

Nominee: Actifio

Nomination title: Actifio – Radically Simple Copy Data Management

Actifio is a radically simple copy data management company. As the transformation of datacenters to virtualized and Cloud architectures evolved in 2009, Founder Ash Ashutosh observed how little storage technology had evolved to keep up with new business requirements. Roughly two-thirds of storage capacity was being used to store copies of data for business continuity, disaster recovery, test and development, analysis, and archiving. Organizations were spending more money to manage the copies of their data than their original data. Actifio's Copy Data Storage Solutions change the rules of data management in a world where copies have become the driver of the storage explosion.

Three paradigm shifts – virtualization, storage commoditization, and tape to disk media – made it possible for Actifio to create a new approach that radically simplifies data management, driving down costs while increasing performance and availability. In storage, there are two types of data: production and copy data.

Production data is the real-time data created and used by business applications.

Copy data is a term used to describe the many copies of production data that are created for business purposes such as backup, snapshot, disaster recovery, business continuity, test and development, analytics, information sharing, and compliance.

Current data management requires a modern approach to managing the data explosion and resulting storage headache. The amount of data produced is increasing exponentially, and “copy data” is increasing even faster, straining IT budgets with the need for storage, processing power, network bandwidth and staff to manage it. Data isn't adequately protected and outages today can take hours or days to recover. Due to this, Actifio created its Copy Data Storage platform. By virtualizing the storage and management of data, Actifio can replace any or all of the traditional siloed storage functions a company might be using today, with a single system that's purpose-built to manage copy data. Actifio creates a single, golden copy of production data and maintains changes to that master copy in a way that gives users a simple application running in a single window to recover anything, from any time, instantly. Doing so delivers recovery times in minutes instead of hours, while slashing total cost of ownership by as much as 90%.

How Actifio Beats Competitors:

Competitor solutions to data management include purchasing more storage hardware and implementing various applications. This amounts to 3 or 4 individual products that are not interoperable, leading to increased cost with installation and implementation; overall masking the complexity of data management. Competitors mask their complex multi-vendor, old and expensive software and hardware solutions. Actifio started with a blank slate to create a product that performed the four basic functions – Copy, Move, Store and Recover. From there a single system with a “virtual data pipeline” was developed that virtualizes underlying storage and data management functions at an unprecedented scale. While competitors work up, Actifio works down from the application-based requirements of an SLA. With Actifio the data from an application is “bound” to an SLA, recorded as a single snapshot, tracking changes, and storing a de-duplicated

“golden” copy wherever – on Actifio storage, existing storage, on-premise or in the cloud. Restore RTO is instant and data is protected over the IP or storage network. This dramatic reduction in complexity enables a precipitous reduction in cost. Consumers need less hardware, less software licenses, less bandwidth, and a dramatically smaller overall storage footprint, resulting in a total cost of up to 90% less than traditional systems. According to the Enterprise Strategy Group savings with Actifio could be up to 29X compared to traditional vendors.

Quotes from Actifio's Board of Directors Andreessen Horowitz "We've all witnessed Actifio scale worldwide at record pace," said Peter Levine, partner at Andreessen Horowitz. "Their formula is simple: great execution plus a huge market opportunity with a product that delivers on its promise of radical simplicity. I've been in this industry for two decades and I'm honoured to be a part of what's swiftly becoming one of the most influential companies in enterprise infrastructure today." ATV "To be successful in the enterprise you need a strong idea and a team that understands the market," said Bob Hower, general partner at ATV. "From the beginning Actifio has understood these key success factors and has delivered a solution that positively impacts the lives of its users. This is what great technology brands are made of." Greylock Israel "Re-architecting 20 years of storage silos into an efficient consumer-grade storage solution is a very difficult engineering feat that Actifio has pulled off flawlessly," said Erez Ofer, partner, Greylock Israel. "Actifio has the right team and patented technology to bring data management into the 21st century and capitalize on this tremendous market opportunity. They are delivering the world's fastest backup and disaster recovery solutions for virtual and physical applications." North Bridge Venture Partners "Actifio has done a remarkable job solving one of the biggest IT problems today -- enterprises storing multiple duplicate copies of data far in excess of what they actually need to protect their business," said Jamie Goldstein, general partner at North Bridge Venture Partners. "We've been pleased to partner with Actifio since the beginning and help with the progression from vision to now being a formidable competitor in the storage space." Jit Saxena - Independent BOD Member "Actifio took the raw ingredients to create the next multi-billion dollar company and after just two short years executed well beyond expectations," said Jit Saxena, co-founder and former CEO of Netezza Corp. "I'm proud of Ash and the team who have established the copy data marketing and are swiftly taking share from the established incumbents."

Why nominee should win

- Actifio truly has a disruptive technology in the storage industry.
- Actifio genuinely enables dramatic cost savings up to 90% in storage, licensing, network and administration.
- Actifio is seamless to install, has an easy to use native interface and brings consumer level simplicity to enterprise complexity.
- Actifio is one of the world's most promising companies with 700% year-over-year growth rates, faster than any enterprise storage company ever, demonstrating a huge market and need to manage copy data.
- Actifio has over 200 users worldwide – supported by over 160 channel partners and 7 value added distribution partners globally.