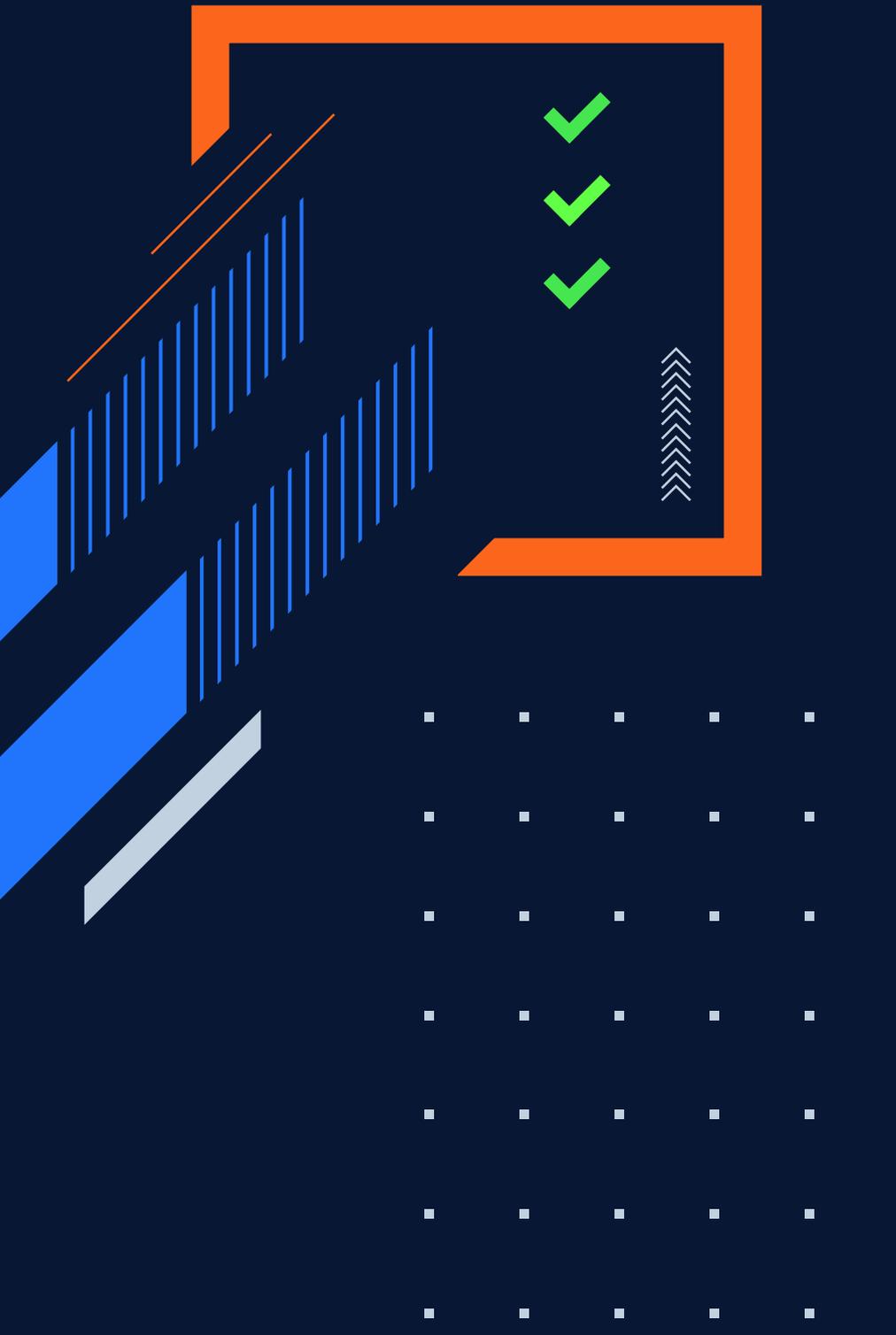


BURST



Great performing  
data in the cloud  
doesn't need to  
cost a fortune

Move your on-premises data today with Buurst



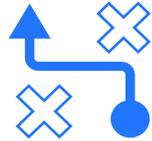
## Modern solutions for the modern business

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For the modern organization, moving to the cloud is inevitable. On-premises hardware houses your most critical business application data, driving costs out of your on-premises infrastructure is critical to supporting your business. Learn how to remove the obstacles that can prevent your organization from unlocking robust capabilities that position your business for future growth.

## Modern solutions for the modern business

# Whether you are...



Evaluating solutions to get your organization out of an on-premises datacenter completely



Overdue for important maintenance or upgrades for aging storage infrastructure



Running short on on-premises storage capacity and trying to figure out how to leverage the cloud



Faced with expensive license upgrades or renewals

...your on-premises storage is likely **costing you not only time and money**, but the **ability to innovate and unlock new capabilities** for revenue-generating applications.



## What is keeping organizations from moving their data to the cloud?

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The cloud has become the new normal for organizations hosting their business-critical applications and data, but things are changing fast and it's time to rethink how to get your data to the cloud in a way that works with your on-premises infrastructure. Some organizations are concerned about the difficulty of moving large volumes of data, time to migrate, costs, or the potential loss of data by moving their applications and data to the cloud. While others have attempted a migration on their own, their progress is halted due to how long and tedious the migration can be with their in-house solutions.

What is keeping organizations from moving their data to the cloud?

## Roadblocks for moving business-critical applications to the cloud:

### Difficult to set up:

- How many hours will it take to set up?
- How much manpower will it take?

### Time to migrate:

- How can I afford to take important applications offline for months while I migrate?

### Managing the volume of data:

- How do I ensure my data is up to date and available? How do I continuously sync large volumes of data?

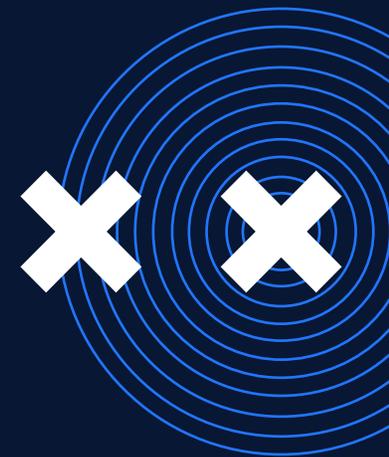
### Unreliable network connections:

- What if I don't have a fast or reliable connection to migrate my data?
- Will I lose data or have to restart the process if my connection is interrupted during a large data transfer?

### Costs of maintaining cloud storage:

- How much will the cost of the migration set me back?
- How do I manage the cost of all the cloud storage I will need to house my data?

While these are valid concerns, they're no longer blockers with the right cloud-native solution.





## Reducing the cost of data management in the cloud with Buurst's SoftNAS

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Buurst's SoftNAS has made moving to the cloud possible, seamless, and the most cost-effective solution for your business.

## Reducing the cost of data management in the cloud with Buurst's SoftNAS

### Easy to set up

SoftNAS virtual appliance connects directly to on-premises data to seamlessly replicate data to any cloud provider. After a connection has been established between the on-premises datacenter and the cloud, SoftNAS migrates data with a zero-downtime experience for the end customer.

### Robust storage management capabilities

With SoftNAS, organizations can establish robust backups to ensure three copies of critical, high performance application data, a practice that is costly and nearly unachievable on-premises. This solution ensures two copies within a single region and two different Availability Zones (AZs) and one copy in a second region.

### Flexible enterprise capabilities in any cloud

SoftNAS is a vendor-neutral solution, allowing organizations to choose their ideal cloud provider(s) to house their business-critical applications and data. Unlike rigid black box solutions with a set number of hard drives living in a local facility, the SoftNAS virtual appliance gives organizations control of their underlying storage infrastructure, growing it as their data needs evolve. For applications running on the cloud, users can fine tune the performance levels of SoftNAS to meet spikes in demand.

SoftNAS delivers a patented cross-zone high availability solution with up to a **99.999% uptime guarantee** for your critical application data ensuring users always have a great experience.



## How Buurst's SoftNAS manages your cloud storage costs:

- Move from CapEx to OpEx
- Cost-effective migration
- Storage tiering and data compression/deduplication
- Continuous syncs for disaster recovery

# Move from CapEx to OpEx



## Eliminate on-premises hardware costs

Moving to a cloud-based datacenter eliminates the need to purchase, power, and maintain another piece of on-premises hardware, new datacenters to house the hardware, or resign costly maintenance contracts



## Expand as your data grows

SoftNAS enables organizations to scale storage capacity as needed, rather than over-purchasing hardware to remain idle in case of peaks in demand



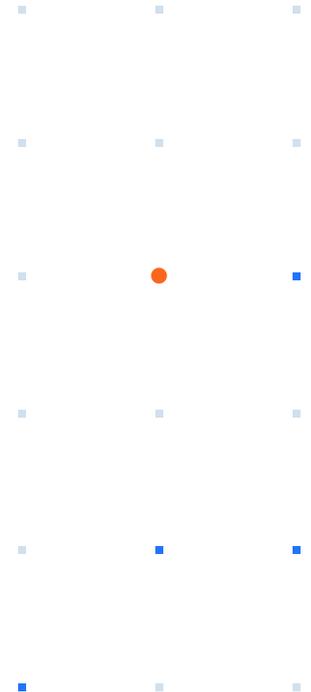
## Deploy to the cloud of your choice

SoftNAS is available on both Amazon Web Services (AWS) and Microsoft Azure, allowing organizations to choose their desired cloud provider with flexible pricing options



## Utilize enterprise-like toolsets

Unlock tools for data control, performance, and availability with a private NAS on the cloud, at a flexible pricing model

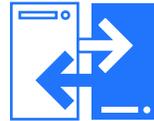


## Cost-effective migration



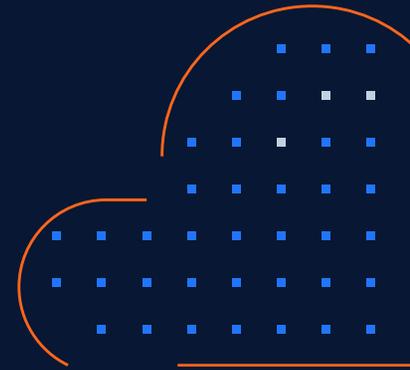
### Dynamic options for getting data to the cloud

SoftNAS offers a Lift and Shift migration to replicate data to AWS or Microsoft Azure in a matter of hours. The point-and-click wizard enables organizations to migrate live data to the cloud, even while in production, without the need to recode. Because SoftNAS is vendor-neutral, organizations can also choose to utilize public cloud migration services.



### High transfer speeds over noisy networks

If a high latency, poor performing network is holding organizations back from getting their data to the cloud in a timely manner, SoftNAS offers UltraFast, a feature that speeds data transfers by up to 20 times. While it does not increase the bandwidth, UltraFast optimizes TCP/IP traffic to reduce latency and noise across the network, creating a streamlined pipe from the on-premises datacenter to the cloud.



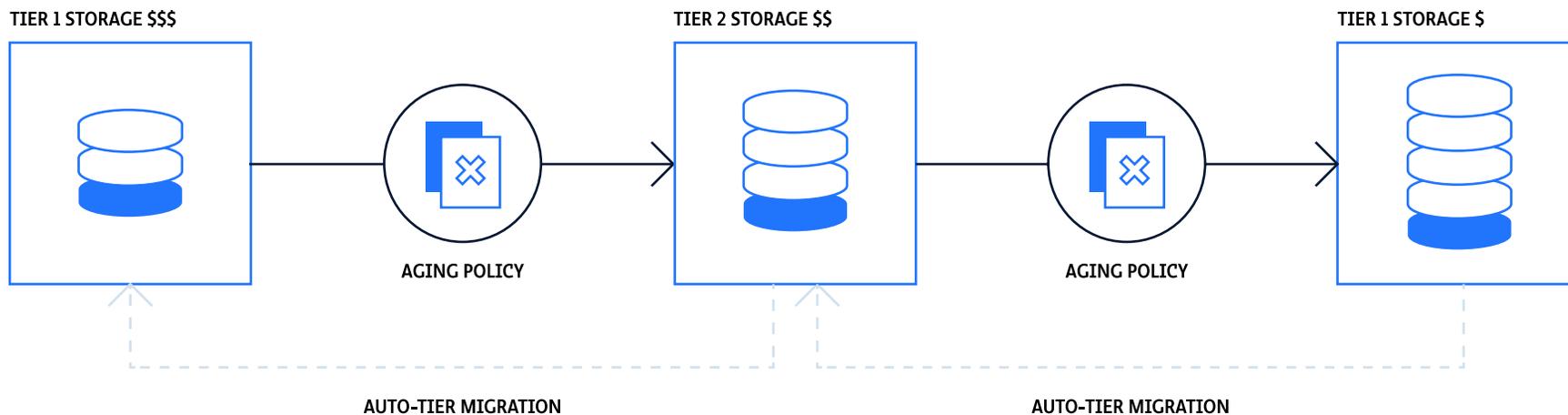
# Storage tiering and data compression/ deduplications

## Dynamic tiering

To keep cloud storage costs low, SoftNAS supports the full spectrum of block storage to dynamically store cloud data for cost optimization. SmartTiers is an auto-tiering storage feature that gives organizations the ability to create multiple layers of storage, moving frequently accessed, critical data to high-performance block storage, and aging data to lower performance, less expensive storage. The lifecycle policy of SmartTiers automatically moves the data based on access frequency.

## Deduplication and compression

To lower storage costs even further, SoftNAS performs inline deduplication, comparing files block by block for redundancies that then get eliminated. This process can reduce data size by 20-30% for many organizations. Through the act of compression, data can be reduced by an additional 50-75%. When combined with SmartTiers, data deduplication and compression, drive down the amount of data that needs to be stored, therefore lowering overall storage costs.



## Continuous data syncs for disaster recovery

As application data gets migrated and replicated to the cloud, SoftNAS runs continuous data syncs that scan for changed files and continue to migrate only the data that has been altered since the last sync. This continuous syncing enables organizations to keep critical application data up to date and in production during migration by reliably running bulk data transfer jobs with automatic restart/suspend/resume. This is especially valuable as part of a disaster recovery strategy, which is often the first step

organizations take to get onto the cloud. An hour of downtime can be detrimental to customer experiences and end up costing as much as an organization would pay for a year of cloud storage, which is why SoftNAS provides solutions to get organizations up and running immediately. After a disaster recovery event has been resolved, the updated files and data that were running on the SoftNAS node can be easily transferred back to the on-premises datacenter, resulting in a seamless end-user experience.



### Faster cloud backups

ObjFast makes cloud backups run up to 400% faster, at near-block-level performance. The ObjFast feature throttles large-volume data transfers to cloud object storage, making it as fast as possible without exceeding the read/write capabilities.



SnapReplicate™ is working great for real-time backups for DR to another AZ. The block replication scales and handles our millions of files nicely...

**Chris Mays, IT Consultant, The Street**

# Unlocking new capabilities for your data on the cloud

After organizations have embarked on their migration journey, they often find SoftNAS unlocks robust capabilities that were nearly impossible to implement with their on-premises solution.



Create new, diverse, and granular disaster recovery strategies across globally distributed environments



Spin up new applications in test environments to run simulations with no disruption



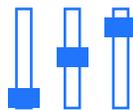
Replicate data across the cloud for modeling and analytics purposes



Automatically backup new applications built on the cloud to ensure they're backed up from the beginning



Support high performance, data-intensive applications around AI/ML to unlock new insights



Tune the performance levels of the SoftNAS node to keep applications built in the cloud running at the ideal level during spikes in demand