



# Modernize your data protection environment with deduplication and cloud

## Challenge

- Difficulty keeping pace with rapidly growing data volumes
- Managing expensive backup appliances that don't scale
- Inability to access data locked in proprietary backup tarballs
- Rising tape management, vaulting and retrieval costs

## Solution

Western Digital and StorReduce combine two powerful technologies, deduplication and high-density object storage, to make the transition to hybrid and private cloud data protection easy.

StorReduce inline deduplication software quickly moves large volumes of data to hybrid and private cloud, eliminating redundant data along the way.

ActiveScale provides high-density object storage that helps you store that data efficiently and cost effectively for long periods of time.

Together StorReduce and ActiveScale can enable organizations to eliminate backup appliances and tape forever, improving operations and greatly reducing both capex and opex costs.

## Highlights

- Improve data protection with deduplication and cloud
- Eliminate expensive backup appliances and slow tape
- Ensure RPOs are met with on-demand recall
- Utilize backup data for improved business decisions
- Eliminate burden of handling, tracking and managing tapes

## StorReduce and ActiveScale™ enable you to increase capacity, improve performance and dramatically lower costs by replacing backup appliances and tape with hybrid/private cloud

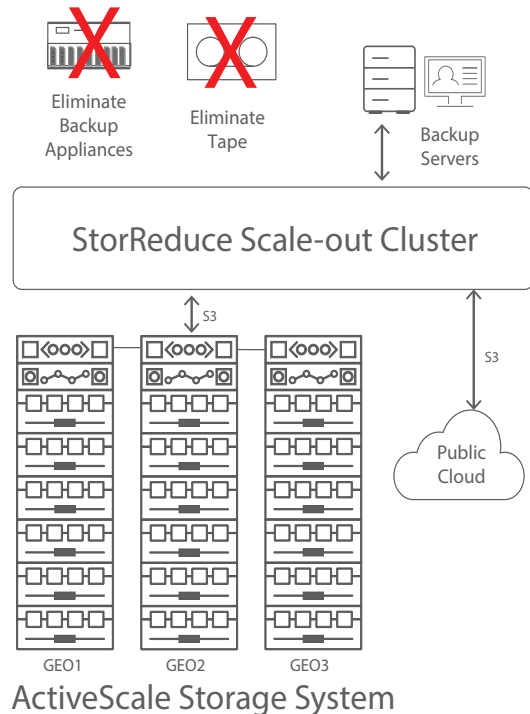
Data is a valuable resource and protecting that data is a vital part of the business process. Unfortunately, many organizations have inadvertently found themselves locked into a data protection architecture with lots of expensive purpose built backup appliances for daily operations and magnetic tape for long term retention.

With data growing so rapidly, daily backup operations get harder to complete and backup appliances fill up at an alarming rate, further locking you into an expensive hardware cycle. More appliances mean more power, more cooling and more time spent managing, hidden opex costs that eat up productivity and budget.

Rapid data growth combined with the need to increase retention time to meet regulations is pushing tape beyond its limits. Many organizations justify the continued use of tape by claiming it is inexpensive from a capex perspective. However, many organizations fail to understand the true TCO of tape because they underestimate the opex costs associated with handling, transporting and storing of physical tapes.

As data rapidly becomes the key driver to your business success, are you relying on a growing number of over-loaded systems to protect your critical business data?

### ActiveScale™ + StorReduce Deployment



## Combining two powerful technologies holds the answer

What is needed is the ability to store large amounts of data in an extremely efficient and cost effective manner, giving you all the benefits of disk backup and recovery at the cost of tape. Sounds impossible? Well, until recently it was. Now by leveraging the power of two advanced technologies, deduplication and high-density object storage, you have the ability to quickly backup and restore data, store huge amounts of data efficiently and easily scale as needed to meet future business requirements.

## ActiveScale and StorReduce can deliver the power of cloud at the cost of tape

How can a modern hybrid or private cloud solution be the same cost or even less than tape? By leveraging and combining the unique strengths of two powerful technologies.

StorReduce is a specialized cloud deduplication solution, specifically designed to optimize hybrid and private cloud object storage for large volumes of data. StorReduce sits between your applications and the public cloud or ActiveScale object storage, transparently performing inline data deduplication on up to hundreds of petabytes under a single global namespace using the Amazon Simple Storage Service™ (S3) REST API.

ActiveScale is an object storage solution specifically designed for enterprises dealing with extremely large and growing volumes of data. Western Digital is in the unique position of being the only vendor that manufactures almost all of the components throughout the entire storage technology stack. By leveraging our own IP at every level of the stack, Western Digital innovates to deliver some of the densest storage systems on the planet.

When ActiveScale is combined with StorReduce, the end result is a high-speed disk-based platform that protects your data for long periods of time at a cost that can often be less than the cost of slow unreliable tape. IT organizations can now affordably make the transition from expensive purpose-built backup appliances and tape to a modern cloud infrastructure.

## Conclusion

Traditional backup appliances and magnetic tape can't handle the demands of today's data growth. StorReduce and ActiveScale helps enterprises modernize their backup and recovery operations with a converged data protection, storage and management solution that can deliver all the benefits of cloud at the cost of tape.

To learn more about the solution, visit: [www.hgst.com/storreduce](http://www.hgst.com/storreduce)

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