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-Scott Harris, Vice President of Services, Egenera

CHALLENGE

Providing a solution that can provide both disaster recovery and backup services for both physical and virtual cloud storage environments

As a provider to other providers, it is imperative that Egenera has a consistent infrastructure that allows it to offer common data services regardless of the platform or environment. To do so, Egenera’s solution would have to be capable of working in both physical and virtual settings across not only its own network but those of its customers and their end users as well.

With Xterity becoming the fastest growing segment of its business, Egenera began looking for a way that their customers could build on and extend data service offerings so that Egenera could productize and monetize them. Egenera intended to expanding Xterity to different geographies, integrating it into bigger systems and attracting larger customers. As part of this expansion, the company began to discuss the idea of offering a richer service catalog with key services that included disaster recovery and backup.

Scott Harris, Vice President of Services at Egenera, was tasked with finding a partner in order to bring disaster recovery and backup to market. Looking for a single solution that could provide both services, a short list of vendors that included Veeam, Zerto, ICO, SRM and FalconStor was created. Criteria for selection included reliability, portability and the ability to do both physical and virtual storage. After narrowing the list further, the company ran proof- of-concept testing on Veeam and FalconStor.

“With Veeam, we had trouble doing multi-tenancy the way we wanted to,” said Harris. “We have a lot of technology built into our products that create virtual cages in a secure way and if we put in a product that doesn’t recognize or gets in the way of that, then it becomes a problem for us – it sort of breaks down the rest of our plan. So when we evaluated Veeam, we ran into a lot of problems with that.”

With FreeStor[®], Egenera found a solid, reliable solution based on 15 years of experience that not only offered the true disaster recovery and backup it was looking to provide but was able to do so in a turnkey offering that provided customers with the ability to turn on or off services as needed.

SOLUTION

FreeStor’s powerful data services platform enable cloud and managed service providers to deliver flexible solutions to meet demanding requirements to move, store, protect and manage data

Egenera’s latest offering, Xterity Cloud Services, was created with the vision of delivering a full range of dedicated, managed, private and hybrid cloud service to exclusively the IT reseller ecosystem and ISVs. Xterity enables resellers to quickly enter the cloud services market with no up-front capital costs or ongoing management costs and with the ability to add service offerings that complement their particular

OBJECTIVES

- Offer a richer Services catalog to customers
- Provide a service that encompasses both Disaster Recovery and Backup Services
- Offer a Service that protects both physical and virtual cloud storage environments

RESULTS

- FreeStor becomes most-requested add-on solution of Xterity’s cloud platform
- Provides a clear market differentiator for customers’ portfolios



COMPANY PROFILE

Founded in March 2000 by the CTO of Goldman Sachs, Egenera enables organizations to deliver cost-effective, flexible yet highly reliable IT and cloud services. Egenera’s automation and management solutions enable enterprise IT organizations and service providers to quickly create scalable, secure and highly reliable private, public and cloud services. With Egenera, customers realize rapid time-to-deployment, unparalleled IT efficiency and improved service levels. As a result, organizations are empowered to respond quickly to market demands and deliver best-in-class IT reliability and economics.

SOLUTION TARGET

- Consulting companies looking to offer cloud services
- ISVs delivering SAAS-like applications via a cloud environment
- MSPs avoiding the loss of its customer base due to shrinking and/or outsourced datacenters.

skills and added value. Unlike reselling public cloud services, Xterity wholesale provides the margins resellers need to develop a profitable cloud services business. The Xterity infrastructure combines best-in-class technologies with people who are highly motivated and dedicated to providing superior customer service.

Because FreeStor side loads and doesn't interfere with VMware, it didn't create these same problems. FreeStor also isn't dependent on a hypervisor, meaning that Xterity could run as both a bare-metal cloud and virtual cloud to ensure that the company's entire customer base could be served.

FreeStor's centralized management and enhanced simplicity lets users turn data services on and off as needed to best fit their business needs — without incurring added costs or constraints of hardware limitations.

This is all possible due to Intelligent Abstraction[®]. FreeStor's horizontally layered architecture which allows enterprises to combine existing storage infrastructure with new technology for better ROI and less hassle. By enabling IT teams to easily leverage new storage solutions, the benefits of the cloud/hybrid cloud, SDS and flash storage are finally within reach.

RESULTS

FreeStor has become Egenera's most-requested add-on solution for Xterity's cloud platform, providing a market differentiator for customers' portfolios

Egenera's choice of FreeStor is a business-critical one for the company. If FreeStor did not perform to expectations, its impact was far greater than just affecting Xterity services; it directly impacts its customers' businesses as well.

"FreeStor is the first real entry, in my opinion, into the service provider realm," said Harris. "One of the most important things in the cloud world, if you want to make money is maintenance and management time. One of the most commonly overlooked and underestimated items is the amount of effort it takes to actually run a cloud. Our model is based off of a very low amount of administration needed and FreeStor is helping us move the mark to where we need to be to keep that sort of high margin-type business model going on."

FreeStor's backup and disaster recovery capabilities are the first phase of a multi-phase roll out for Egenera, providing the market differentiation for Xterity in helping its customers overcome competitive offerings. By lessening the time to implement services and lessening the amount of management required to do so, FreeStor ultimately costs less while allowing users to do more.

The use of FreeStor's backup and disaster recovery capabilities are providing market differentiation for Egenera as it delivers revenue generating services for key partners, including managed service providers (MSPs), and independent software vendors (ISVs). FreeStor technology easily enables the company to provide managed backup BaaS and disaster recovery (DRaaS) services with a range of RPO and RTO packages. This enables Xterity customers to satisfy requirements from a number of hours down to just a few minutes. Storage optimization benefits also ensure profitability by protecting margins. FreeStor is currently being used as part of Egenera's Xterity offerings on all of the company's clouds in Europe and the United States, and will be implemented as part of its first Asian cloud launching later this year.

"FreeStor is an integral part of the Xterity brand," said Harris. "It's the only DR solution we offer. We feel that it's a unique fit and allows us to address a unique market need. In fact, it's the No. 1 most popular service that we have right now. We have more demos with FreeStor services than we have without them."

ABOUT FALCONSTOR

FalconStor[®] Software, Inc. (NASDAQ: FALC) is a leading software-defined storage company offering a converged data services software platform that is hardware agnostic. Our open, integrated flagship solution FreeStor[®] reduces vendor lock-in and gives enterprises the freedom to choose the applications and hardware components that make the best sense for their business. We empower organizations to modernize their data center with the right performance, in the right location, all while protecting existing investments.

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