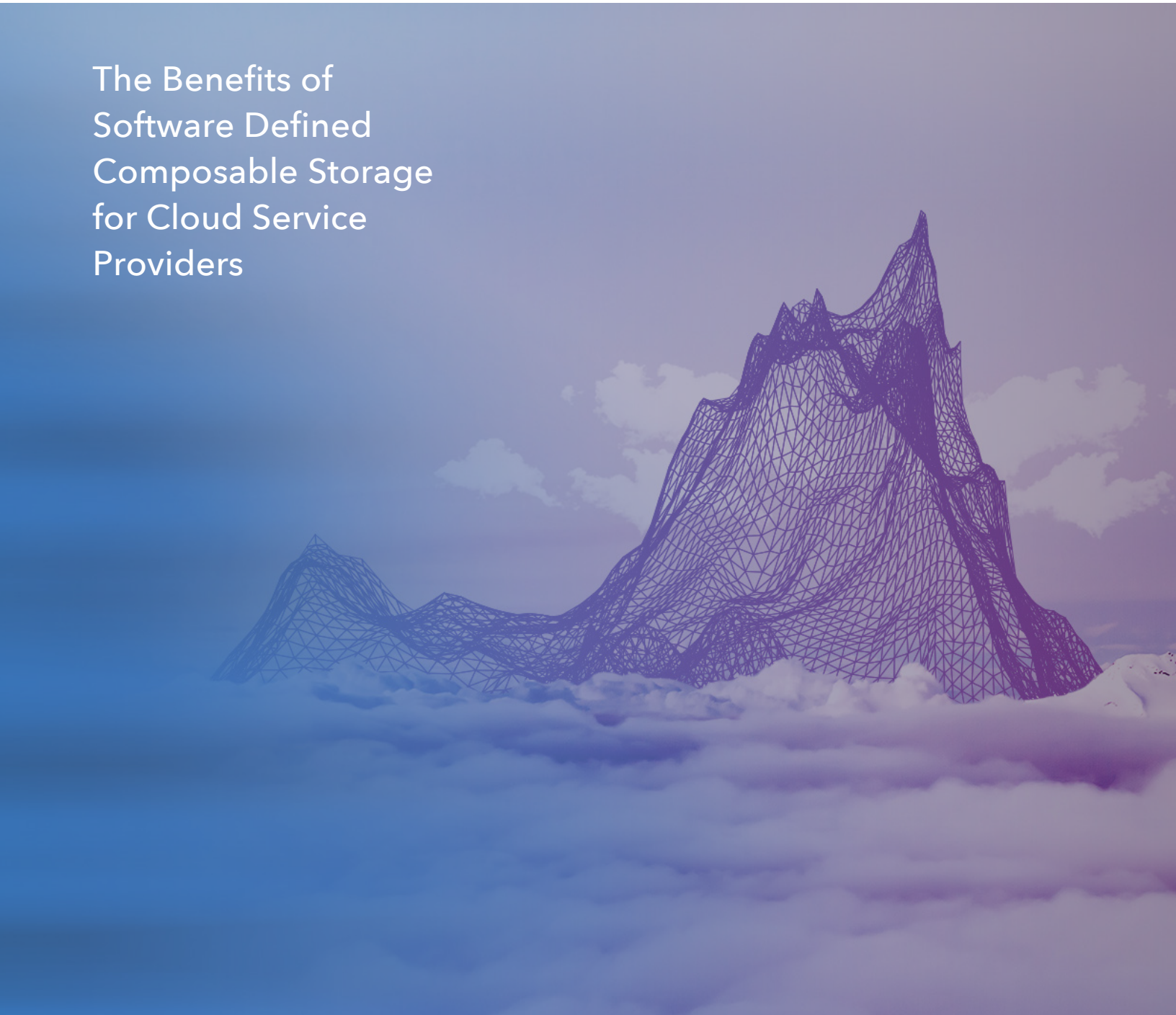
kaminario.

The Compodable Future for Cloud Service Providers

The Benefits of Software Defined Composable Storage for Cloud Service Providers



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The Transformation of Enterprise IT

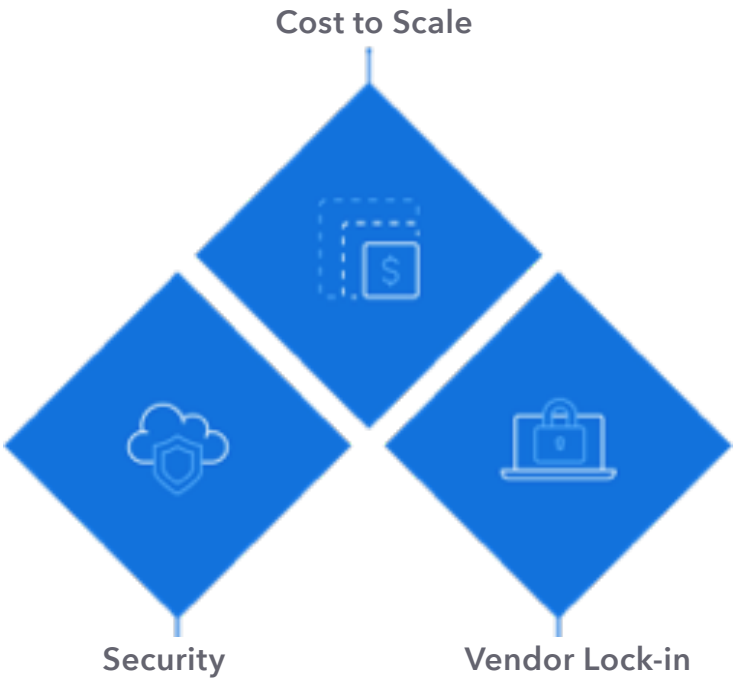
The Internet of Things era has made connectivity, data, services, and applications widely available in an on-demand manner from any device, located anywhere and to any user. Traditional IT practices such as planning for peak performance have proved costly, inefficient and difficult to manage when it comes to supporting an on-demand and unpredictable consumption model from end-users.

More and more enterprises are beginning to leverage Cloud based solutions that provide an ease of scalability, connectivity, and flexibility. Cloud based solutions also enable enterprises to better manage both the CAPEX and OPEX costs associated with their IT organizations.

Organizations also look at Cloud based solutions as a means to staying relevant in an ever-competitive market. Savings achieved from transitioning to a Cloud based IT model enable businesses to focus more on initiatives such as building more engaging customer experiences, and product innovations, hence driving both customer acquisition and retention.

Challenges in Working with Large-Scale Public Clouds

Public cloud spend had been predicted to grow 16% year-over-year* in 2017. There is no doubt cloud adoption rates have skyrocketed over the last few years. However, as more organizations move to public Clouds, certain challenges are becoming evident across all sectors.



* Louis Columbus, Roundup of Cloud Computing Forecasts, 2017, Forbes

Security

Another challenge in migrating to a public cloud is the lack of security. Most public cloud workloads are hosted on highly partitioned, but shared hardware. Meaning one user's problem can impact another.

Cost to Scale

Often times, scalability, one of the biggest advantages of switching to public clouds, can turn in to the primary cost driver. Scaling infrastructure also leads to additional provisioning costs. For organizations that need to scale up and scale out to large enterprise levels of performance, the OPEX costs of public clouds can often exceed the CAPEX savings of not owning a datacenter. In addition, organizations often overlook management costs associated with Public Clouds. Regardless of whether workloads are hosted in public clouds or on-premise, human resources are always required to monitor and maintain workloads.

Vendor Lock-In

Migrating to public cloud introduces the challenge of vendor lock-in. Simply stated, lock-in happens when an organization becomes reliant on one large-scale public cloud vendor, and the cost of switching to new technology is so prohibitive that the organization is unable to make any changes.

Opportunity for Cloud Service Providers

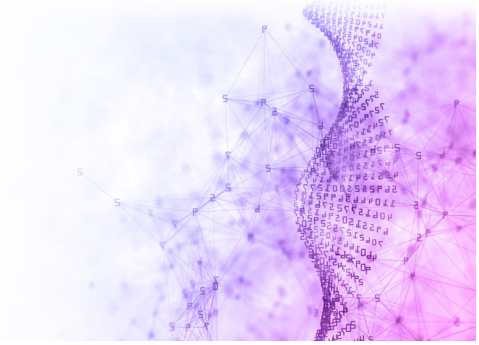
While public cloud services are often one size fits all, Cloud Service Providers (CSPs) have the unique capability of providing specific and customized infrastructure needed to support business requirements. In addition to providing the flexibility and scalability of public clouds, CSPs can also provide the performance and security of an on-premise IT infrastructure. Leveraging service level agreements (SLAs) CSPs can mitigate the cost overages of scalability and performance, and ensure a desired level of security. CSPs have the unique opportunity to deliver customized cloud solutions, composed of the hardware and software needed by their customers.

Vertical specific market opportunities for CSPs:

Financial/Fintech

Technology adoption in Financial Services takes three major forms – traditional organizations, a new breed of Internet-only services, and new technology providers. Traditional financial institutions use technology to create new business and operational models to improve delivery.

CSPs have the opportunity to play a key role as the new breed of players who provide end-to-end internet-based services, and new technology providers. CSPs can be a part of the financial services value chain or be the trusted partners their customers can rely on to enhance functionality and speed while reducing costs compared to legacy options.



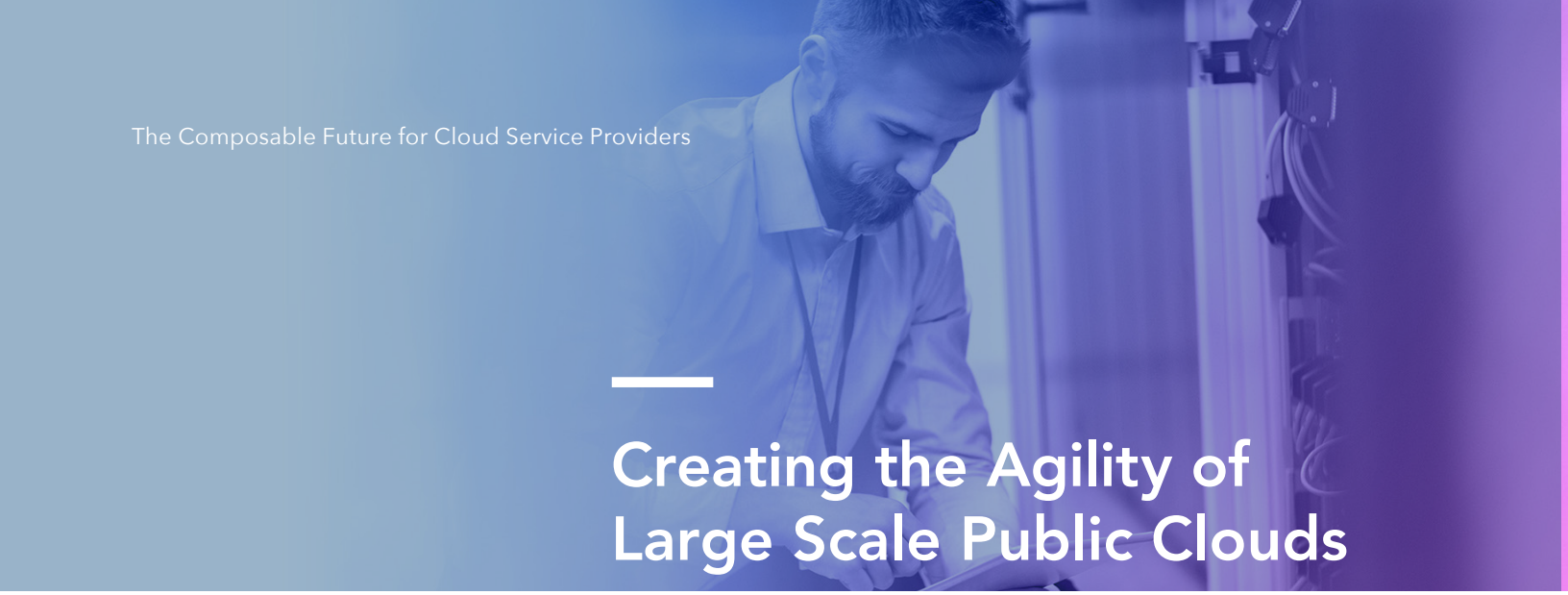
Healthcare/Healthtech

One of the biggest challenges in healthcare is the pace of change brought on by the shift to digital and electronic technologies required to deliver a full continuum of quality care. Hospitals have become clinically integrated with their IT systems. The Emergency Department, Surgery, and Clinics must interoperate with Electronic Health Records (EHR) to present a complete patient record. Improving a patient's healthcare experience is a collaboration among, nurses, doctors, insurers and a phalanx of financial and administrative functions. Data is the common element that ties the entire process and system together. Patients are the top priority. CSPs can provide healthcare institutions the performance, scalability, and security needed to deliver transformative quality patient care. When medical professionals have faster data access, they can make improved treatment decisions.

Software-as-a-Service

Organizations are turning to SaaS to take advantage of undeniable economies and better engage their customers, employees and partners. Growing demand means more competition: not just from new SaaS vendors entering the market, but also traditional Independent Software Vendors (ISVs) driven to add SaaS offerings to their portfolios. Escalating competition requires better operational performance, scaling economically, and greater agility in attracting new, and retaining existing, customers.

End-users of SaaS are storing more data because of globalization, more mobile workforces, and increasing expectations from the consumerization and richer functionality of applications. Data growth is also driven by regulatory compliance, and a desire to capture and use intelligence about users. SaaS businesses themselves are storing more data about their customers and service performance. Optimizing performance requires more monitoring and analysis – ergo, yet more data. CSPs can help SaaS organizations stay competitive by providing flexibility to scale infrastructure needed to deliver a superior customer experience while constraining CAPEX and OPEX costs.



Creating the Agility of Large Scale Public Clouds

Modern, cloud-era applications require an incredibly fast, intelligent and flexible data infrastructure to maximize their potential. CSPs looking to fill the void caused by challenges of large-scale public clouds must show the following core characteristics:

- A deep understanding of customer requirements
- Insights into market conditions and technology trends
- Software defined data centers
- Consumption-based pricing
- Scale-up and scale-out flexibility to meet performance and capacity requirements
- Enterprise level support

Kaminario Benefits for CSPs

Kaminario has identified the benefits of building a software designed, composable data center that allows CSPs to help customers mitigate costs by providing a consumption-based pricing model without sacrificing performance, scalability, agility.

"Service providers are constantly reviewing operational cost-saving efforts in their data center investments as these savings can directly contribute to bottom lines. Consumption-based offerings help save service providers' capex investment, while allowing them to keep up-to-date systems on-premises."

Kiyomi Yamada, George J. Weiss, Philip Dawson, *"How to Get the Best Returns From Consumption-Based, On-Premises Infrastructure"* Gartner Research, 22 December, 2017

The Kaminario Composable Data Platform allows CSPs to implement a **software defined, consumption-based data platform** that provides **intelligent and predictive data analytics**, built on **enterprise proven agile architecture** that ensures an **autonomous and composable future**.

Kaminario's Composable Data Platform

Software Defined Storage Platform for the Hybrid Cloud

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Storage Intelligence Automation Analytics for Cloud Scale Infrastructure	Storage Industry's First Composable Storage Orchestration Platform	Software-Defined Entrerprise Grade Architecture and Framework for Rich Data Services

- Lower OPEX by over 30%
- Lower CAPEX by at least 10-20%
- Decouple software licensing from hardware
- Mix-and-match, and shift workloads on demand
- Consolidate workloads to drive better utilization

Contact

Contact a business development representative to answer any questions you may have.

Schedule a Demo

Schedule a demo with an engineer and learn if Kaminario's solution works for you.

Request a Quote

Request a quote for your application from our business development team.

About Kaminario

Kaminario is making the autonomous datacenter a reality, letting customers stay focused on scaling their business. Kaminario's composable data platform delivers the agility, scalability, performance, and economics that global organizations demand to stay competitive in a cloud-first world. Real-time analytics, datacenter automation, and assured data access let our customers power their mission critical applications and safeguard their digital ecosystem. Headquartered outside of Boston, Kaminario works with an extensive network of resellers and distributors, globally.

For more information, visit www.kaminario.com