

## Connected Data

### Transporter Private Cloud Appliance Overview

Geoff Barrall, CEO (@GeoffBarrall)

#### Cloud storage

97% ppl using cloud services don't pay  
economics are getting worse not better  
"Race to the bottom"

#### Privacy and security concerns

most went storage revenue is in hw  
growing 10% annually  
pure cloud services having little impact

#### File sharing then and now

"Dropbox reinvented everything"

- one fs for everybody
- small files by e-mail, large ones no
- access by VPN
- IT required to restore files

#### How Dropbox helped:

- everybody organises their own files
- links make sending files simple
- files everywhere through syncing
- files on mobile
- everybody can access older version of files and restore what they need

#### "CIO Dilemma"

Users want the dropbox experience

43% of enterprise employees using dropbox

**70% of enterprises are extremely interested in running cloud storage from their own DC**

#### What is Transporter?

private cloud file storage you buy and own like NAS

works just like dropbox

12,000 systems in active daily use

dramatically less expensive than public cloud storage

much higher capacity and performance than public cloud storage

100% private

#### Public Cloud benefit

- public API
- sync important files like dropbox
- laptops can sync from any location

- create and access files in the cloud from mobile devices
- access TBs of files over the internet

Working on an AD connector

Transporter for Business

Dropbox simplicity

- native finder and explorer integration
- eliminates the need for VPNs

Full IT Control

- choose location and redundancy of data
- all files encrypted (AES 256) in transit

Proven solution

- over 17PB deployed across 27K users
- [etc]

NAS 2.0?

### **Transporter Demo and Walkthrough**

Jim Sherhart, VP of Marketing (@JSherhart)

Business users

Can control the level of replication and copies

Lawyers love dropbox even though they shouldn't use it.

"How do I know you can't see my data?"

single-instance on the appliance

### **Tech Deep Dive and Architecture**

John Winfield, Chief Architect

Turns on, register with command and control server

Mesh topology n-way

Encrypt over the internet (in transport), don't do it on the device, or on the LAN