

# RETHINKING HOW DATA IS MANAGED

## FREESTOR® VS. LEGACY SILO'D APPROACH

### THE FREESTOR APPROACH

#### Unified Storage Management



FreeStor's horizontal, unified platform lets you migrate, recover, protect, and optimize data regardless of type of storage, location or brand.



52%

Expect SDS will extend the life of existing storage assets†



71%

Are considering adopting or have adopted HCI/ SDS‡

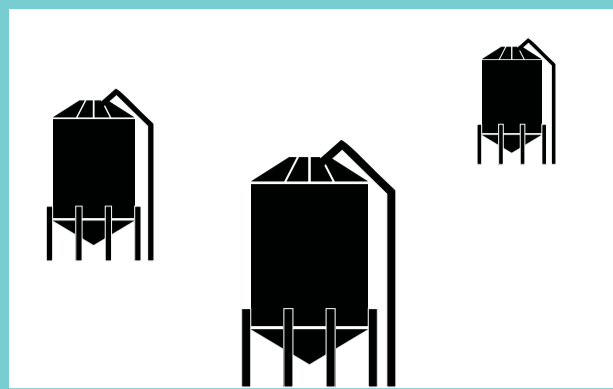


42%

Plan to reorganize/ repurpose storage assets to increase utilization\*

### LEGACY APPROACH

#### Isolated Silos Of Storage



Silos are great for the farm... BUT they are inefficient for mixed environments. They lack heterogeneous, horizontal integration.



80%

Of enterprise data will continue to reside on a mix of flash and disks



39%

Have between 100 TB and 1 PB of data under management †



53%

Average utilization of enterprise storage capacity \*\*

### WITH FREESTOR



#### INTELLIGENT ABSTRACTION

Virtualizes existing AND future storage for a more efficient and available data pool



#### INTELLIGENT PREDICTIVE ANALYTICS

Provides real-time and historical analytics across the heterogeneous storage pool to better manage capacity, performance and availability



#### INTELLIGENT ACTION

Enables users to take action based on real-time information to optimize and maintain their storage environment from a single-pane-of-glass regardless of storage vendor or location

### WITH SILOS



#### LOCATION – IT ALL DEPENDS

Storage management is limited by technology type and vendor



#### GUESSING, NOT KNOWING

No "big picture" view across all domains means guessing what will happen in the future



#### WHAT'S THE POLICY?

Managing and enabling policies manually means each island of storage runs according to its own rules

### ENTERPRISE READY

20X  
FASTER

Provision storage in 6 clicks – one minute vs 20 minutes the old-school way

90%  
LESS

Pay up to 90% lower cost than buying the same features and capacity array-by-array

1  
TOOL

Monitor, manage, report, and optimize across ALL heterogeneous storage with one tool and a "single-pane-of-glass" view

### OR NOT...

17%

Estimated percentage of lifetime storage array costs for maintenance <sup>5</sup>

24%

Failed to see expected cloud cost savings+

19%

Need to use too many tools to manage storage islands <sup>5</sup>

### FINAL VERDICT



If you want to manage ALL of your storage resources, whether on-premises or in the cloud, from a single, unified view and have Enterprise-class stability, scalability and performance, then set your infrastructure free with FreeStor!



Silos don't enable you to manage across storage islands, or remove restrictions on what hardware you can use. Silos don't improve operational efficiency or infrastructure utilization, or improve time to deployment, production or revenue.



23% OF THE FORTUNE GLOBAL 500  
RELY ON FALCONSTOR EVERY DAY<sup>¶</sup>

FreeStor delivers enterprise-class software-defined, intelligent data services combined with predictive analytics across any primary or secondary storage hardware; in the private/hybrid cloud or on-premise.

FreeStor helps IT organizations realize more economic value out of existing environments and any future storage investments while reducing complexity, maximizing flexibility, and improving operational efficiency.

WANT TO LEARN MORE  
OR GET MORE DETAILS?  
GREAT! LET'S TALK...

REQUEST A DEMO



Learn more at  
[falconstor.com](http://falconstor.com)

#### SOURCES

† <http://www.marketsandmarkets.com/Market-Reports/software-defined-storage-sds-networking-sdsn-market-1067.htm>  
‡ Out of 1267 Actual Technologies survey respondents – "Software Defined Storage and Hyperconverged Infrastructure in 2016"  
\* Out of 651 polled respondents Seagate "Data Center Management in the U.S. and China: Trends and Challenges"  
\*\* "The Economic and Operational Value of Storage Virtualization," Mark Peters, ESG, March 2012 <http://www.hds.com/assets/pdf/economic-and-operational-value-of-storage-virtualization-hds-perspective.pdf>  
§ SNIA TCO Calculator [http://www.snia.org/sites/default/files/Copy%20of%20SNIA\\_Enterprise\\_TCO\\_Calculator\\_Rev\\_%201\\_4.xls](http://www.snia.org/sites/default/files/Copy%20of%20SNIA_Enterprise_TCO_Calculator_Rev_%201_4.xls)  
+ Results of a survey "Top Level Drivers for SDS" DataCore Survey 2015 with 477 respondents  
¶ As of March 2016