

Executive Summary



About Storwize

Storwize, Inc. is the leading provider of innovative real-time storage compression solutions that dramatically boost storage space on network storage environments.

Storwize enables organizations to maximize their storage infrastructure for a fraction of their current cost, in a business reality of continuous growth in storage demands.

The solution, based on a plug-and-play appliance acting as an add-on to any storage system, provides real time and transparent compression.

Key benefits include:

- 2-5 times capital expenditure reduction across the entire data storage budget.
- Substantial consequent IT operating expense reductions.
- Reduced I/O service time resulting in performance enhancement in most cases.

Value Proposition

The Storwize value proposition consists of 3 pillars:

- Innovative approach to a conservative market – based on existing industry compression algorithms, Storwize has developed a revolutionary, patent pending technology that enables accessing compressed data in real-time.
- Immediate ROI – simple business model allowing hassle free, significant savings from day one.
- Simplicity – a typical Storwize appliance installation does not take more than 30 minutes.

Trends in Storage

The need for storage capacity continues to outpace budget increases, with 27 billion gigabytes by 2010. As more content and data are in digital format, increased file serving and storage capabilities are needed. As a result, storage costs represent an increasing percentage of the IT budget.

Products and Technology

There have been various approaches to control these costs, such as advanced storage management, virtualization, ILM and HSM, but none have addressed storage capacity requirements directly. Storwize solutions address these requirements directly and are complementary and transparent to other storage cost containment offerings.

Storwize technology offers:

- Universal, real-time, lossless, direct-access data compression and decompression.
- Full transparency to any data center/network/storage component.
- A simple to deploy, plug-and-play appliance acting as an add-on to any storage array of any vendor brand.
- No performance deterioration. Reduced I/O service time (due to compression) improves performance in most cases.
- Compression capabilities, using off-the-shelf, industry tested compression algorithms.
- Support for all tiers of storage and applications (including OLTP Data Bases).
- No resident file system; appliances are interchangeable with no loss of data.
- Optional filtering features offer a choice of selective data compression and of running in transparent data mode.



DIA – Data Integrity Assurance™

Storwize DIA Data Integrity Assurance sets a new standard for data reliability. An integral part of our product portfolio, the DIA architecture ensures that Storwize products provide end-to-end verification throughout the data path, fault detection and correction, and verification of decompression reliability. This revolutionary architecture leverages 4 cornerstone technological components:

- Multi-tiered data protection
- Compression-Decompression checksum ensures reliable compression and decompression
- Preserve Existing Data Integrity Mechanisms
- Error Correction Memory Modules



Green Storage

Storwize is committed to conducting operations in an environmentally responsible manner, as well as delivering customers environmental-friendly solutions. The STN-6000 unique compression solution enables an organization to absorb additional data without additional hardware deployments, while addressing the ensuing power consumption challenges. Storwize has recently become a member of the Green Grid Association, a global consortium of companies dedicated to advancing energy efficiency in data centers and computing ecosystems. In addition to this, Storwize' products, as well as our main suppliers, are in compliance with the international environmental certifications RoHS and WEEE.



Go-to-Market Strategy

Storwize drives its business through channel and OEM partnerships, offering partners a strong competitive advantage over their peers.

Storwize has signed reseller agreements in multiple geographical areas, and is increasing its geographical coverage to meet sales demand.

Storwize also continues to maintain a relationship with its customer base by providing dedicated pre- and post-sale support.

Currently, Storwize has over 60 employees, 50% in engineering.

The team consisting of the top storage experts and of other senior professionals formerly with EMC (NSDQ - EMC), ECI (NSDQ - ECIL), NetApp (NSDQ - NTAP), Comverse (NSDQ - CMVT) and Check Point (NSDQ - CHKP), has developed and brought to market significant solutions in short periods of time.

The team is well positioned to enable Storwize to emerge as the leading provider of online storage compression as well as detect and develop additional innovative storage technologies.

Patents

Nineteen worldwide patents have been filed and are pending for the company's NAS, iSCSI, and FibreChannel applications.

Investors

- Bessemer Venture Partners
- Lehman Brothers Venture Partners
- Sequoia Capital
- Stichting Gemeenschappelijk Bezit StorWiz
- Tamares Group
- Tokyo Electron Device Ltd.

Partnerships

- NetApp Advantage Partner
- EMC Velocity Technology & ISV Partner Program
- VMware Select Partner
- IBM Advanced Business Partner and TotalStorage Proven
- SUN Microsystems Certification
- HP Developer & Solution Partner Program
- Brocade Select Developer
- Oracle Worldwide Partner
- Symantec Technology Enabled Program
- Novell Silver Technology Program
- Agami Technology Partner Program

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