

Cloud Storage and Edge Compute as a Service

Dynamically scale elastic storage and compute resources to support data-centric use cases in the cloud.

Challenge Summary

Whether their data is stored on premises, in the cloud, or a mixture of the two, enterprises and managed service providers (MSPs) are struggling to tear down the data silos that are standing in the way of timely, relevant insights that could unlock operational efficiencies and new opportunities to generate revenue. Organizations know they need to process as much data as quickly as possible to remain competitive, but vendor lock-in, prohibitive storage costs, data security challenges, and IT complexity make it difficult to derive business value from ever-growing data sets.

Benefits Summary

- Predictable pricing
- Elastic scalability
- Made for multicloud
- Plug-and-play simplicity
- Secure and available

With a shared focus on multicloud compatibility, pay-as-you-go pricing, and global availability, Seagate® and Zadara have joined forces to offer scalable compute resources for data workloads in the cloud. Zadara's zCompute offering enables Lyve™ Cloud customers to develop, deploy, run, and virtualize any application with an optimal balance of price and performance. This joint solution empowers organizations across industries with enterprise-grade virtualization for any workload in core data centers and distributed edge locations.

In today's highly competitive and connected world, data is essential for survival. In fact, some are even calling it the new global currency. But it's not just storing and securing data that gives enterprises an edge. To keep pace with competition worldwide, enterprises must move, store, access, and process data as quickly and efficiently as possible—before its value declines. The more data a company can capture, store, and process in real time—at the edge where massive volumes of this data are constantly being created—the better equipped with high-value insights that company will be.



In theory, this should be easier now that most general IT applications have moved to the cloud. Tasks that once required extensive resources on premises—such as backup and disaster recovery, ransomware protection, media production workflows, video surveillance, and big data analytics, to name a few—are readily available via cloud-native applications that can run securely from anywhere without the need for physical infrastructure. But this has been complicated by siloed multicloud deployments and exorbitant cloud costs.

The Challenge

Data generated in edge environments is most valuable when it's processed immediately. It must be transferred over the network and ingested to data centers and physical storage servers for it to become consumable for applications and further analytics. However, this approach notoriously traps data in physical storage silos, making it impossible for organizations to obtain holistic insights from rich data sets.

Cloud-based solutions—whether incorporated into a cloud-first, hybrid-cloud, or multicloud data strategy—have addressed the challenge of future-proofing storage resources, but they've been far from perfect. In fact, cloud storage and computing services have opened the door to an entirely new set of problems. Most cloud service providers (CSPs) lock enterprises into their specific ecosystem of products and services. While this wouldn't necessarily be an issue, it doesn't work for everyone. Enterprise workloads don't allow businesses to truly benefit from multicloud strategy to drive innovation and improve their TCO. For many organizations, the cost of storing data in different clouds is prohibitive on its own.

Some enterprises have the resources to pick and choose the best services for their business from two or more CSPs, but all multicloud organizations must pay hefty fees to move data between different storage tiers and different clouds. This makes cloud storage costs wildly unpredictable, and in many cases untenable. Additionally, there is the need for compute and networking resources that make processing data via cloud-native applications both possible and a data-silo problem. Why the latter? Because now their data is scattered between even more locations with fragmented access to the virtual machines that can transform their data into real business value.

The Solution

Enterprises and MSPs need flexible infrastructure-as-a-service solutions that can complement their existing hybrid-cloud and multicloud strategies, as well as evolve alongside them in an ever-changing digital environment. They want services with straightforward pricing—ones that don't require heavy, upfront hardware investments or impose costly fees for simply moving and accessing data. With cyberattacks growing in both frequency and sophistication, they're concerned with data protection and availability. And as pandemic-era challenges continue to put a strain on IT resources, they're inclined toward simple solutions that are easy for those with limited IT expertise to deploy and manage.



Seagate Solution

Seagate Lyve Cloud—an object storage solution designed to empower multicloud freedom—is the key to unlocking hybrid-cloud and multicloud compatibility. With its flat, consumption-based pricing and scalable, vendor-agnostic design, Lyve Cloud enables customers to transfer data seamlessly across public, private, and compute cloud environments without extra charges for egress or API calls. This vastly improves data mobility, making it far more cost-effective to leverage the cloud for various enterprise-grade workloads that enable a true multicloud strategy.

Lyve Cloud is S3 compatible and easily connects to both existing storage infrastructure and cloud-native applications. Available in multiple regions across the world, Lyve Cloud's proximity to data sources, users, and applications at the metro edge reduces latency for data-intensive workloads. This empowers enterprises to mine relevant, time-sensitive insights, thereby securing and accelerating time to value for their data assets. Crafted for high availability, durability, and reliability, Lyve Cloud customers can rest assured their data is always available without costly delays.

Seagate is committed to the most stringent, globally recognized security standards for data protection. This commitment to data security is demonstrated by Lyve Cloud's ISO 27001 and SOC 2 certifications. With world-class security features such as object immutability, identity access management, automatic data replication, and data encryption at rest and in motion, Lyve Cloud safeguards data from ransomware attacks and accidental modification. Furthermore, Seagate believes customer data should remain customer data and will never access or monetize data that users store in Lyve Cloud.

An ideal storage repository for growing volumes of enterprise data that require timely access to affordable compute and networking resources, Lyve Cloud solves the problem of finite storage resources on premises and in increasingly complex multicloud environments while modernizing data processing capabilities via virtualized applications and services in the cloud.

Partner Solution

zCompute—Zadara's elastic compute-as-a-service solution—enables enterprises across industries to develop, deploy, run, and virtualize any application with the most optimal balance of price and performance. Pay-as-you-go, 100% OpEx pricing helps enterprises control and optimize their spending. Autoscaling allocates resources as efficiently and cost-effectively as possible to meet evolving requirements. And zCompute's intelligent balancing feature works to route traffic according to application or network considerations, thus distributing the required amount of compute and/or networking capacity accordingly.

Designed to complement hybrid-cloud and multicloud environments, zCompute brings scalable edge cloud services closer to enterprise data in core data centers and geographically distributed edge locations. Zadara's zCompute edge compute services are highly customizable and easy to operate. Simple self-service provisioning means organizations can set their zCompute infrastructure up in minutes without having to purchase and set up hardware. A user-friendly web-based dashboard offers big-picture visibility of virtualized infrastructure resource consumption, along with detailed monitoring and reporting.



Total Solution

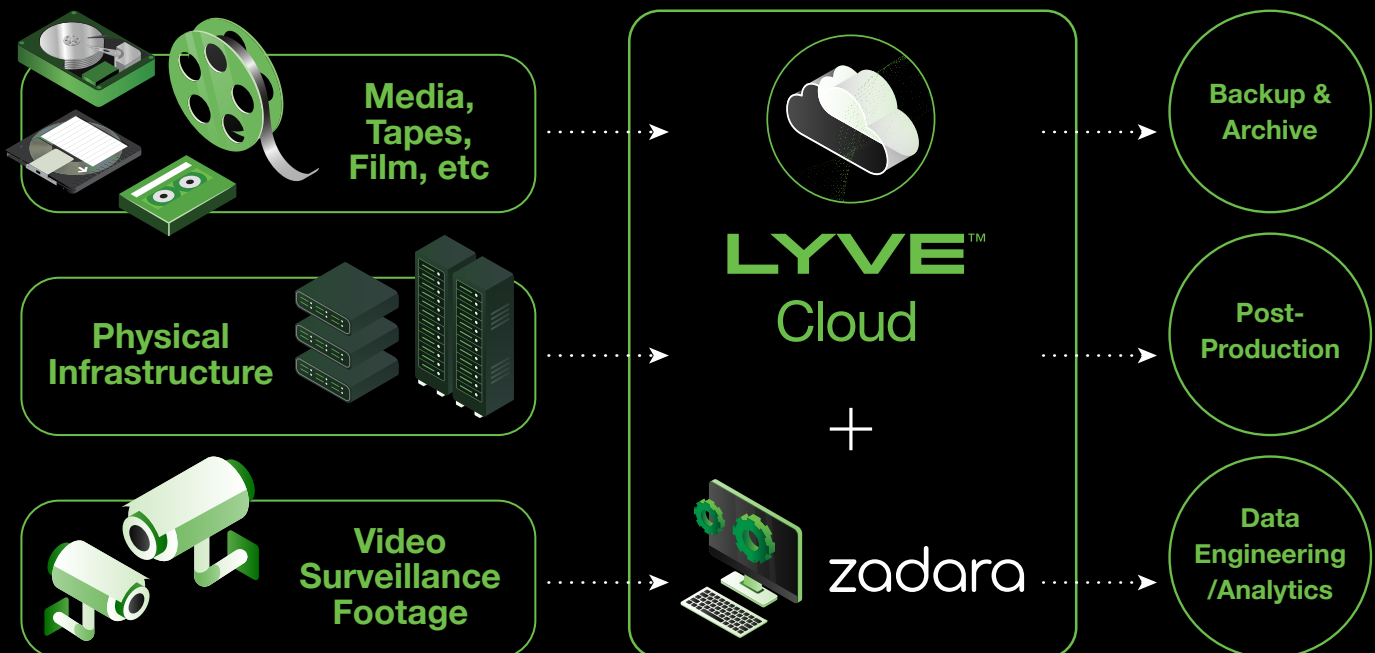
Both Lyve Cloud and zCompute deliver storage and compute infrastructure as a service with predictable, consumption-based pricing. By eliminating costly add-ons that are characteristic of most CSP offerings, Lyve Cloud and zCompute empower enterprises and managed service providers to attain better data mobility within their hybrid-cloud and multicloud environments—all with simple deployments and no upfront hardware investments.

This streamlined, real-time access to storage and compute resources means organizations can leverage mass data at the edge for data-centric use cases that have realizable benefits for operational efficiency and revenue-generating activities. With its smart allocation of resources and limitless scalability, this joint solution easily scales up or down to meet evolving storage and compute demands.

Features & Benefits

- **Predictable Pricing:** With consumption-based pricing and no hidden fees for data egress or API calls, this joint solution removes cost barriers to processing data-intensive workloads at the edge.
- **Elastic Scalability:** Elastic enterprise-grade storage and compute with smart provisioning can be easily scaled up or down to meet ever-evolving business needs, thereby resulting in a more efficient allocation of resources.
- **Made for Multicloud:** This joint solution's flexible and vendor-agnostic design is compatible with S3 applications, connecting enterprises to the cloud-native tools they depend on for their business.
- **Plug-and-Play Simplicity:** By delivering infrastructure as a service with user-friendly setup and management, this joint solution supports running workloads in complex storage environments without the need for advanced IT expertise.
- **Secure and Available:** This joint solution's commitment to globally recognized standards for data protection and availability means enterprises will always have access to their data without compromises, whether it's stored across core data centers or geographically distributed edge locations.

On Prem Data



Use Cases

The flexibility and depth of resources available with Seagate Lyve Cloud and Zadara zCompute enable a wide variety of enterprise use cases. Below are some examples of how this joint solution can help businesses harness the power of growing data sets without cost and complexity barriers.



Backup and Disaster Recovery

Store all backups in Lyve Cloud and leverage zCompute's machine virtualization capabilities to connect to leading backup software solutions in the cloud, host backup applications, and prepare for disaster recovery while ensuring minimal downtime and Ransomware protection. Because Lyve Cloud does not have egress and API charges, customers can test their backups in a closed environment to ensure recovery will be activated with as little disruption to business operations as possible in the event of a disaster.



Data Archive & Big Data Analytics

Lyve Cloud's flexible S3-compatible API backend allows you to connect to applications that support the data mobility and agility required for data analytics. The addition of zCompute powers virtualized networks that provide on-demand compute resources when and where customers need them. Further, it supplies a world of choice in terms of available cloud tools and how customers can utilize them.



Media and Entertainment Workflow Storage

Lyve Cloud enables distributed content teams to centralize media storage for content creation, production, backup, and archive data and manage it holistically in a single scale-out storage repository. With zCompute, customers have the compute resources they need to power leading applications in the cloud for post-production, special effects, and more.



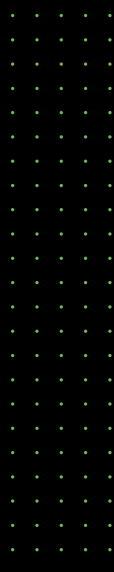
Video Surveillance as a Service (VSaaS)

Lyve Cloud's limitless scalability provides a scale-out repository for growing stores of security footage and analytics. Whether customers choose to leverage Lyve Cloud and their preferred surveillance applications as hybrid or hosted VSaaS, zCompute provides the compute resources needed to keep footage streaming 24x7.



Cloud Migration

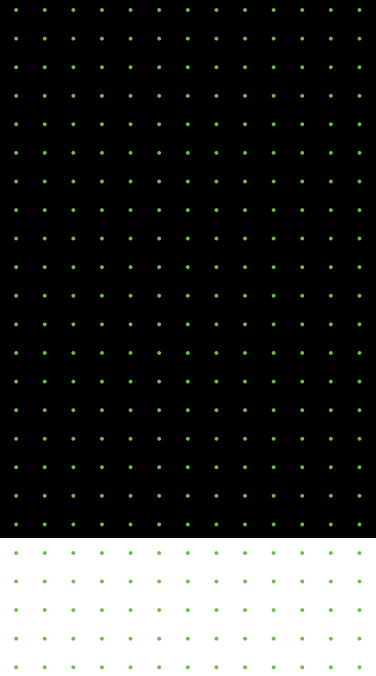
Lyve Cloud offers fully managed migration services to help businesses consolidate data and applications into a centralized repository. This helps customers tear down data silos and process mass data sets holistically—all with the cost benefit of not getting penalized for moving or accessing the data.



Conclusion

Together, Seagate Lyve Cloud and Zadara zCompute empower enterprises to activate their dataspheres with simple, efficient, and cost-effective solutions. With 100% OpEx pricing and scalable infrastructure delivered as a service, this joint solution enables organizations to focus on leveraging mass enterprise data sets to bolster operational efficiencies and revenue-generating activities—all without sinking resources into expensive and convoluted systems that don't fully meet their strategic objectives.

Enterprises with hybrid-cloud and multicloud complexity that have been searching for flexible solutions that can adapt to ever-changing digital environments need not look any further. Lyve Cloud and zCompute provide agile, high-value services that are capable of powering meaningful digital transformation for any globally distributed enterprise.



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