The Advantages of
Data-aware Cloud Storage
for Business

The Importance of Data-aware Cloud Storage

Unstructured data is expensive to store, manage, and protect, and it is commonly 80% of an enterprise's stored data volume. The problem is that most of this data is low-touch – if not inactive – and is kept on expensive primary storage arrays.

The cloud offers a convenient and economical platform for archiving this unstructured data. However, without the right strategy and software, the cloud can introduce security complexities and make it harder to manage, search, and retrieve information.

HubStor is the world's first data-aware cloud storage for business, augmenting your existing storage to the cloud with integrated security and providing data governance and search features in the cloud without ever locking you into the service.

The Benefits of Using HubStor

Organizations use HubStor for these reasons:

- ☑ Safeguards their data assets against malware and ransomware.
- ☑ Reduces storage costs by 76-87%.
- ☑ Offloads primary storage, allowing them to avoid or defer buying new storage.
- ☑ Simplifies and augments their backup and disaster recovery.
- ☑ Streamlines their litigation and investigation scenarios.
- ☑ Satisfies legal and compliance requirements for data retention.
- ☑ Enables them to efficiently and defensibly manage unstructured data assets.

Is HubStor Unique in the Market?

IT professionals who have evaluated cloud gateway solutions such as StorSimple, Nasuni, SoftNAS, and Amazon Storage Gateway as an option for storing data in the cloud fully appreciate the HubStor value proposition. That's because HubStor has a significant beachhead over alternative offerings, consisting of these seven pillars:

1. **Bank-grade security advantage.** Competitors' security depth starts and ends with encryption. In addition to encryption features for data-at-rest and data-in-motion, HubStor includes data leak prevention, directory and access rights synchronization, single sign-on, multi-factor authentication, single tenancy architecture, role-based access, activity intelligence, and no-shared-secret cloud ingestion. HubStor exclusively uses Azure AD as its trusted identity provider for authentication.

2. **Fully managed search in the cloud.** HubStor includes a fully-managed search service for content indexing with the ability to scope indexing with policies. The search cluster can be scaled up for performance demands and scaled back down or paused during quiet periods to mitigate costs. Search results are actionable – you can place them on hold, add them to a case, and easily export them. Search can also identify private/sensitive data such a credit card numbers or SSNs. Our competitors either have no search or a search that requires development work to integrate.

3. **Data-aware storage with integrated data governance.** With our competitors, there is no easy, built-in way to analyze and manage your data in the cloud. HubStor is the only data-aware cloud storage solution, providing automated analytics of data-at-rest and activity auditing. HubStor also uniquely dovetails data-aware insights with its near-real-time policy engine and data governance controls for chargeback, retention, discovery, and tagging.

4. **Zero lock-in, both contractually and technically.** HubStor provides you the ability to bulk egress your data from the service at any time, on your own, without term commitments, upfront requirements, or cancellation fees. Other solutions make it complicated to retrieve data, and they may have contractual complexities around term commitments and canceling out of the service.

5. **Global scale-out architecture.** Unlike competitors, HubStor can scale a single tenant geographically in the cloud across Azure datacenter regions for data residency and network optimization while maintaining a convenient, central user experience.

6.   **Single-tenant deployment model.** Competitor solutions are multi-tenancy, meaning that they commingle customer data on shared resources and have the problem of noisy neighbors. Many enterprises do not like this because it is not secure by default. HubStor is the only vendor that offers a fully-managed single tenancy solution which can run from HubStor's Azure account or yours.

7.   **Virtual cloud gateway; not an appliance.** Other cloud gateway offerings are a hardware or virtual appliance. This method adds infrastructure (cached storage) for you to manage, and it requires you to migrate data or reconfigure apps to their gateway's new storage mount point. HubStor's cloud gateway is a pure software approach that uniquely synchronizes and moves data automatically from existing storage arrays based on rules that you define. It also uniquely synchronizes folder structures and access control lists to the cloud. By synchronizing the complete NTFS permissions model of your data, HubStor securely provides self-service user access and also unlocks the ability to manage and search data by users, groups, and data ownership in the cloud.

How Fast Can You Expect Results?

Since there are no upfront capital expenses in hardware, license fees, or prepay requirements, and clients only pay for what they use, the costs of adopting HubStor are almost nonexistent. It is almost purely value, benefit, and cost savings.

HubStor deployments take days, not weeks, and involve three areas of activity:

1.   **Directory synchronization** – This step takes literally 15-20 minutes (5 if you are already syncing with Azure AD).

2.   **Virtual cloud gateway(s)** – The gateway is a self-contained install onto a virtual machine in each location you have storage arrays that need archiving. We guide you through configuring the gateway's service account and show you how to create rules for syncing/moving data to HubStor.

3.   **HubStor tenant** – The bulk of the deployment work is in the cloud, handled by HubStor. We coordinate with you on the Azure region(s), storage redundancy, storage tier, encryption, versioning, and other settings that you want for your dedicated HubStor tenant.

Starting a Subscription

Starting your subscription is easy. There is no upfront expense, it is monthly pay-as-you-go, and you can cancel at any time.

You will need to sign the HubStor Master Subscription Agreement which includes the Acceptable Use Policy, and fill out the Subscription Order Form. You can obtain these documents from a HubStor representative, or email your request to sales@hubstor.net.

About HubStor

Founded in March 2015, HubStor is a small young company with a big vision, big value, and a high-quality solution that radically simplifies cloud storage for business.

Headquartered in Canada and currently serving clients in the United States, Europe, and Canada, HubStor is the world's first data-aware cloud storage solution, making the cloud simple, safe, and searchable for businesses needing to protect, manage, and recover unstructured data. Delivered exclusively on Microsoft Azure, HubStor is a Microsoft partner and a member of the Microsoft Enterprise Cloud Alliance.

HubStor Inc.
Twitter: @hubstor

515 Legget Drive, Suite 800
Ottawa, ON K2K 3G4

Toll free. +1 (855) 704-1737

Sales: sales@hubstor.net
Support: support@hubstor.net
www.hubstor.net