

No-Click, Application Data Across the Hybrid Cloud

Highlights

- **Deliver data-as-a-service** to create the agility needed free applications from silos and downtime
- **Active-active global namespace** eliminates data silos, making it available across AWS, Azure, Google Cloud and private clouds
- **On-demand data access** for file and object keeps performance high and cost low
- **Machine learning metadata engine** manages the placement of data, optimized for cost, performance, compliance, and security
- **Non-disruptive live data mobility** seamlessly moves application data between clouds
- **Use existing storage infrastructure** with native support for NFS, SMB, and S3

Challenges

- **Cloud silos and lock-in** is a very real threat to cost and complexity, requiring great data agility to escape
- **Running applications** in the cloud that depend on file services is difficult and costly
- **Data governance & security** needs to be managed at the file level through metadata management

Enterprises everywhere are going through a digital transformation, leveraging IT technologies across all aspects of their business to improve their competitive agility. As a result, data is growing at an explosive rate as enterprises move from a process-defined world to a data-defined world, driving the adoption of new technologies like cloud infrastructure, containerized application clusters, and high levels of automation to remain competitive.

So, as IT struggles to meet the objectives of cloud-first strategies, they ask themselves the question, “How do I get my app data accessible across the hybrid cloud?”

Cloud Is Just Another Silo

Cloud can easily become yet another silo for data, and vendor lock-in for applications – a prime example that open APIs don’t necessarily create open systems. Moving data into the cloud and storing it there can appear to be low-cost, but egress charges can add up quickly when data needs to flow cloud-to-cloud. This economic trap effectively captures data as effectively as vendor lock-in.

Just deciding which applications to move to the cloud creates its own set of considerations. Should the app go refactor to go cloud-native or is containerizing to lift-and-shift the app a better option? Moreover, what if this application needs to run in multiple locations, or use a bursting model? It’s impractical to copy an entire data set to multiple locations, not to mention the loss of coherency between copies, or the downtime to safely copy data.

It’s Hard to Keep Application Data Within Budget

Once application data is safely in the cloud, application teams and IT face the daunting task of predicting and managing the cost of running workloads in a pay-to-play environment. Storing data in cloud storage services is usually inexpensive, as long as it is in object format.

It’s a challenge to efficiently run a file data heavy workload in the cloud and meet the cost profile of an ephemeral app. File data is not native to the cloud; applications that expect file data from a NAS infrastructure quickly drive up the cost unless aggressive tiering between cloud storage services is in place. Now, adding multi-cloud requirements to the mix increases the complexity of management exponentially.

Ignore Security and Compliance at Great Peril

As the data estate sprawls across multiple clouds and data centers, it gets increasingly difficult to maintain security protocols and compliance with directives like GDPR, not to mention the ever-present threat of human error. Automation and objective driven data management at the file level is the only way to protect data reliably and mitigate liability.

Solution Brief

Manage Data, Not Storage

Customers want the freedom to manage application data without worrying about which storage silo it sits on. The legacy approach of copying or moving data between silos doesn't scale in a hybrid cloud environment. Data management should be automated across the hybrid cloud, automatically available everywhere on-demand to take full advantage of the scale and services offered by the hybrid cloud.

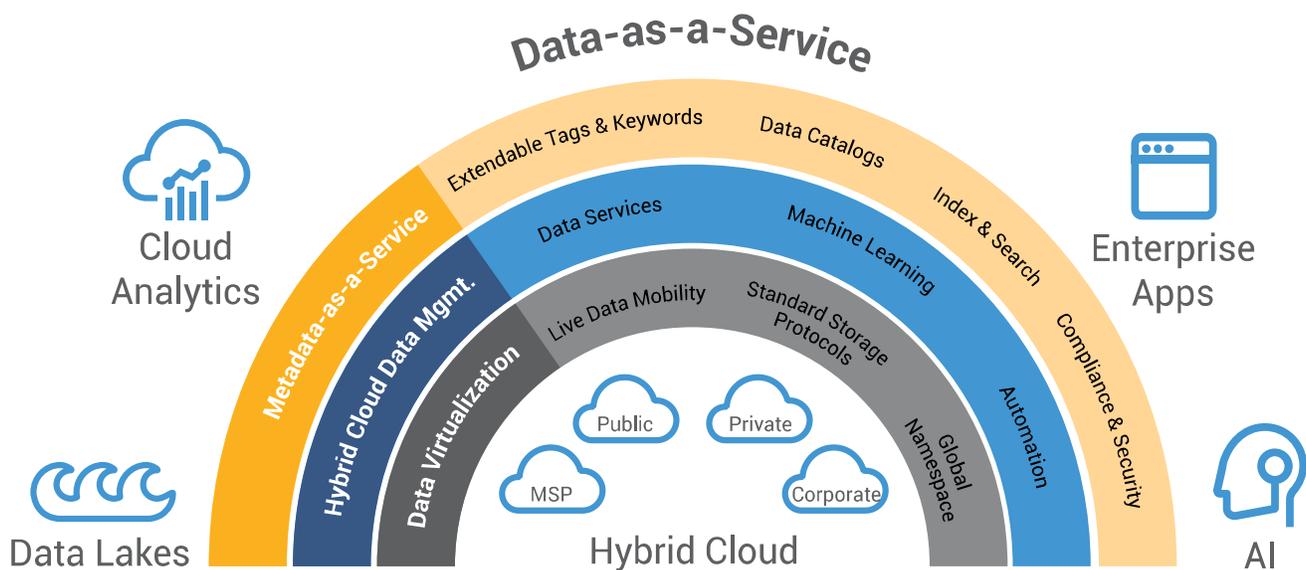
Hammerspace is a hybrid cloud data control plane that serves up **Data-as-a-Service** to any application across the hybrid cloud – using existing infrastructure. Data is virtualized, separating metadata from data, to make data appear live and available across the hybrid cloud while maintaining performance, control, and compliance. With Hammerspace, all application data is available, but only the files necessary are moved to maintain efficiency. Keep the cost of data to a minimum with WAN-optimized global deduplication and compression.

Machine learning engine adds intelligence to the decision

making, continuously optimizing data management between clouds and data centers based on telemetry collected from applications and the infrastructure – balancing cost and performance.

Data is presented to applications anywhere in the hybrid cloud through an active-active geo-spanning namespace. When combined with live data-instance mobility, applications non-disruptively move and run anywhere even during read/write to an active file. With support for standard storage protocols (NFS, SMB, S3) application data is available to any site across the hybrid cloud making it easy to move applications.

Enterprise data services like global snapshots combined with Hybrid Cloud Data Management defined by objectives and metadata management mean that data can be easily protected and scaled for everything from disaster recovery to cloud bursting to meet sudden changes in SLAs. Data in Hammerspace automatically meets business objectives without compromising data governance, compliance, or security.



About Hammerspace

Hammerspace is a software company dedicated to enabling fast and easy access to data across the hybrid cloud. Hammerspace is a hybrid cloud data control plane where data exists abstracted from storage and is available to any service, in any cloud or data center. By automating the management of data with metadata-driven machine learning, Hammerspace makes it easy to run more jobs faster and not get stuck in a silo again. To learn more, visit us at www.hammerspace.com