



Introducing Data-Awareness

Unprecedented Data Security and Visibility

Today's Challenge: More Data, More Problems



"911!"

Your problem isn't your storage, it's your data.



[of all organizations] do not know where [sensitive] unstructured data resides



Traditional Storage



DataAwareness with DataGravity



Where's My Data?



What's In My Data?



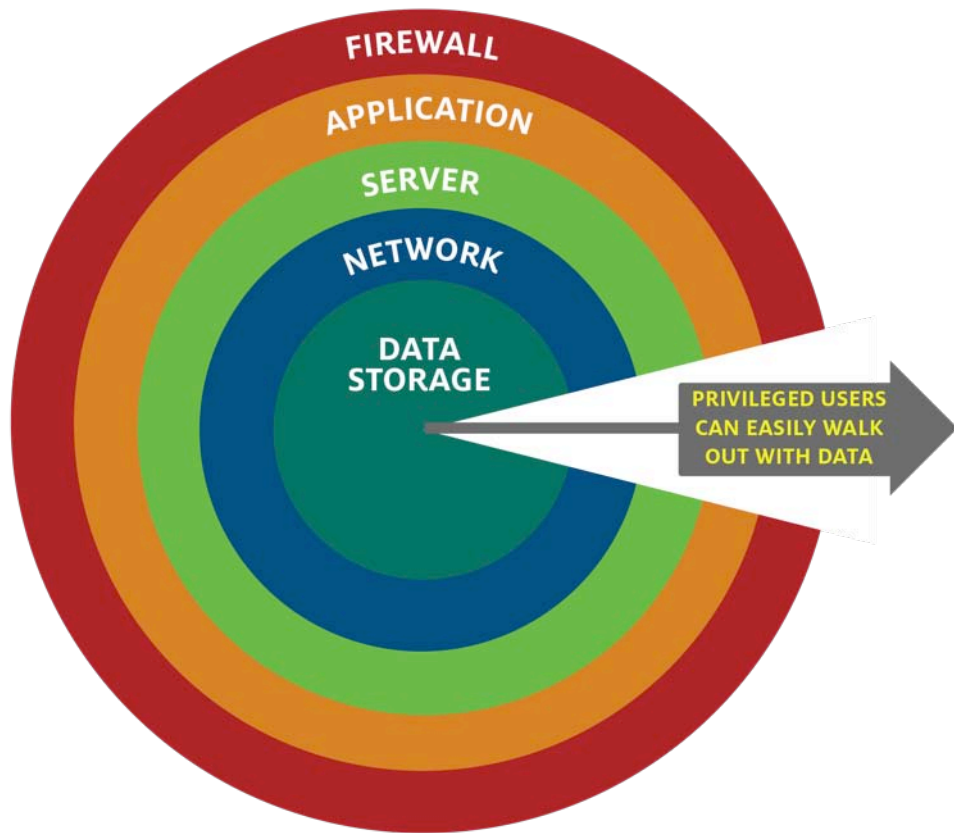




100%

of DataGravity customers have found
sensitive data hiding in their file shares

Your Data Is Not Safe



Authenticated access and firewalls are not enough

All infrastructure layers must be fortified

Best Way To Preempt Data Loss

Become Data Aware



Demo

What is your most sensitive data?



Where does it reside?

Is it exposed?

Data-Aware Storage Is Simple and Effective





Data-Awareness Delivers

100%



Discovery Series Demonstrations

Discovery Series Product Overview



Watch an introduction video of the industry's first data-aware storage solution

[Watch](#)

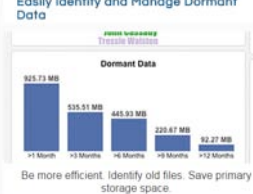
Analyze Your File Shares, VMs and ISCSI Targets



360° view of your file shares, even those within VMs

[Watch](#)

Easily Identify and Manage Dormant Data



Be more efficient. Identify old files. Save primary storage space.

[Watch](#)


Rapid Data Recovery and Zero Impact Protection



See how DataGravity helps with recovery and backup.

[Watch](#)

Simplified Management for Unified Storage

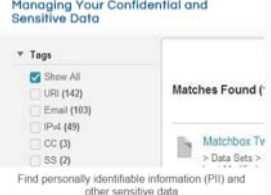


- ✓ Drive
- ✓ Fan
- ✓ PowerSupply
- ✓ Controller
- ✓ Temperature

Simplified provisioning, protection and management for unified storage

[Watch](#)

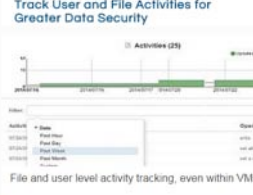
Managing Your Confidential and Sensitive Data



Find personally identifiable information (PII) and other sensitive data

[Watch](#)

Track User and File Activities for Greater Data Security



File and user level activity tracking, even within VMs

[Watch](#)

Enabling Audit Users with Data-Aware Storage



Enable security and governance staff to monitor and manage data security

[Watch](#)

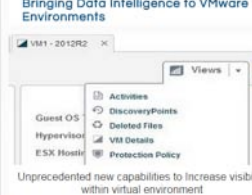
Simplifying Regulatory Compliance at the Point of Storage



See how DataGravity supports regulatory compliance.

[Watch](#)

Bringing Data Intelligence to VMware Environments



Unprecedented new capabilities to increase visibility within virtual environment

[Watch](#)

Search, Navigate, Discover



Keywords and metadata search through file shares, even those within VMs

[Watch](#)


Find Experts and Collaborators



Explore relationships between content and people to identify experts and collaborators

[Watch](#)

Quickly Find, Preview, and Restore Files



Preview, download and restore different versions of files or deleted files

[Watch](#)

Empowering Your End Users



End user role-based access for search, discovery and file recovery

[Watch](#)

Reduce Data Risks with DataGravity and VMware vRealize



vRealize Operations Integration

[Watch](#)

Who is DataGravity?

Re-imagining the role of storage in the modern data center



Leadership team



Paula Long
CEO, Co-Founder



John Joseph
President,
Co-Founder



David Siles
CTO



Kevin Durkin
CFO



Rich Shea
VP,
Sales and Channel



Jeff Boehm
VP, Marketing



Paul Skinner
VP,
HW & Operations



"The DataGravity approach is **transformational..**"
Laura Dubois, VP Storage



"DataGravity has the ability to not only replace our current storage vendor, but also **enhance how we run our law practice by providing insights into data** we couldn't easily search before."
Chris Berube, IT manager



"DataGravity is **redefining what storage can do** at an opportune time for our market..."
Joe Paquet, V.P. Vendor Alliances

What the industry is saying about DataGravity...



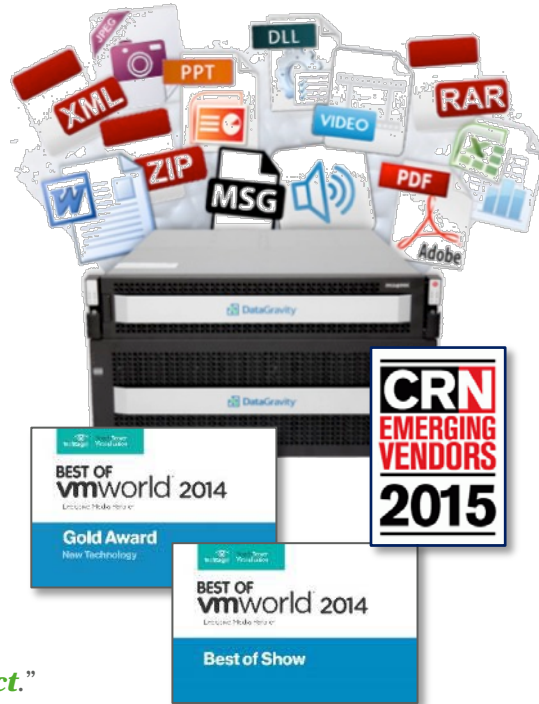
"The DataGravity approach is **transformational...**"
Laura Dubois



"I believe that data-aware storage **will provide a quantum shift...**"
Ron Powell



"At first blush, the Discovery Series looks like **a category-defining product.**"
Simon Robinson



"DataGravity has a product that can help ambitious IT leaders **drive a positive transformation...**"
ESG Lab Report

Stephen Foskett, Pack Rat

"It could literally **revolutionize what we think of as "storage"...**"
Stephen Foskett



Customers are Becoming Data-Aware



"DataGravity is different - it doesn't just store your files, it *helps you understand what's in your data* and if you have any sensitive information exposure."

Jaison Bailey
Senior Systems Engineer



"We finally didn't have to settle for the better of two lesser options. The competing products were not even in the same realm of manageability and direct analytics."

Jim Cutrona
Senior Systems Engineer



"With DataGravity we not only replaced our existing storage vendor, but also got *data management software to mitigate our risk and exposure* - all in one device."

Chris Berube
IT Manager

State Government
Agency

Found more than 600 files containing credit card & social security numbers.
"I want to know immediately the names of these individuals storing files like this in our home drives so I can address them personally."

CFO and Vice President



"We instantly found tons of files from former staff and students, and file types that shouldn't be stored on school resources. With traditional storage, it would be like looking for a needle in a haystack."

Mark Lamson
Director of IT









County Government

Found exposed social security numbers and terabytes of personal Lego animated movies
"It's a liability if this leaves my environment."

CIO

Comparative Cost of Ownership

Status Quo

Data Search S/W	\$30K installation and configuration		
Data Security Tools	\$25K for 1000 users		
Data Protection And Recovery	\$3K / TB HW \$5K / TB SW		
Primary Storage 20TB primary 20TB backup	\$2.5K / TB HW \$1.5K / TB SW		

Discovery Series

A seamlessly
unified
environment

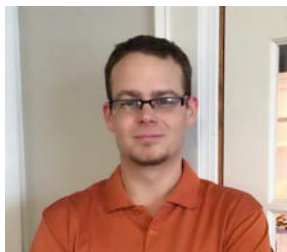
All-inclusive
feature set
for less than
\$2,500 per terabyte

~\$295,000 acquisition cost
~\$100,000 + professional services
~\$100,000 + full time employee
~\$ 90,000 + ongoing support

~\$585,000

~\$50-100K

Preempt Sensitive Data Loss



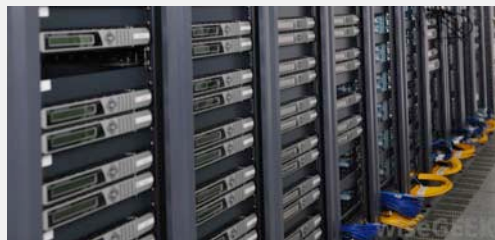
Jay Topp
Senior Systems
Administrator



“DataGravity helps me make sure we know of any potential sensitive data exposures before a breach occurs.”

Before DataGravity

Providence College has a “save everything” policy. They were rapidly filling up 200T SANs and had no idea how much sensitive data they were taking responsibility for.



With 1,100 new students every year, it was difficult for Jay to diagnose which data was at risk.

After DataGravity

Jay can proactively identify sensitive data more quickly and thoroughly than before. His team is able to find and remediate any potential issues before a breach occurs.



Now, Jay and his team are able to flag and protect files containing sensitive data to avoid damaging breaches.

Upgraded Storage With High Visibility



Tom Schwarz
Manager,
Infrastructure Services



“The DataGravity interface is so intuitive – it gives me a lot of insight into my data. I can’t believe someone didn’t think of this before.”

Before DataGravity

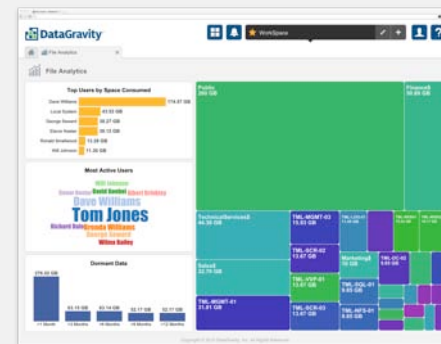
Tom’s existing storage didn’t offer him the visualization and insights he needed to drive value in his business.



It was hard for Tom to understand where and what data was changing, or even the performance of his existing array’s

After DataGravity

Tom upgraded his storage and can now see exactly how much space is being used, who is using it and which files are largest.



With DataGravity, Tom can now understand where he has extra storage capacity and from where he can archive files.

Identify & Archive Dormant Data



Mark Lamson
Director of IT



“We instantly found tons of mp3s and other files from students who are no longer at our school. With traditional storage, it would be like looking for a needle in a haystack.”

Before DataGravity

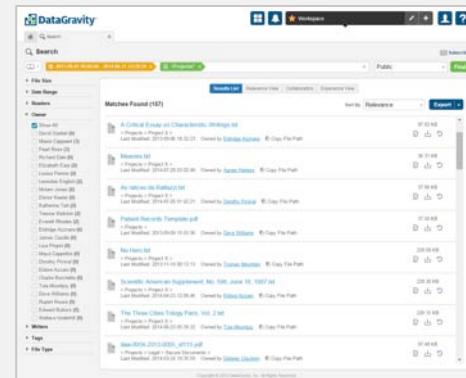
Mark couldn't simply identify which files hadn't been accessed in a long time or were saved by students who have graduated.



Westery has thousands of students and faculty each of whom bring their own devices and save personal files.

After DataGravity

Mark can now search by file type, date last accessed and file creator to quickly identify which files he can safely archive.



Mark can now find old mp3 files and other old, personal data that end users stored on the shared network.

Empowering Business Users



David Schaefer
Vice President, IT

TRISECT

“We were not looking to buy more storage – we chose DataGravity because it addressed our content management and search needs at the point of storage.”

Before DataGravity

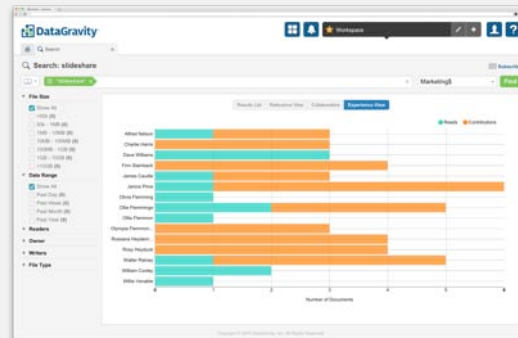
When business users needed to find old client files IT would spend hours helping them comb through fragmented file shares.



Finding files was the proverbial needle in a haystack exercise and required extensive IT assistance.

After DataGravity

David selected DataGravity so end users could search, recover deleted files, and find possible collaborators – all on their own!



Experience View allows project leaders to easily identify subject matter experts to collaborate on new projects.

Shining a Light on Dark Data



Gus Gentner
Chief Information Officer



“DataGravity is perfect storage for user shares – it helps us understand what kind of data users are storing, how old it is, what the files contain, and how they are being used.”

Before DataGravity

Like many IT departments, Winnebago County had limited insight into the data inside their spiraling storage volumes.



Traditional storage did not address increased risks around data governance or data protection.

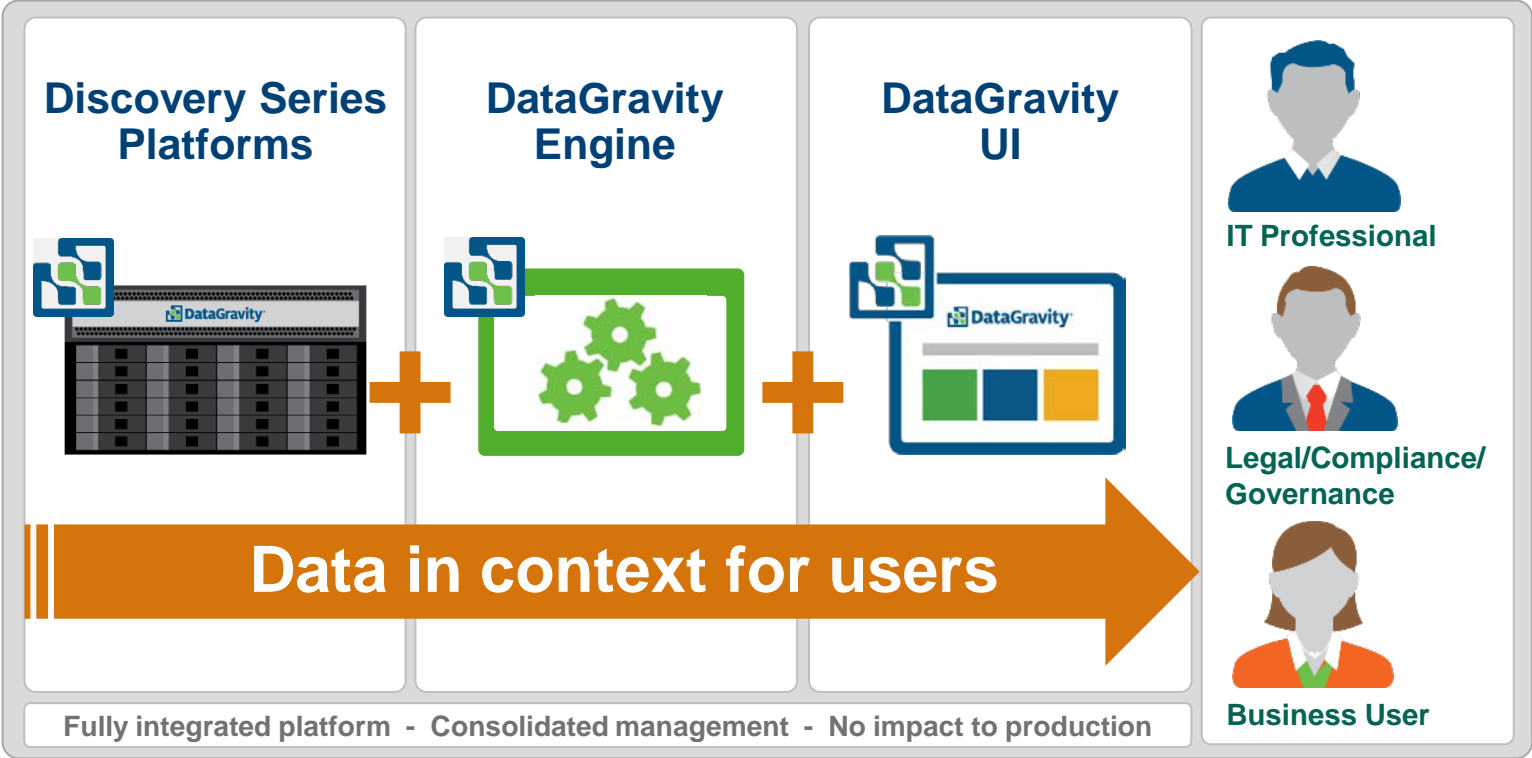
After DataGravity

Winnebago selected DataGravity to shine a light on their users shares – identify potential sensitive or dormant data – and improve data protection.



DataGravity file analytics helps Gus and his team improve data governance of user shares.

DataGravity Discovery Series



Data-Aware Storage Provides a 360° View

Built In Data Analytics With No Impact to Production

Optimized Storage Infrastructure

SMB, NFS, iSCSI
Fully VM-aware
Optimized storage footprint
Seamless protection and recovery

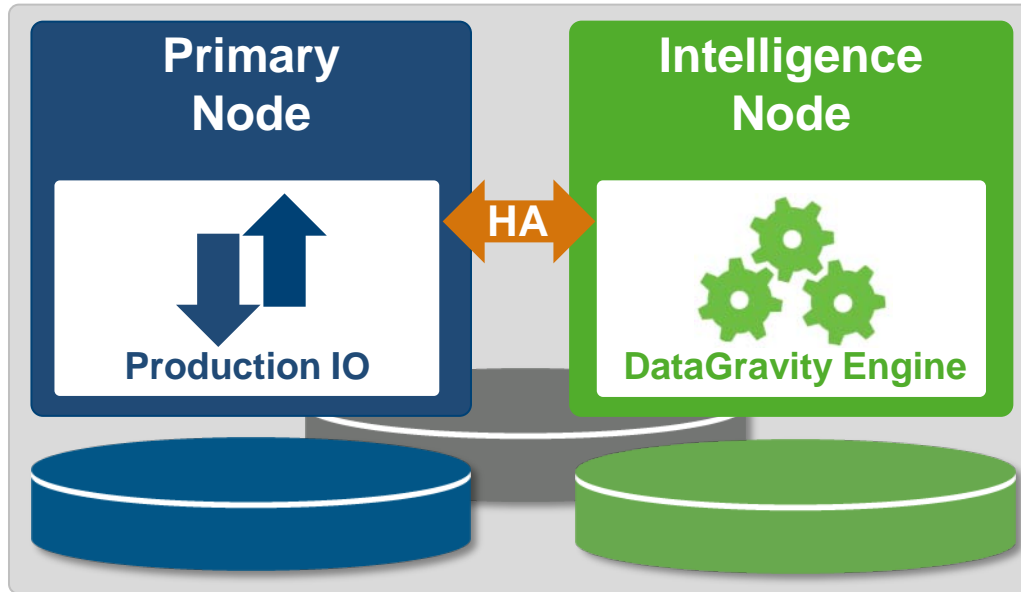


Integrated Data Analytics

File and content analytics
Sensitive data detection
User activity auditing
Search and discovery
Data visualization

**WHO, WHAT, WHEN,
WHERE and WHY?**

A New Class of Storage



DataGravity Engine built into second node

- Extracts content
- Tracks activity
- Protects data

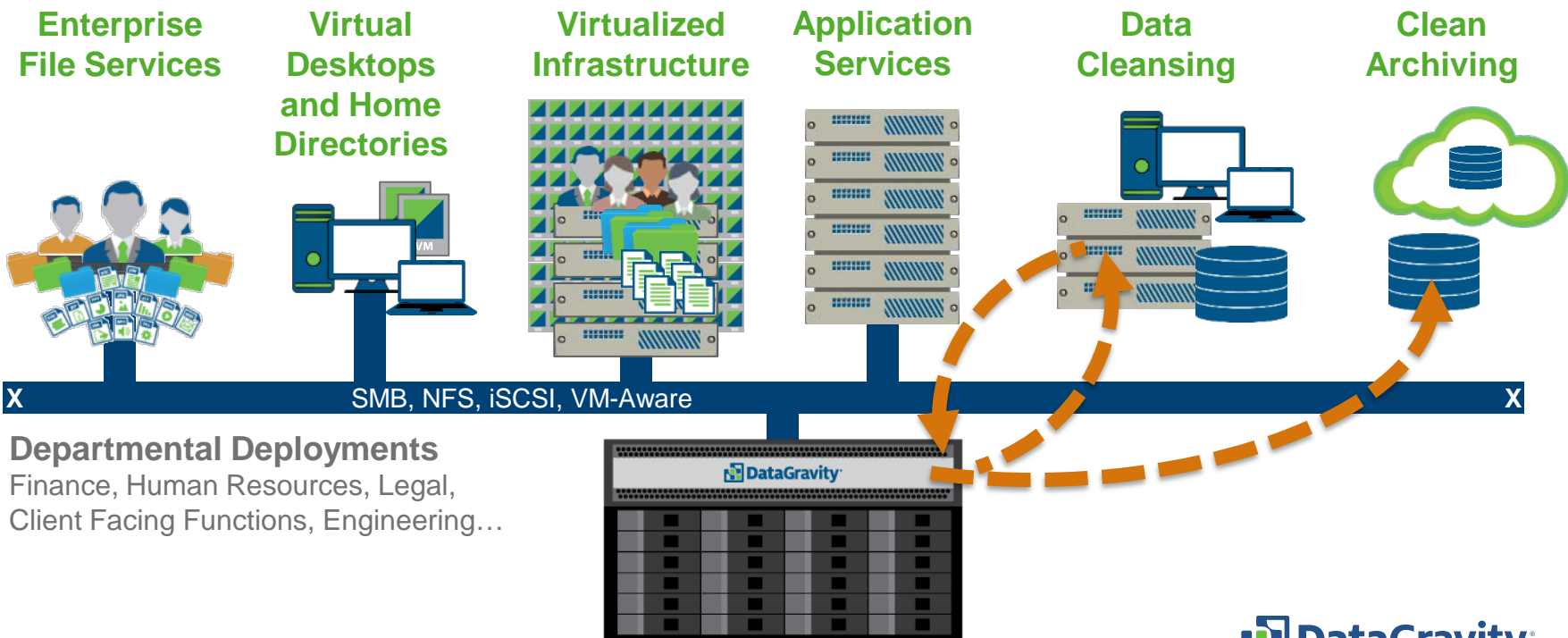
Puts idle resources to work

Mines data at point of storage

No impact on production IO!

Multiple Deployment Scenarios

Where is Your Area of Greatest Concern?



Data-Aware Storage

Put Files On



Get Insights Out



DATA PROTECTION & RECOVERY



STORAGE & DATA MANAGEMENT



GOVERNANCE RISK & COMPLIANCE



SEARCH & DISCOVERY

DataGravity Discovery Series

*Data-Aware Solutions To Address
A Range of Business Needs*



DG1100

18 TB

\$45,000 US MSRP



DG2200

48 TB

\$75,000 US MSRP




DG2400

96 TB

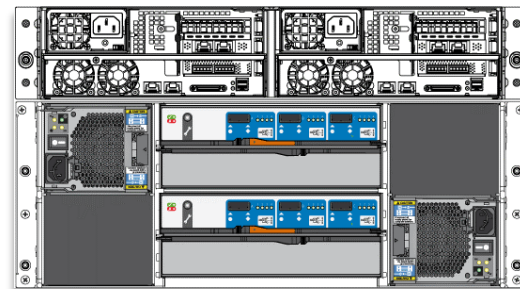
\$95,000 US MSRP

**Complete Feature Set
Across Entire Product Line**

DataGravity Discovery Series Specifications

	DG1100	DG2200	DG2400
Raw Disk Capacity (TB) ¹	18	48	96
Flash (TB) ¹	1.2	2.4	4.8
Effective Capacity (TB) ¹	9-15	25-45	50-90
Power supplies/ fans	Dual redundant, hot swappable		
Supported Protocols	CIFS/SMB (V1.0, 2.0, 2.1) NFS (V3, 4) iSCSI		
Active Controllers	2		
Network Ports per Controller	2 x 10 Gb Ethernet (copper or fiber) 2 x 1 Gb Ethernet		
UI Compatibility	Supports modern HTML-5 based browsers		

[1]TB means one trillion bytes



DataGravity Support Programs

	DG Care	DG CarePlus
Helpdesk coverage ^[1]	24x7x365	
Online customer portal	✓	
Knowledge base	✓	
Software updates	✓	
Proactive parts replacement	Next Business Day	4 Hours ^[2]

DataGravity Discovery Series systems include a 1 year hardware warranty and 90-day software warranty



[2] 4 Hour replacement parts is not available all regions, contact sale representative for details.

[1] Sev1: Data unavailable or performance severely degraded; Response within 1 hour or less, with immediate escalation to Engineering (Severity 1 issues)
 Sev2: Software faults causing performance issues, degraded network issues, or a feature is not functioning; Response in 4 Business hours or less.
 Sev3: Minor problems that have minimal impact on normal business operations; Response within 1 Business Days or less