

Nominated Company: Nexenta

Nomination Title: Nexenta, NexentaStor™

Nexenta Systems, is a supplier of OpenStorage solutions for the enterprise. Its flagship software-only platform, NexentaStor™, delivers high-performance, ultra-scalable, cloud and virtualisation-optimised storage solutions for the enterprise. Because it runs on industry standard hardware, NexentaStor provides open, unified storage management at a fraction of the cost of legacy systems, eliminating the vendor lock-in and ageing technologies of legacy storage.

Influence on the market and USP.

Built on an OpenStorage platform 'NexentaStor' is a storage software solution that runs petabyte-scale cloud and virtualisation deployments globally.

Nexenta provides Enterprise Storage for Everyone, which means it offers all the features the big legacy providers offer but at a fraction of the cost.

NexentaStor leverages the revolutionary open source ZFS file system. It enables users to protect their data through a range of backup and replication capabilities including unlimited incremental snapshot capabilities.

With legacy storage systems, enterprise storage administration teams can easily spend thousands of hours a year tracking storage usage and allocating storage in order to ensure that everyone has enough storage without wasting scarce IT spending. As the dramatic shift towards virtualisation in the server market has shown, IT professionals have better things to do with their time and their budgets and prefer solutions that virtualise the underlying resources. With NexentaStor provisioning headaches are cured at their source - in the file system itself.

Storage pooling via ZFS also enables I/O pooling. This means that when you add more disks or systems to NexentaStor the overall solution accelerates. Across a range of data characteristics ZFS has been shown to outperform legacy file systems including UFS.

Its industry-leading asynchronous replication capabilities allow up to 10 replication streams to be aggregated into what is believed to be the highest asynchronous replication throughput in the industry.

Another key benefit of NexentaStor's availability as a software is that you can run it within VMware or other virtualised environments. Nexenta also offers VM Data Center, which is one of the industry's leading solutions for the management of storage for virtualised environments.

Impact of customers and the market.

The market is embracing OpenStorage. Nexenta announced earlier this year that it closed out 2012 with business growth that exceeded the company plan in terms of revenue, partner growth, partner sales, and customer adoption.

Faced with this growth and opportunity, the company has secured \$24 million in Series D financing.

This round of investment is testament to the momentum and growth that the company has experienced in the last 12 months and to the company's leadership of the transformation of the storage industry.

Key highlights include:

- The number of Nexenta-powered storage deployments of one petabyte or greater grew by a factor of 10.
- Revenue growth doubled year-over-year; the company has experienced triple digit growth for three consecutive years.
- Adoption of NexentaStor exceeded the 5,000 customer deployment milestone, while follow-on sales to existing customers expanded by 475 percent.
- Total storage under management now exceeds 660PB and Nexenta has enabled an estimated \$400 million in hardware storage sales for its reseller partners.
- The company's global reach continues to expand with active partners growing by 75 percent since January 2012. Nexenta has established official subsidiaries and teams in the Netherlands, the United Kingdom, China, South Korea, and Japan.
- Nexenta expanded its product portfolio with the launch of NexentaVSA for View for managing and deploying virtualised environments.

Differences to Competitor solutions.

Because it is based on open source, it is flexible, easy to use and most importantly very cost efficient. Customers experience the benefits of enterprise storage, including high performance and airtight data integrity with multiple replication methods, without the vendor lock-in and aged technologies of legacy storage vendors.

NexentaStor enables users to protect their data through a range of backup and replication capabilities including unlimited incremental snapshot capabilities. Most legacy vendor solutions are limited to 255 snapshots, which limits your freedom when setting up backup and protection schemes for your data. Other open source based solutions offer at most one or two incremental snapshots since Linux based snapshots will spike your CPU with each additional snapshot spiking your CPU that much more.

Supportive materials.

Open source software enabled North Devon Homes to reuse its existing Dell servers to house NexentaStor solutions at its HQ and disaster recovery sites. This dramatically improved recovery and access times to critical business data.

"NexentaStor provides flexibility and value for money, it's easy to use, is based on real storage standards, and give us endless snapshots that are not limited by licences with great pricing models."
Mark Robson, Network Services Administrator at North Devon Homes

"Nexenta has allowed us to upgrade the storage systems used for our critical business applications, at one third of the price of competing storage solutions. In addition it has heavily reduced the time

spent on management, in some cases by as much as 90 percent, allowing us to provide an even more competitive solution to our customers in the future.” Myles Winstone, marketing manager at Simply Mail Solutions

Dave Munro, IT Network Manager, Queen Elizabeth Grammar School, said “Nexenta’s OpenStorage solution is a clear example of value for money. The solution provides us with enterprise class features including hybrid storage pooling, unlimited snapshots, deduplication, and thin provisioning but at half of the price of other traditional storage vendors. The impressive features set is also complimented by its flexibility, the solution is extremely adaptable and can easily grow with us in the future.”

Dave Munro concludes, “By selecting Nexenta we have dramatically increased the speed and performance of our IT infrastructure. Nexenta was over 50% cheaper than any other storage solution. Automated email alerts provided by the NexentaStor system combined with its straightforward usability means that we have also saved ourselves significant amounts of management time. The initial advantages of the Open Source unified storage solution are clear and the team at Queen Elizabeth’s are confident that its flexibility will ensure that these benefits are continued into the future.”

Why nominee should win

- Benefits of enterprise storage, including high performance and airtight data integrity with multiple replication methods, without the vendor lock-in.
- Open, unified storage management with all of the features of big legacy but at a fraction of the cost.
- NexentaStor's availability as a software means that you can run it within VMware or other virtualised environments.
- NexentaStor has unlimited incremental snapshot capabilities as well as a range of other backup and replication capabilities.
- Storage pooling via ZFS also enables I/O pooling means that when you add more disks or systems to NexentaStor the overall solution accelerates.