20 Most Promising Azure Solution Providers 2016

There has been a paradigm shift in the development spectrum with the advent of cloud computing platforms. With capabilities powerful enough to design and build novel applications, Microsoft's Azure platform has been helping developers, customers and users for more than half a decade now. A familiar and flexible environment to drive and support specific needs of the enterprise, Azure has today become synonymous with the term Infrastructure as a Service (IaaS).

The Azure platform provides a uniform experience as it enables developers and users develop or use innovative, modern applications on-premise or in the cloud.

Today, Azure is available in 141 countries, and supports 10 languages, all backed by Microsoft's huge investment in global datacenter infrastructure. The platform is continuously evolving, with a focus on operational excellence, high reliability, environmental sustainability, and cost-effectiveness for partners and customers worldwide. In addition, Microsoft has recently announced the Azure Bot Service preview. Built on Azure functions and a server-less compute service, this latest enhancement allows bots to scale on demand. The services can be leveraged by developers to build, deploy, connect, and achieve naturally-interacting intelligent bots. With such developments under progress, organizations require innovative Azure service and solution providers to realize the maximum benefits of this innovative cloud computing platform.

To help CTOs, CIOs, and CEOs find the right Azure solution provider, a distinguished selection panel, comprising of CEOs, CIOs, VCs, industry analysts and the editorial board of CIOReview has selected a list of Most Promising Azure Solution Providers that exhibit innovative technologies, methodologies and customer service in this space.

We present to you CIOReview's 20 Most Promising Azure Solution Providers 2016.

HubStor

recognized by CIOReview magazine as

20 MOST PROMISING Azure SOLUTION PROVIDERS 2016

An annual listing of 20 companies that are at the forefront of providing solutions around Azure platform and impacting the marketplace

Company:
HubStor

Key Person:
Geoff Bourgeois
Co-Founder & CEO

Description:
Offers customers with high capacity, hybrid cloud storage system with Azure Cloud

Website:
hubstor.net

HubStor
A New Approach to Hybrid Cloud Storage

As terabytes of data continue to mount, security threats like ransomware are a bigger threat, driving many companies to adopt cloud storage to archive and protect data. However, despite the advantages, most firms find the functionality of hybrid cloud solutions extremely limited. HubStor, the first data-aware hybrid cloud storage solution,has often witnessed, "IT leaders feeling disenfranchised after trying out cloud storage gateways," says Geoff Bourgeois, Co-Founder and CEO, HubStor. "The appliance cloud gateways are expensive and do not integrate with their current storage investments. There is also a complete lack of search and data governance."

HubStor's approach enables clients to transform their existing file servers into cloud gateways that they control with policies, and it works without disrupting users

large datasets with 10 year retention. They were growing at two terabytes a month and didn't want to have to buy new hardware. "HubStor was able to give them a solution that added the ability to use policies and move that data into the cloud in a secure way, while automatically synchronizing permissions and cleaning up the data in the old storage," Bourgeois adds. The customer realized a 60 percent reduction in their storage footprint with HubStor's deduplication and compression.

HubStor clients only pay for what they use; every customer is given their own tenant in the cloud and can choose additional services including analytics, auditing, and search. Pricing is based off usage of cloud infrastructure. "We make this fully transparent to each customer and our clients like it because they are paying precisely for what they use. We can scale it up and scale

Geoff Bourgeois

even for HubStor tenants that span multiple Azure data center regions with billions of objects in storage," Bourgeois says.

When the data is in the cloud, HubStor has its own set of use cases, primarily in the realm of enterprise scenarios for access governance, data governance, or discovery search. "Sometimes companies want to go beyond that. And when they do, we are able to tie in other services that access HubStor data in a secure fashion. This includes cutting-edge analysis of video data in the cloud using Microsoft Media Analytics with optical character recognition, face emotion recognition, action isolation, and speech-to-text," extols Bourgeois.

Since June, HubStor began serving enterprise clients from Azure datacenter regions located around the globe, have since expanded the team, launched a channel partner program, and also joined the Microsoft Enterprise Cloud Alliance.

HubStor has global plans but also sensible ideas about growth. "We're a small team here, and based on our experience, we've seen how software companies can expand too fast or in ways that ultimately slow them down and hinder their creativity, and stretch the product quality," Bourgeois concludes. **CR**

> " We are the only 'data-aware' cloud storage that automatically generates analytics on a near real-time basis so that customers can visualize and manage what they have in the cloud

or applications. "In the cloud, instead of just storage, we wrap data, access rights, and activities with analytics, auditing, search, and a near real-time policy engine to empower our clients with wide-ranging visibility and control to manage their information," he adds.

In one instance, a medical device technology company approached HubStor to address their quandaries. The customer conducts clinical trials and needs to store

it down based on their needs, and there isn't licensing, term commitments, or cancellation fees. It's a very fair and transparent model," explains Bourgeois.

The flagship service of HubStor revolves around its "data aware" storage. "We are the only 'data-aware' cloud storage that automatically generates analytics on a near real-time basis so that customers can visualize and manage what they have in the cloud. Moreover, we do this at scale,