycle policies

Allows faster recovery from disasters

As data and workloads grow in complexity and volume, organizations need to store, back up and protect data on a large scale while managing the cost and complexity of data storage. Durability and data integrity are also necessary to reduce the risk of data loss, damage or even destruction. Organizations must deal with attacks from malicious parties and both natural and human-caused disasters as well as costly outages, downtime, ransomware attacks or regulatory penalties. At the same time, you must be able to use your data to gain insight and competitive advantage and plan for unknown future needs that will require flexibility from your storage provider.

IBM Cloud® Object Storage offers a flexible, cost-effective, highly scalable cloud storage solution for unstructured data. Built for exponential data growth, the security-rich platform helps cut the complexity of managing even exabyte-scale storage to help you achieve IT resiliency. The service is built on erasure-coded SecureSlice encryption architecture, which provides scale while maintaining performance and offers built-in integrity checking to enhance protection.





IBM Cloud Object Storage wins TrustRadius Top Rated 5th year in a row. The solution earned a 2024 Top Rated Award for Infrastructure as a Service (IaaS), Cloud Storage and Object Storage. Read the announcement [here](#).

#### **Gartner**

IBM has been named a leader by Gartner for distributed file systems and object storage for 8 years in a row. Read the announcement [here](#).

#### **Provides cost-effective, predictable and simplified pricing**

Tiering options and a simplified pricing structure with a pay-for-use and subscription model for cloud storage offer highly cost-effective and predictable pricing to suit your needs. In addition to traditional fixed tiers and policy-based archiving, Cloud Object Storage offers a flexible Smart Tier that automatically adjusts pricing—such as lowering costs as access to older data decreases over time. This way, you don't have to monitor storage activity or move data between storage to avoid cost overruns. Cloud Object Storage services are cost-effective for managing large volumes of unstructured data and dynamic workloads on the cloud.

#### **Offers data resiliency even during regional outages**

Cloud Object Storage is designed to support your larger IT resiliency strategy and plan. The benefits include elastic scalability and flexibility to optimize capacity that matches resiliency, backup and disaster recovery service level goals. Resiliency options are tailored to your data location, availability and performance needs to provide you access even during regional outages. Immutable object storage preserves records and maintains data integrity using industry standard S3-style Object Lock APIs, providing WORM (write-once-read-many), nonerasable, nonrewritable protection from ransomware attacks.

The solution's built-in fault tolerance across regions offers a patented geo-dispersed algorithm to distribute data evenly and with immediate data consistency across nodes in multiple sites or even across continents. Eliminate the need to pay for two copies of your data or rely on existing asynchronous replication to achieve cross-regional resiliency. Choose immediately consistent cross-region protection and access to your data for disaster recovery or distributed applications.

#### **Resiliency ecosystem opportunities**

Benefit from a rich ecosystem of partners that support IT resiliency. One example is Veeam. Veeam on IBM Cloud is an award-winning solution for reliable orchestration of disaster recovery. The solution simplifies failover, failback, restore and migration for single, tens or hundreds of applications.

**Enables flexible retention and lifecycle policies**

Cloud Object Storage offers retention of sensitive data, specified retention times and parameters such as archiving and retention periods as well as locking data with immutability for added security, compliance management and ransomware protection. Applying immutable retention policies that can't be removed even by a bad actor with root credentials helps safeguard your data from tampering or manipulation by ransomware attacks and helps you manage compliance and business requirements. Additionally, the platform provides identity and access management (IAM) features to support role-based policies and permissions. Choose industry-specific rules or enterprise policy settings to help meet regulatory, legal or business needs throughout the lifecycle of your data.

**Allows faster recovery from disasters**

A cloud disaster recovery site can be synchronized with on-premises production environments to reduce the recovery point objective (RPO) and compute to deploy quickly and reduce the recovery time objective (RTO). In addition to reduced costs in hardware, resources, labor and maintenance, your business can benefit from dispersed redundancy in multiple zones and the protection of erasure coding for continuous availability if one or more locations are compromised. These features also facilitate analytics, insights and reporting of sensitive data, even during outages or disasters.

**Success story**

Ricoh USA moved workloads to IBM® Power® Virtual Server on the cloud with backup to IBM Cloud Object Storage, positioning the company to save up to 40% in annual data center housing and operating costs worldwide. Read the success story [here](#).



## Conclusion

Support your backup, disaster recovery and IT resiliency plan with Cloud Object Storage. Protect your data across multiple data centers or regions and eliminate the 15-minute window of vulnerability common to competing asynchronous cross-regional services.<sup>1</sup> The tiered, predictable pricing structure can help clients reduce overall storage costs without sacrificing availability or timely access to data. Overall, across the portfolio, Cloud Object Storage pricing can be less expensive and offer excellent value for your specific business needs.

## Why IBM?

IBM Cloud has a long history of supporting open-source innovation with cloud-delivered API services. Together with Red Hat® OpenShift®, IBM Cloud delivers an enterprise-ready Kubernetes-based container platform with automated operations to manage large and complex hybrid cloud and multicloud deployments. With advanced data protection, security leadership and open-source innovation, IBM Cloud is the enterprise-grade destination for reliable and robust workloads.

## For more information

To learn more about how IBM Cloud Object Storage can be a key element for your backup, disaster recovery and IT resiliency plan, visit [ibm.com/products/cloud-object-storage](https://ibm.com/products/cloud-object-storage).

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Produced in the  
United States of America  
July 2024

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