



# nexenta

Enterprise class storage for everyone

# Nexenta

**Mission:** “Enterprise class storage for everyone”

**History:** Founded in 2004; GA product in 2008; first sales hires 2009

Operations: HQ in Silicon Valley with operations in Russia, Texas , Boston, and Korea

**Team:** Extensive Storage, Networking, and Startup experience; 105 people growing to ~160 in 2011

Founders wrote iSCSI stack for Linux

Scott McNealy, Bill Moore, Randy Bias advisors to the company

Investors include Korea Telecom, Translink (US / Asia fund), Finaves, and Javelin Partners

## Sales/ Success Stories from 2010

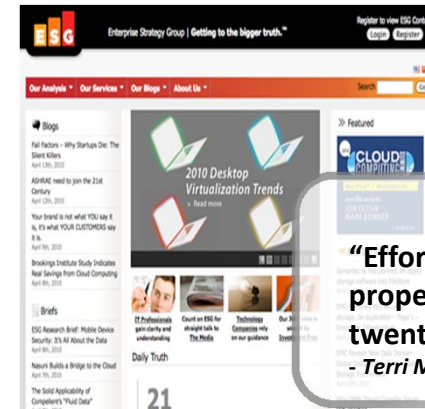
-Partners made over \$70 million in sales in 2010

-Partner sales of over \$300 million in 2011

-Over 400 PB (10K systems) of storage deployed

-**Grew 385% in 2010, while reaching break even**

<sup>2</sup> -**Has never missed a quarterly projection, 12-0**



**The Register**

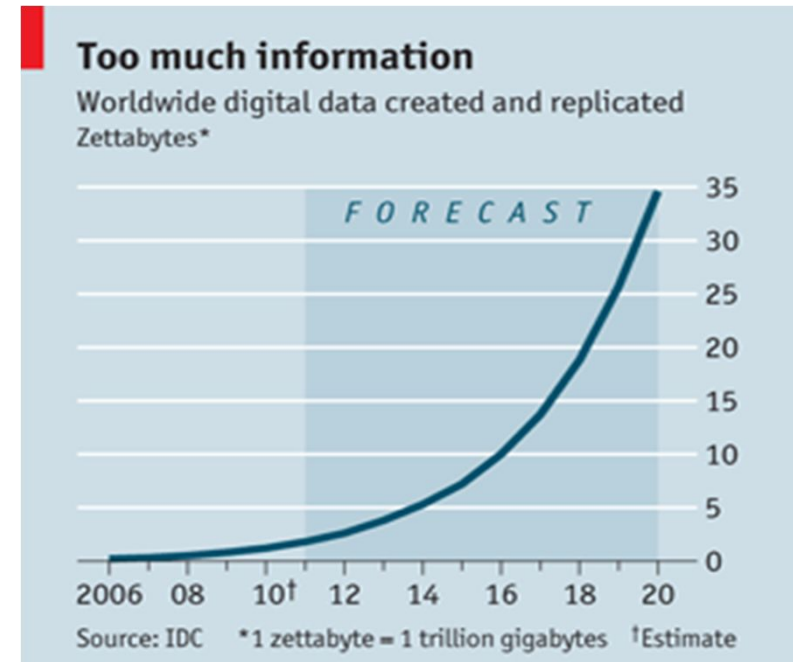
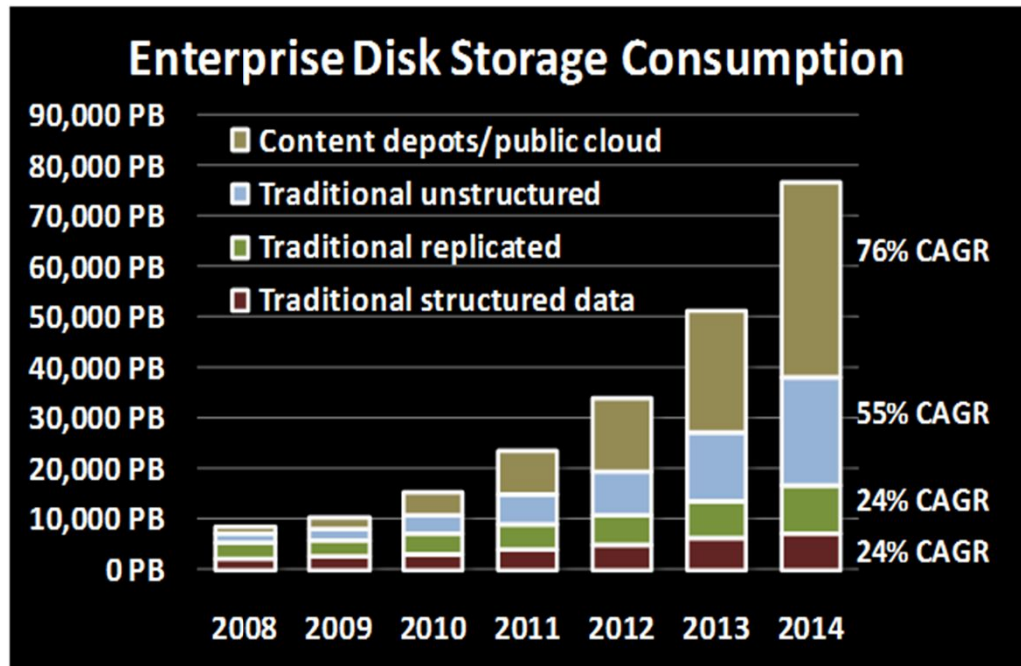
“Nexenta is the fastest growing storage start-up ever”

- Chris Mellor, March 2011

**THE WALL STREET JOURNAL.**

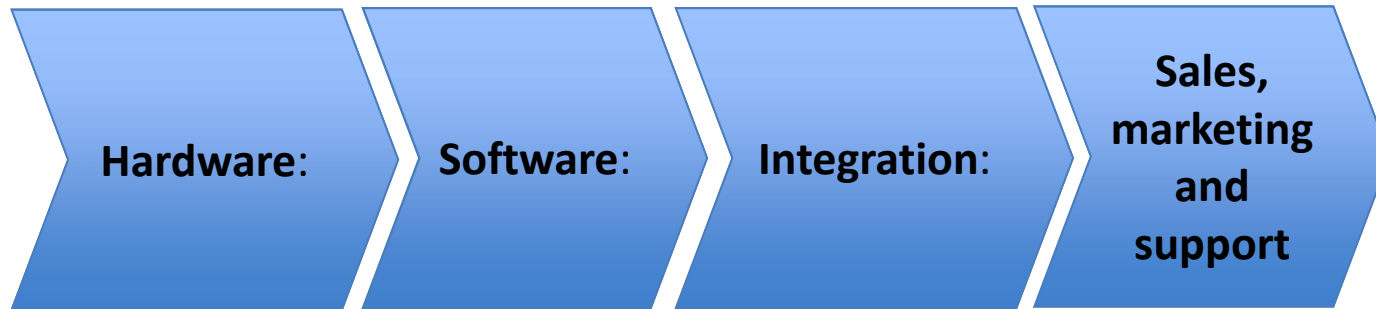
As more telecommunications carriers launch rivals to Amazon.com's popular computing-services business, a Silicon Valley start-up is aiming to help them beat the Web giant's prices by tackling one layer of the computing “stack”—data-storage software.- Cari Tuna, March 2011

# Storage market



- 42% of enterprise IT spending
- The most profitable piece of the IT industry
- Beginning a radical transformation towards software-centric enterprise class storage

# Value chains: transformation



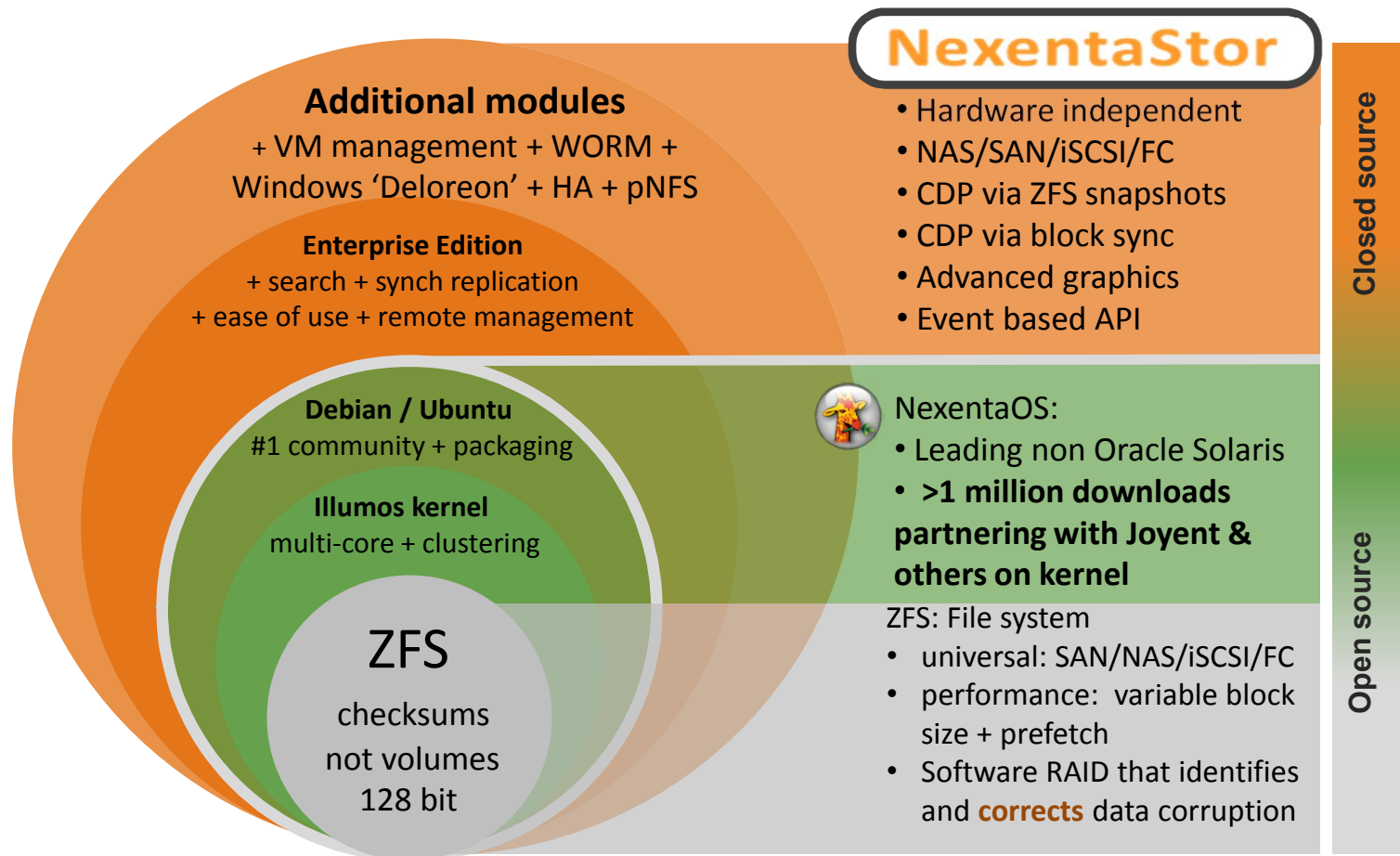
Created a new market w/ superior non IBM mainframe and Unix attached



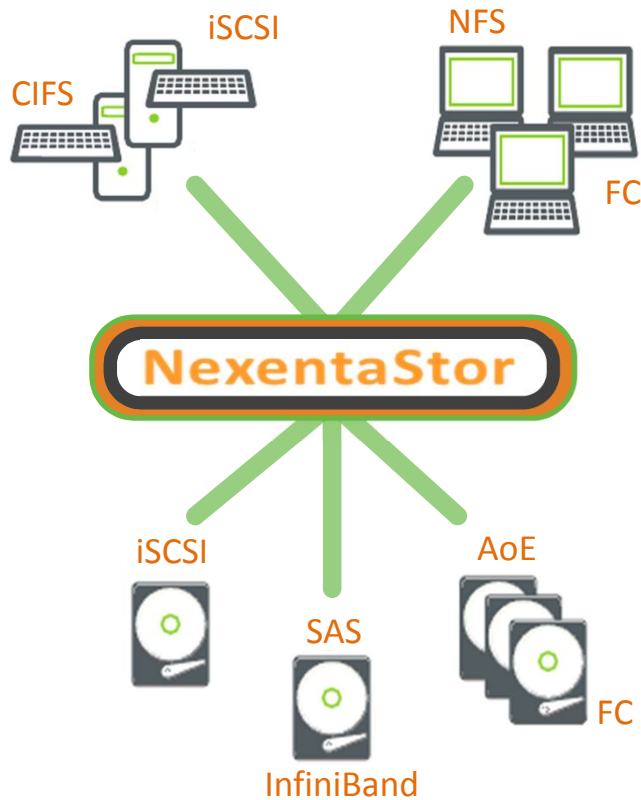
Leverage existing value chains, improve price performance by 10x, address untapped demand



# OpenCore and NexentaStor



# Unified storage software



Unified storage: block and file

Leading **OpenStorage** software solution

Offers unmatched enterprise features at  
70-80% savings:

- End to end data integrity
- Unlimited file size & snaps
- Synchronous and ZFS replication



**Superior storage for virtualized and cloud environments**



vmware® | technology alliance  
PARTNER



Microsoft®  
Hyper-V™

# Features

“You will never loose on features”

- Supports NAS and SAN
  - NFS/CIFS and iSCSI/FC
- Highly scalable capacity and performance
  - Benchmarked at over 2,500MB sec - 3x the largest NTAP available
  - Takes advantage of current technology eg SSD for performance
- Unlimited snapshots and clones
  - With fully integrated search
- Full active/active HA configuration
  - No single point of failure
- Heterogeneous block and file replication
  - Allows easy DR configurations
  - Synchronous or Asynchronous
- Internal RAID-Z and spares
- VM integration
  - Vmware, XEN and Hyper-V
- Integrated Windows back up & restore
- Cloud storage capabilities
- Compression, Dedupe and in box virus scan
  - Encryption in 2011
  - All in band – not post process
- End to end data integrity
  - No silent data corruption
- Thin provisioning
- Non-disruptive volume Grow
- DTrace based analytics



# Powerful UI with Real-time Display

The screenshot displays the Nexenta VM DataCenter web interface. The top navigation bar includes links for About, Support, Register, and Help, along with a user greeting 'Welcome Administrator' and a [Logout] button. The main menu features 'Status', 'Settings', 'Data Management', and 'VM DataCenter'. Below this, there are tabs for 'Storage', 'Network', and 'System', and a 'Console' button with a 'View log' link and a dropdown menu showing 'testbox1'.

On the left sidebar, there are several expandable sections:

- Discovered/Configured Appliances**: Shows 'testbox1 This appliance'.
- Overall Status Information**: Includes links for 'Data Volumes' (All data volumes), 'Replication services' (Status and progress), 'Network services' (Network/Storage services), and 'Fault Management services' (Alarms and status).
- Groups Operations**: Includes an 'Add' button to 'Create new appliance's group'.
- Groups of Appliances**: Shows 'No groups available'.

The main content area is titled 'General Status and Details: testbox1'. It contains three real-time monitoring gauges:

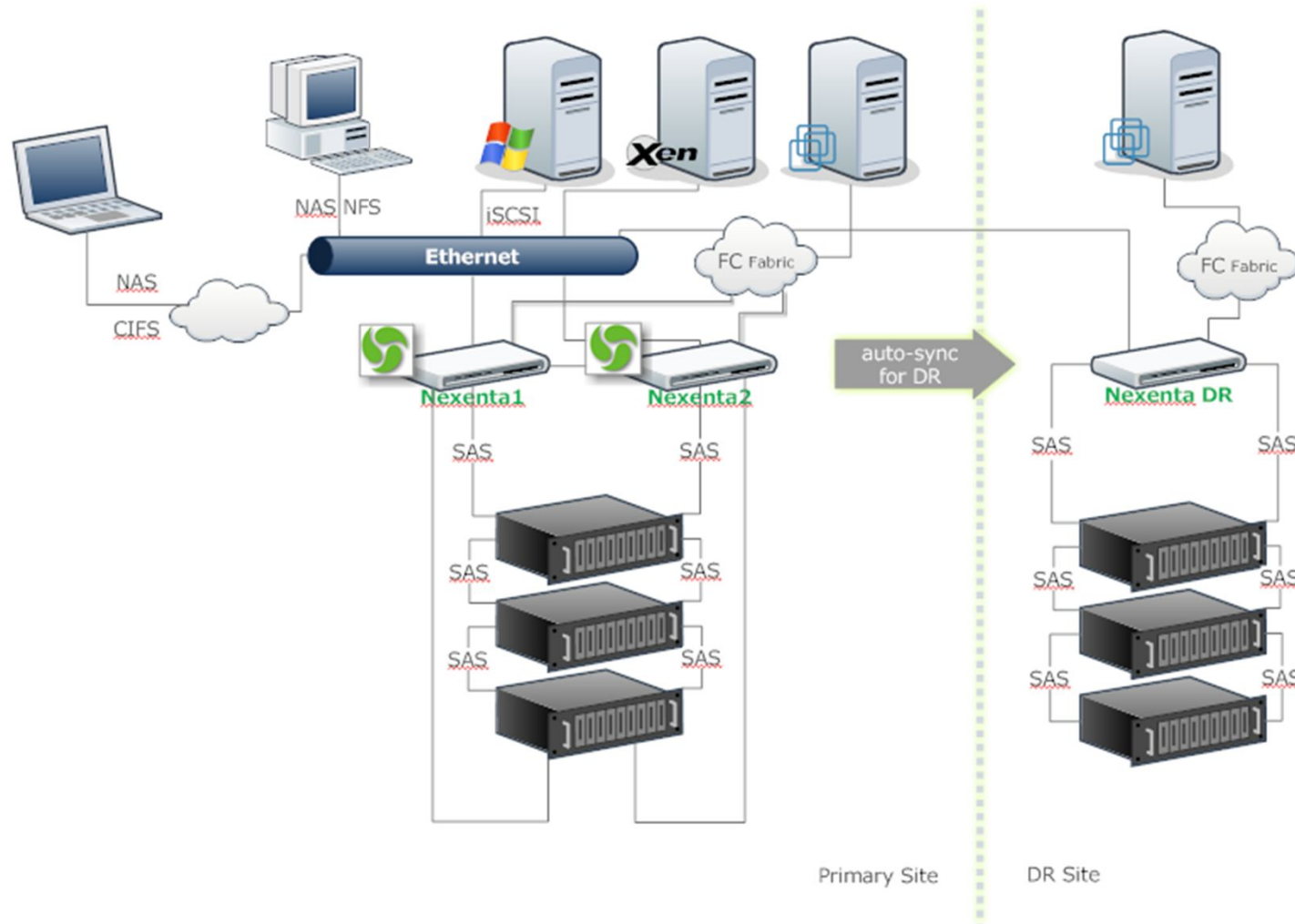
- CPU Utilization**: A circular gauge showing 11% utilization.
- Network I/O, KB/Sec**: Two circular gauges for 'IN' (47 KB/Sec) and 'OUT' (76 KB/Sec).
- Disk I/O, KB/Sec**: Two circular gauges for 'READ' (39.398 KB/Sec) and 'WRITE' (2 KB/Sec).

Below the gauges is a table of system properties:

Property	Value
UUID	564db387-af91-a3bf-d771-f7484b8612f9
Host Name	testbox1
Domain Name	nexenta.com
Primary Interface	e1000g0
Primary MAC	0:c:29:86:12:f9
Server Time	Tue Mar 17 08:21:37 2009

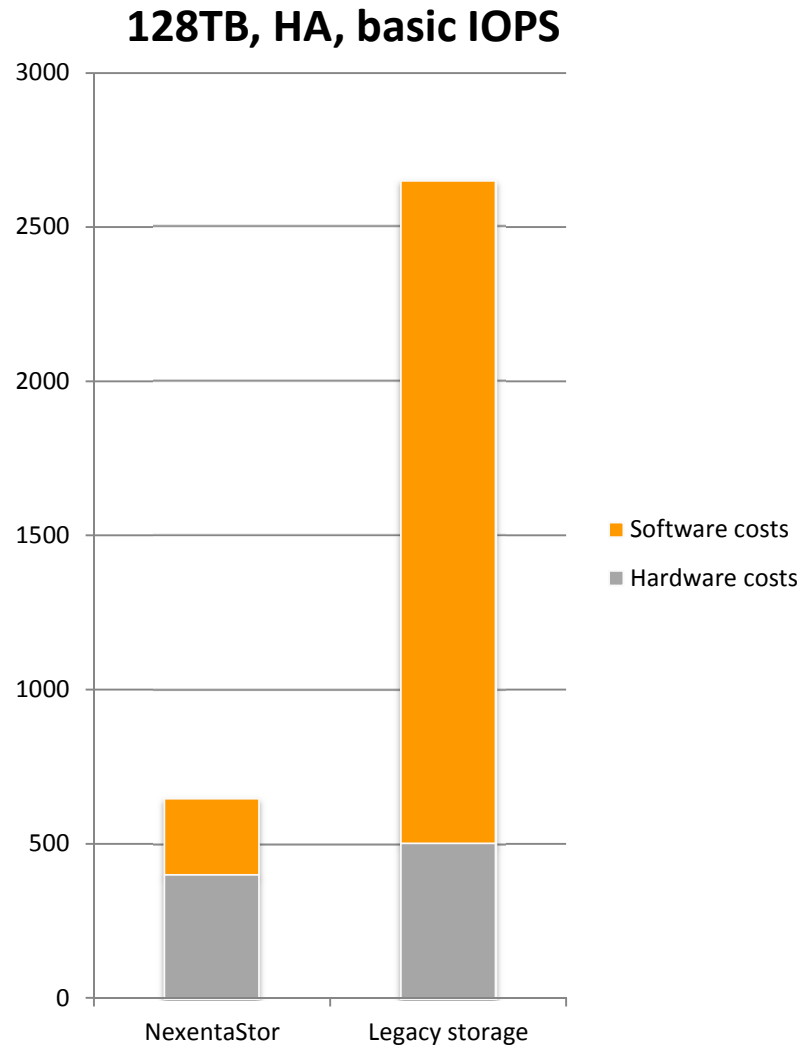


# Data Protection with Cluster

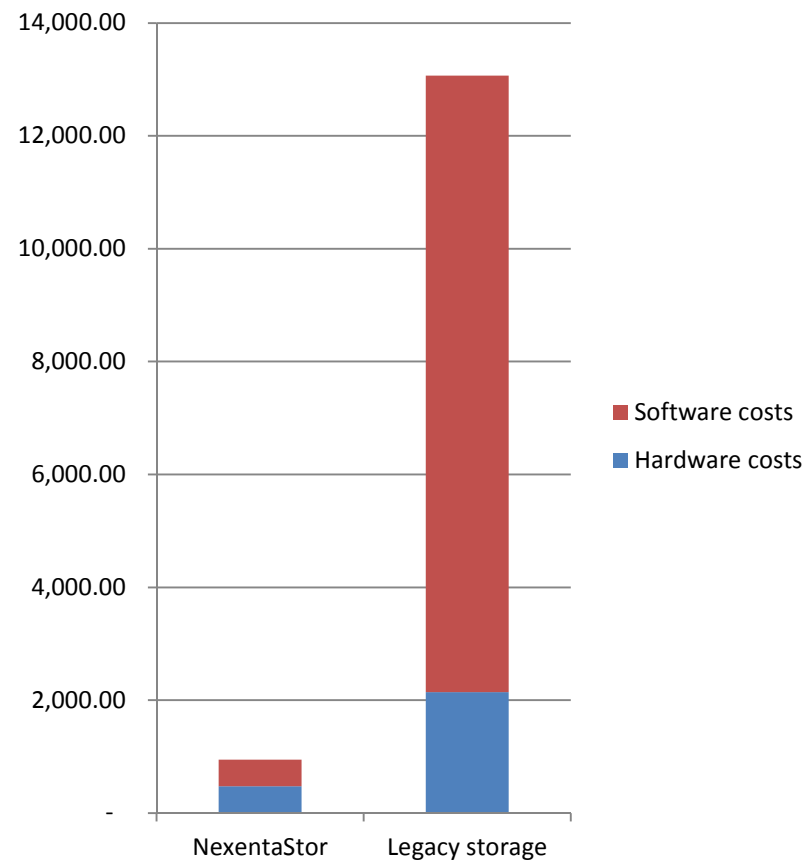


# Example savings

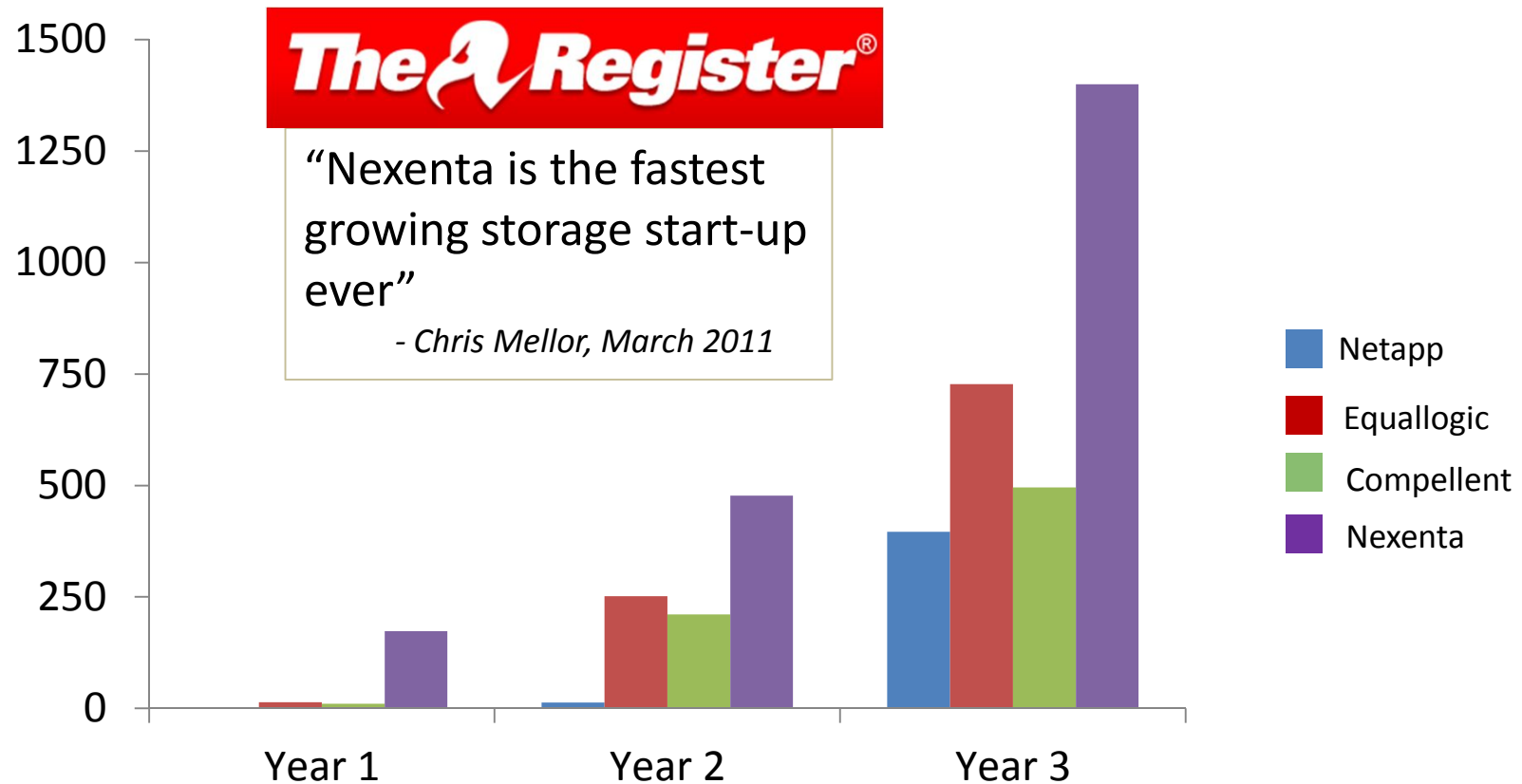
“You will never loose on price”



**Double the speed, double the capacity, 4 year view**



# Benchmarks



Units shipped in the 1<sup>st</sup> three years of sales

- Source: S1 reports / Annual reports filed with SEC

# How do customers use NexentaStor?

## User Scenarios

- Primary & Tiered Storage
- Massive and high performance NFS
- Integration with AD
- Streaming Media
- iSCSI with airtight data integrity and snapshots
- Virtualization and Cloud – *largest single use case*
- Virtual desktops

## Back-Up

In-line deduplication, replication and potential as a multi-protocol target make us an ideal backup target

## Virtualization

Hybrid storage pooling (native SSD) means massive RANDOM I/O performance, hot data optimization, management, deduplication, snap shots, replication, compression make us an ideal solution for virtualization

## Cloud

Strong virtualization, low cost enterprise HA cluster, replication, and ability to drive NexentaStor via rest-APIs make NexentaStor a good platform for cloud infrastructure

# KT: Korea Telecom



## Problem

- Providing on-demand infrastructure in the cloud
  - Hosting public and private IT services
- Needed
  - Low cost, reliable solution
  - Compatibility with a variety of commodity hardware
  - Support for NAS and iSCSI

## Solution








- NexentaStor 3.0
  - Compression
  - Snapshots
  - De-duplication
  - Thin provisioning
- Citrix
- Cloudscaling custom software
- OpenStack and Cloud.com

~26 petabyte deployment across thousands of servers and systems  
\$100+ million opportunity to Nexenta hardware partners








Independent review of “worlds fastest cloud”:

1 <http://blog.cloudharmony.com/2010/10/cloudscaling-kt-private-cloud.html>

# Example Q1 customers









Customer		
	Provider of hosted VDI.	UK
	Division of BAE focused on security of complex IT systems.	UK
	One of the leading providers of equipment for processing fish for food.	Denmark
	Leading developer of interactive TV advertising technology.	USA
	Semi-pro football team and University of Georgia.	USA
	Extremely large publishing company focused on educational market.	USA
	Shademaker Productions – film company making stop action horror films for kids.	USA

# Example Q1 customers










Customer		
	Very large web design firm	USA
	Leading provider of Forex data	USA
	Ecommerce retailer of home furnishings	Canada
	Billing services company	USA
	World leader in GIS software	USA
	Large provider of web based content management	Germany
	SMB focused cloud provider	USA



# Example Q1 customers

Customer		
	Well known cloud and hosting service provider	USA
	European / Italian center for genomics	Italy
	Large automated Forex trading firm	USA
	Large cloud provider focused on legal customers	USA
	One the largest independent security software firms	Israel
	One of the largest independent security software firms	Germany
	IT as a service company who first purchased in Q4 of 2010	USA
	One of the world's leading advertising firms, with over 175 agencies	UK

# Example Q1 customers

Customer		
	Federal government agency tracking additional spending of other agencies.	USA
	For the library.	USA
	School for the arts.	USA
	Large University.	UK
	Dolby, used for development.	USA
	Very large telecom reseller. Second order of this size in three months.	UK
	\$1.2bn a year “Christian charity” NGO	
	Nissan South Africa has purchased an initial Gold license with 3 years support	SA
Shandong Digital Court	The legal system of the Shandong province. Yunan TV also purchased.	China

# Marketing themes



Cloud Computing



High Availability



Backup



Education



Virtualization/VDI

# Intel says

“We’re talking the next generation of data center storage.”

Mike McGrath, IDF Beijing, 2011


“Legacy providers can’t keep up.”

Mike McGrath, IDF Beijing, 2011

## Server-Storage Platform Convergence


Modular Platform for DAS, NAS and SAN Systems

Proprietary Storage Solutions

 Scalable Architecture  
Performance, Memory and I/O with integrated storage features

 Unified Network  
10Gb Ethernet & FCOE for Storage and Network

 Industry Standards  
Volume economics achieved via industry standard hardware

 Advanced Storage Technologies  
Powerful, scale out to support advanced data center efficiencies

Next Generation Data Center Storage

IDF2011  
INTEL DEVELOPER FORUM

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## Nexenta Case Study

### Industry Trends

- Enterprise customers moving to the cloud to achieve economies of scale
- Expectations for price/performance ratio will continue to widen
- Legacy solution providers can't keep up
- OpenStorage is setting standards for scalability and interoperability in the cloud

### Nexenta in the Cloud

- Provides a unified open storage management software that offers NAS and SAN capabilities including support for CIFS, NFS, iSCSI and Fiber Channel storage access.
- Runs on industry standard x86 hardware.
- 75 %+ cost savings versus proprietary solutions

#### NexentaStor Cloud-Unique Features

- Compression
- Thin provisioning
- Deduplication
- synchronous/asynchronous replication
- Rest-APIs
- Boot from SAN
- self-cloning from master configurations
- high availability
- end-to-end data integrity

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## Nexenta Powers Asia's Largest Public Cloud

Customer: Korea Telecom

*The largest fixed-line operator and second largest mobile carrier in Korea*



### Problem

Wanted to make a public cloud offering to compete with Amazon

Needed to find the best stack available:

- No vendor lock-in
- Utilize commodity hardware
- Open APIs
- Great scalability to grow with increasing demand
- Low cost, reliable solution
- Compatibility with a variety of commodity hardware
- Support for NAS and iSCSI

### Solution

OpenStorage software running on top of commodity hardware

NexentaStor 3.0.4, leveraging the following features

- Compression
- Snapshots
- De-duplication
- Thin provisioning

KT Virtual Server \$38.50/month  
~45% less than Amazon

Full press release:

<http://finance.yahoo.com/news/Nexenta-Powers-Asias-Largest-bw-2233921622.html?x=0&y=1>

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# Example analyst coverage in Q1

*“Nexenta's roster of paid customers has been growing at a brisk pace, highlighted by key wins in the service-provider market with Korea Telecom and Hosting.com. The company's low-cost offering has sales potential in a wide range of markets including SMBs, enterprises and service providers.”*

Henry Baltazar, Analyst, 451 Group

- Aberdeen
- 451 Group
- Forrester Research

# Summary

Nexenta is disrupting massive storage market

- With the aid of 200+ partners around the world
- Including technical partners Intel, Supermicro, Dell, Quanta, LSI, STEC and others

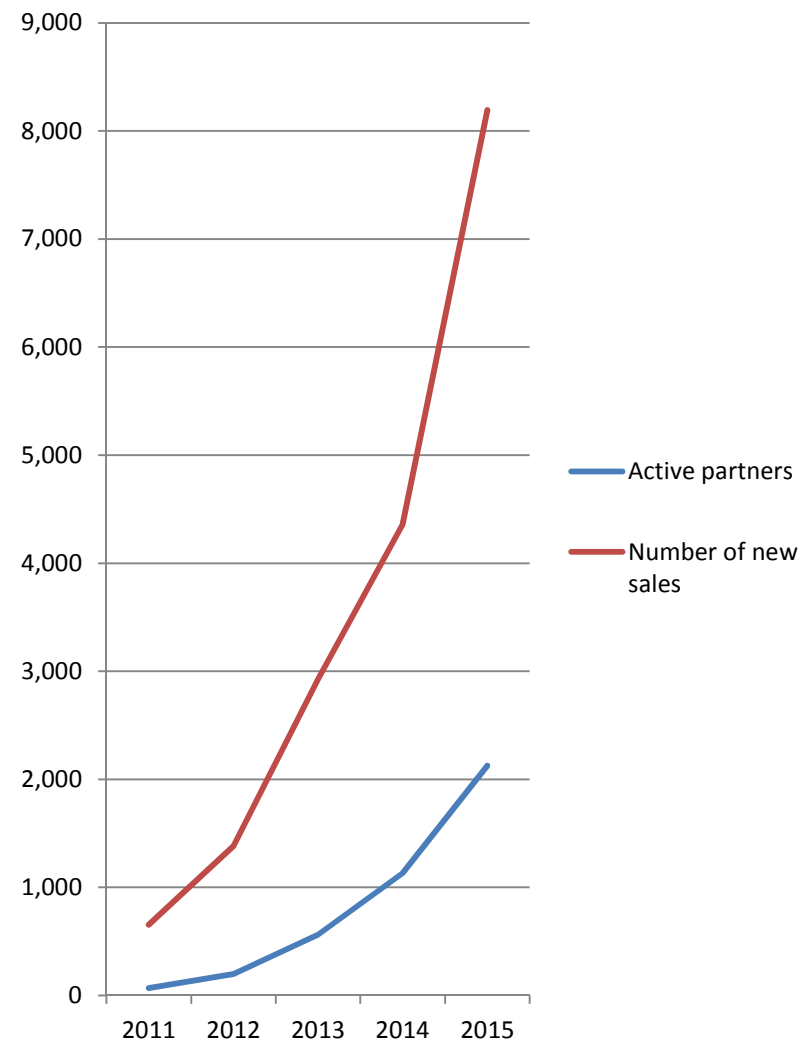
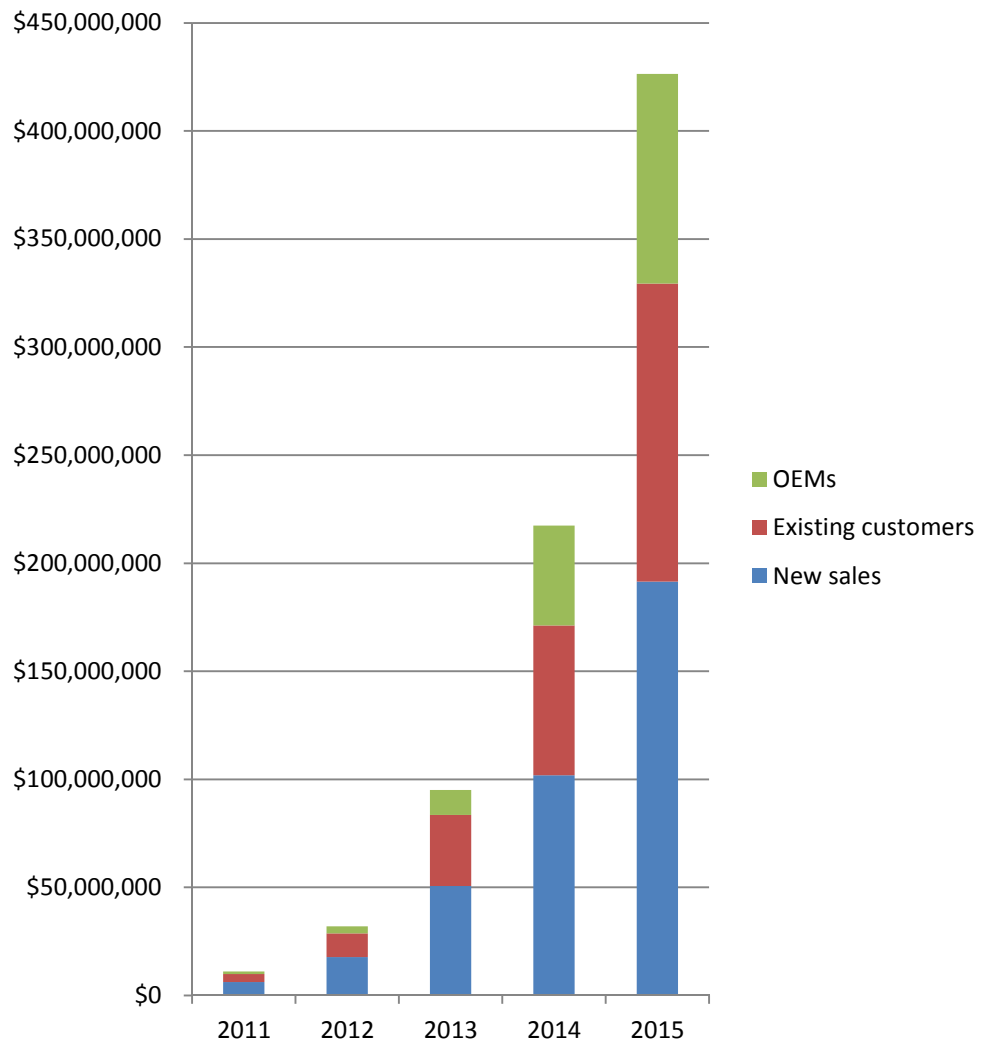
The open storage transformation offers fundamentally better price / performance, operational flexibility, and innovation

- Legacy technologies and business models cannot keep pace

NexentaStor is achieving take off as the preferred choice for virtualized and cloud environment

Enterprise class storage for everyone

# The future



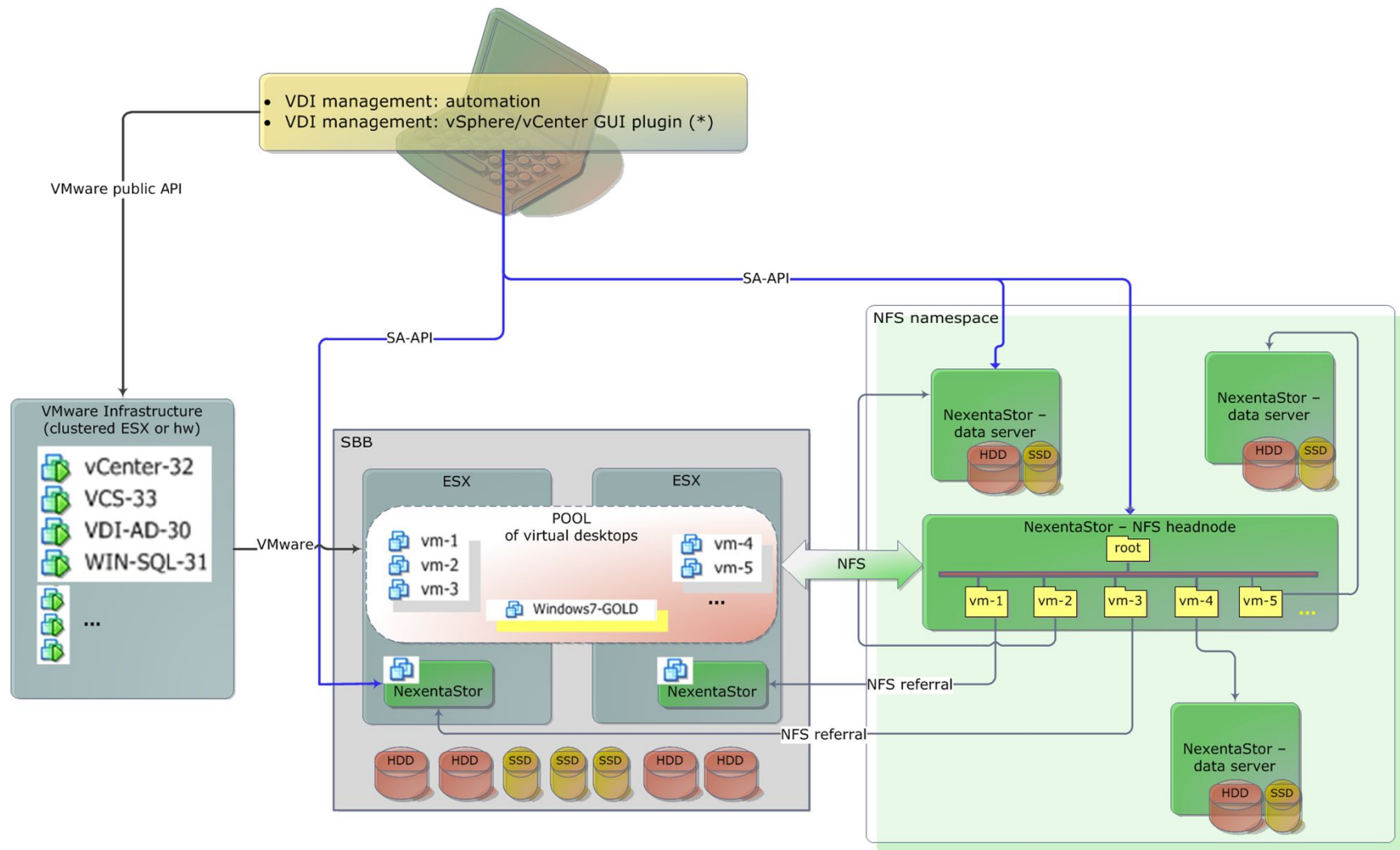




# nexenta

Enterprise class storage for everyone

# VDI and VSA: easy and automatic



# Namespace cluster

