

Whitewater Cloud Storage Gateways and EMC Atmos

Enabling cloud storage for enterprise data protection

Today's ongoing and rapidly accelerating growth in enterprise data comes at the same time that companies of all sizes are focused on reducing costs. How can IT departments keep up with the volume of new enterprise data and flat capital budgets, yet continue to meet strict data protection and availability service levels?

These trends are encouraging IT professionals to consider new solutions to meet the growth and reduce the cost of their existing data protection infrastructures. As data protection systems consume large amounts of storage and often require long retention periods, cloud storage is an ideal solution due to its scalability, pay-for-use pricing, off-site data location, and reduced administration requirements. Until recently, however, concerns around security, transmission speeds, and the costs of storing large data sets have been barriers to cloud storage adoption.

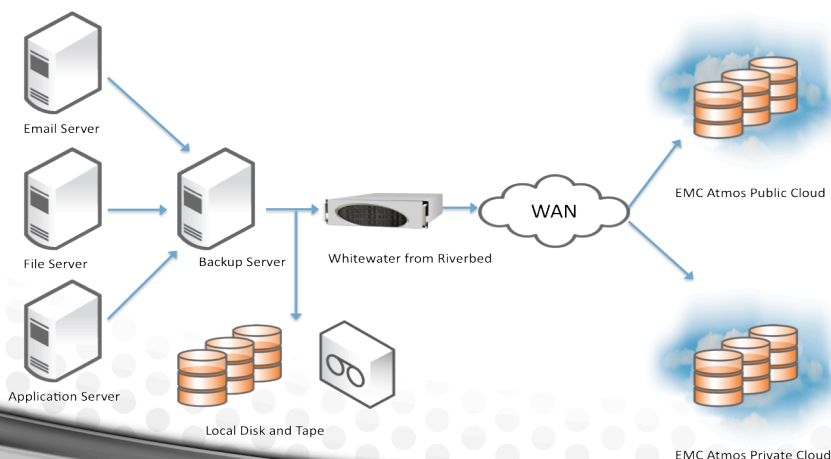
Riverbed Whitewater

Riverbed® Whitewater® cloud storage gateways allow organizations to reduce costs by 30 to 50 percent, eliminate tape, streamline administration, and improve disaster recovery readiness by leveraging the scalability, flexibility, and pay-for-use pricing of cloud storage.

Implementation is non-disruptive: customers continue to use installed data protection products such as EMC Networker, or other popular products, with the same schedules, policies, and procedures. The cloud becomes a secure and reliable backup target, accessed like any other storage target, at the customer's site.

By leveraging Riverbed's industry-leading deduplication, compression, and optimization technologies, Whitewater gateways shrink data sets by 10 to 30 times, substantially reducing cloud storage costs while accelerating data transfers. This massive reduction in data sets allows a single gateway to replace more than a petabyte of data stored on tape.

A typical Riverbed Whitewater and EMC Atmos deployment



A Joint Solution by Riverbed and



BENEFITS

Key benefits of the Whitewater and Atmos cloud storage solution:

- Easy, drop-in integration into existing data protection systems – no change to the existing infrastructure is required.
- Seamless access to infinite, scale-out storage resources through Atmos private and public cloud deployments.
- Reduce cloud storage requirements by 10 to 30 times with Riverbed's byte-level-based deduplication.
- Optimized storage utilization and protection based on business rules using Atmos policies.
- Secure data in flight and at rest with SSL v3 and 256-bit AES encryption. This dual-level security ensures that all data is protected end-to-end.
- Lower TCO through automation - manage 10 times more across sites in less time and with minimal overhead, eliminating file system limitations on namespace, size, and location.
- Turn-key portal for self-service, secure isolation and metering for billing and chargeback.
- Replace over a petabyte of tape with a single Whitewater gateway.

Whitewater safeguards data during transmission and at rest using secure socket layer V3 (SSLv3) technology and strong, AES 256-bit encryption. This dual layer of security ensures that sensitive data is protected end-to-end.

Disaster recovery capability is also improved because backup data stored within the cloud is available anywhere that has an Internet connection to provide fast, flexible recovery should the unexpected occur.

With Whitewater gateways and EMC Atmos, customers quickly gain the benefits of cloud storage with simple configuration, faster data transfers, and built-in security that delivers a secure and reliable backup target.

EMC Atmos

EMC Atmos is a multi-petabyte, scale-out object platform for information storage and distribution. If the goal is to build a cloud storage offering, Atmos is the ideal solution, combining massive scalability with automated data placement to efficiently deliver content and information services anywhere in the world.

Atmos operates as a single entity, while its revolutionary use of metadata and business policy automatically gets the right information to the right location at the right time. Different services such as replication, compression, de-duplication, and spin-down can also be applied to the data based on its value. These qualities combine to increase operational efficiency, reduce management complexity, and save money.

Atmos is a multi-tenant storage platform for secure isolation and metering for billing/chargeback. Atmos is also a self-service platform with a turnkey portal, which makes it relevant to service providers that desire to offer cloud-based solutions to their customers. With Atmos, service providers can realize a fast ROI due to the ability to quickly offer self-service storage, understand and reduce costs with utilization tracking, and elastically deploy and manage multi-petabytes across multiple sites as a single system.

Riverbed Whitewater and EMC Atmos

EMC and Riverbed have combined the best of their respective development teams and expertise to deliver both a powerful, cloud-optimized storage platform and cloud storage gateway that enables fast, reliable, and simple access to private and public clouds.

Through the EMC Atmos partner ecosystem, service providers can now take advantage of this joint offering to deliver a secure, easy, cost-efficient, cloud-based backup and disaster recovery solution. Key benefits of the cloud backup storage solution with Whitewater and Atmos include:

- Easy, cost-effective integration into the existing backup infrastructure
- Effective data security; Whitewater secures data both in-flight (with SSL v3) and at rest (with 256-bit AES)
- Lowered data protection costs by reducing WAN bandwidth and cloud storage requirements
- Seamless access to infinite, scale-out storage resources through Atmos private and public cloud deployments
- Optimized storage utilization and protection based on business rules using Atmos policies
- Lowered TCO through automation; manage 10 times more across sites in less time and with minimal overhead
- Turnkey portal for self-service, secure isolation, and metering for billing/chargeback

About EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

About Riverbed

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing, and disaster recovery without fear of compromising performance. By giving enterprises the platform they need to understand, optimize and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organization. Additional information about Riverbed (NASDAQ: RVBD) is available at www.riverbed.com.



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