Cloudian HyperForce Partner Program

Q&A
with CMO Jon Toor

Q Charter members of the program include Rubrik, Komprise, Evolphin, and CTERA Networks. They, coupled with Cloudian, each appear to contribute to a different part of the program. What were some challenges in bringing together these partners? What's exciting about the partnerships?

A These partners share a common element. They all help IT managers deals with what Gartner says is the #1 IT problem: capacity growth. And they all capitalize on the scalability and cost benefits of object storage to make the solution both affordable and manageable.

Here's why this is exciting: IT managers know that object storage has the potential to help. It's 2/3 less cost and infinitely scalable.

The question is how to get started? Sure, IT managers can piece together solutions on their own, but that can be risky. If the solution doesn't work, who gets the blame?

This program is 100% proven solutions. All are deployed, with customers, in live production data centers, right now. They solve real capacity management problems and do not create new problems along the way.

Q What is unstructured data and what challenges does it create?

A Unstructured data is so pervasive, it consumes 80% of the capacity deployed today. It's almost easier to define the opposite: structured data. That's the information managed by database apps like Oracle. Unstructured data is everything else. That includes media clips, backup data, scientific data, images, user files from Windows apps, etc. Unstructured data is growing over 50% annually, so it's massive and getting more so.

Q How do solutions like Cloudian's "cut management workloads by 90 percent in capacity-intensive applications"?

A With traditional storage, capacity growth always leads to more IT workload. When I fill one storage box, I buy and manage a second, and a third. All of those boxes have users, groups, permissions, backup jobs and file structures. All have to be managed, one by one. So the workload goes up with more boxes.

Cloudian consolidates all of that to one storage pool. We have boxes, too, but when you add a box to our storage pool, it just folds in with the others. They all look like one big box. So even if you have 20 of them, from the storage manager's view they're a single thing to manage.

Q You mention in the release that companies often ask 'How do I get started'? when it comes to object storage solutions. This program is designed to help make that process easier. How does it do that?

A We've done a big part of the work for you. The first part of any IT project is looking at the cost/benefit analysis. The "cost" part is the hardest because you need to factor in time and risk. Vendors always talk about benefits. That's the easy part. But what about the time you'll spend? What about the risk of stuff not working?

This program takes out the research time, controls the implementation time, and eliminates the risk. We have done the background work and the lab work. Each of these solutions is now in the field, with actual customers, managing petabytes of storage.

Q Anything you'd like to add?

A Traditional storage has run out of gas when it comes to capacity growth. The irony is that for the last 5 years, the industry has been focused mostly on storage performance. All-flash systems are great for speed, but they do not address the capacity problem, either from a cost or management workload perspective.

Object storage is now catching on fast. Our customer list has grown 100% in the 12 months. Why? Because object storage finally fixes the capacity problem. It's 2/3 less costly and infinitely scalable.

This is the first program to help enterprise customers take that first step with object storage. We have seen, over and over, that once customers begin with object storage, they start using it everywhere.