Ecosystem Play - Object-Based Cloud Storage

Market Overview:

Global cloud object storage market size is expected to reach USD 13.65 billion in 2028 and register a CAGR of 13.6%.

Major factors for growth are durability, scalability, compliance & security, faster data retrieval, and **huge reduction in costs.**

Market is expected to Register a CAGR of **13.6%**

The hybrid cloud deployment segment is forecast to register a CAGR of **14.9%**

Solution Overview:

Cloud object storage does not depend on directory tree like object-based storage. Multiple independent objects exists in the same pool. Each object has a unique name that identifies it with the application used for retrieving it.

This unique design makes object storage more scalable, reliable, and efficient than all other traditional solutions for static data.

Use Cases:

- Multi Cloud
- On-Premise to Cloud
- Hybrid Storage
- Backup & Recovery
- Ransomware Strategy
- IoT Edge Computing

Enterprise · SMBs · Technology Partners · MSPs/CSPs · Public Sector

Target Market:

End-Customer:

- Customers that have a multi-cloud strategy: typically use AWS, Azure and GCP for cloud deployments

- Customers looking to update their Ransomware strategy

- Customers that are shifting to cloud: reducing on-prem footprint or consolidating colocation

- Customers with multisite/global presence. Key industries: retail, manufacturing, finance, and healthcare

Resellers & MSPs:

- Resellers focused on Multi-Cloud &Hybrid opportunities

- Resellers that are looking for a competitive offering compared to the hyperscalers

- MSPs looking to offer affordable next gen cloud storage with attractive margins

- Shared Alliance Practice - Targeting Resellers that already have an existing partnership with Veeam, Nutanix, Commvault, HYCU, MSP360, LucidLink, Imagen, Signiant

Qualifying + Technical Questions

- Would you like to drastically reduce your cloud storage and data access costs?

- Did you know that object-based data storage one of the most secure ways to store your data and recover from a ransomware attack?

- What would an ' x% ' reduction in storage costs do for your business."?

- Do you have new business models that could benefit from a fast and cost-effective way to scale?