



## ActiveScale™ for Cloud Service Providers



ActiveScale™ P100 System

### Transforming Cloud Storage and Services with Petabyte-Scale Active Archiving

Stop worrying about what data you can afford to keep because of economics or complexity. ActiveScale™ Systems let you affordably store everything so you can focus on developing new applications and services to attract new customers and retain existing ones.

### Cloud Storage—The Foundation for the Third Platform

The third platform – originally identified by IDC—describes the evolution of cloud, mobile, social, Big Data and the Internet of Things to drive innovation for enterprises. Cloud storage is the essential foundation for the third platform but as data growth exceeds available capacity, storage providers are challenged to rethink their data center growth strategy. Customers need the freedom to archive everything for as long as they deem the data is useful, and storage archives need to be highly accessible for data-hungry activities that can unlock new insights for industry.

### The Future of Cloud Storage Is Here

Until now, the freedom to archive without limits was constrained by the limits of available capacity and IT budgets. Cloud customers have had to trade off better decision making with what data to keep and what to throw away. Western Digital has removed a major barrier to innovation with its limitless cloud storage platform, the ActiveScale System. This ready out-of-the-box, S3-compliant object storage system allows cloud storage providers to easily deploy and scale their cloud foundation so they can focus on providing valuable services and applications on top. This turn-key object storage system can be up and running in minutes and the system has limitless scale across data centers and geographies. Its breakthrough TCO beats the white box economics of DIY cloud infrastructure, has the highest density per square foot and the lowest cost per terabyte, allowing cloud storage providers to offer a competitive alternative to the public cloud.

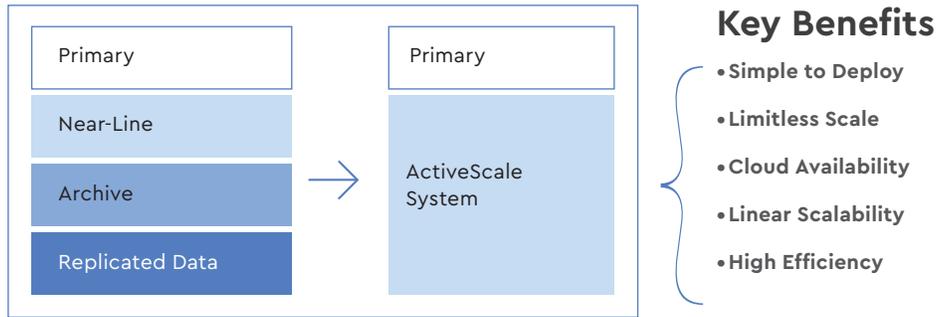


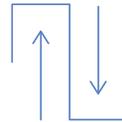
Figure 1: Key benefits of a two-tier storage infrastructure.

## Petabyte-scale Active Archiving



### Storage as a Service

Storage as a Service providers can focus on delivering applications, analytics and support rather than expending resources on non-revenue rewarding activities such as commissioning and maintaining the cloud infrastructure..



### Data Management

Add services for object-based active archives to help customers accelerate time-to-value.



### Cloud Storage Business Model Refresh

Provide customers with next-generation cloud storage that makes information readily available and accessible for collaboration, pervasive analytics, context-aware apps, the Industrial Internet and more.



### Data Security

Add encryption, key management and other data security services to help customers

## Western Digital.

5601 Great Oaks Parkway  
 San Jose, CA 95119, USA  
**US (Toll-Free):** 800.801.4618  
**International:** 408.717.6000

www.westerndigital.com

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