Hybrid & Multi-Cloud Adoption

Intelligent File Backup and Long-Term Retention in the Cloud

Aparavi's Intelligent Data Management Simplifies Multi-Cloud Adoption

Cloud storage has become an integral part of an effective storage strategy to improve backup, DR, and centralized file storage for archival and collaboration. But users still face serious challenges deploying the cloud due to:

- Complexity of connecting on-premises file storage with cloud
- Potential for vendor lock-in
- File security challenges
- Hidden costs

Multi-cloud and hybrid cloud are becoming the standard for enterprise, and, according to Forrester's July 2018[1] survey, 86% of enterprise cloud users define their strategy as multi-cloud (using multiple public and private clouds). It's important to note the definition of success of their strategy was driven by performance and innovation above cost savings.

Simplified Multi-Cloud Adoption

- Secure files across a multi-cloud deployment

- Enforce policy and governance

- Automate workflows across cloud while reducing costs

1 Forrester Consulting on behalf of Virtustream titled, "Multi-cloud Arises from Changing Cloud Priorities" July 12, 2018

Most studies confirm that the top 5 challenges for cloud users are:

1. Data security
2. Migrating workloads
3. Complying with data regulations
4. Managing multi-clouds
5. Cloud costs

Aparavi seamlessly and securely ingests data from on-premises storage and moves files to the cloud in a secure and efficient manner to meet long-term data protection and retention needs, freeing organizations to use any cloud or low-cost storage to meet budget and workflow requirements.

Aparavi was designed to meet the rigid demands of modern workflows and solves the key issues of multi-cloud storage deployments.

1. Data security

File protection is the heart of Aparavi but never at the cost of vendor lock-in. Aparavi encrypts files both in-motion (during file transfers) and at-rest (in the target storage). Aparavi uses a published data format to ensure your data remains "your data" with no vendor lock-in. Aparavi is constantly monitoring its environment to protect against external and internal threats and can block suspicious file activity to ensure the right files are only accessible by the right users.

2. Migrating files

Aparavi empowers users to take advantage of multiple clouds to meet performance and cost benefits. User defined policies drive copy and lifecycle management to deliver seamless file copy, sync, and archive within multi-cloud deployments. Users select the primary storage to connect as the file source and define the cloud(s) destination(s) of the file. Aparavi orchestrates file copies across multi and hybrid cloud storage to ensure files are copied and file retention policies are maintained.

3. Complying with data regulations

To enforce data regulations, you must know your data. Aparavi automatically scans the file and file systems, extracting information from within the files themselves and their related metadata. Files can be classified so that the files and file content can be searched. Files are easily accessed by each user whenever a file or its related data is needed regardless of where the files are stored. Users gain a global view across a multi-cloud deployment into their files, file hierarchy, the file access history and the related metadata and attributes.

Aparavi executes user-defined policies and applies pattern recognition to identify data types, enable deep search, and enforce data governance. Intelligent policies ensure proper management of sensitive data such as PII and HIPPA using meta-data and pattern recognition. This technology also empowers content level e-discovery.

4. Managing multi-clouds

Aparavi has certified with all the top cloud providers to deliver seamless integration, resiliency and maintain QoS, and more coming. New certifications are a simple process and additional public and private cloud vendors are added regularly. Check the Aparavi website for a current list of supported clouds.

5. Cloud costs

Aparavi reduces "file sprawl" with its intelligent file management that reduces storage capacity requirement and eliminates wasted storage space. Aparavi eliminates unnecessary data transfers reducing bandwidth requirements. This delivers an immediate ROI and minimizes overall storage costs.

A Smart Strategy

Executing a successful multi-cloud storage strategy requires that file storage is seamlessly integrated both on-premises and in the cloud(s). Aparavi delivers on the promise of the cloud through seamless integration to improve back-up to the cloud with fast recovery, long-term file retention, file migration between clouds, and search of anything and everything across the enterprise and clouds. Aparavi makes multi-cloud the intelligent and easy choice.

Only Aparavi combines simplicity and data intelligence to meet the demands today and in the future.