



DECEMBER

2015

Welcome to the SwiftStack Monthly Newsletter!

Tis the holiday season, and our final newsletter for 2015, the time of year when we make predictions on what the new year will bring. To all who read this, may 2016 bring you health and happiness, as well as rewards in business meeting your challenges in IT. And to our customers and partners, we send a heartfelt thank you for your contributions to our success, making this 2015 holiday season the merriest so far for SwiftStack.

Respectfully,

Mario Blandini
VP, Marketing
SwiftStack, Inc.



2016: According to SwiftStack

Looking back **2 years on predictions for 2014**, we can take satisfaction that written predictions came true that year, and continued to be true in 2015:

- Software on standard hardware
- Open source becoming standard

What are our prognostications for the year to come? **See in this video if you agree:**

- Universal access to object storage
- Applications leveraging metadata

We have spoken with several press outlets about these predictions, and we will post the details of these predictions as they appear in online stories in our next newsletter.



Product & Solutions

Hybrid Cloud Solutions with Avere

Earlier this month, we had a webcast that included Jeff Tabor from Avere. With support for virtual filesystem gateways for AWS, Azure, and Google, object storage can be more than a scalable tier of storage on-premises. If you are interested in ways to burst compute to the public cloud while leveraging data behind your firewall, **you will like this webcast, check it out!**

Hybrid Cloud Backup with CloudBerry Lab

Earlier this week and keeping with the hybrid cloud theme for the month, we invited Anton Zorin from CloudBerry Lab and SwiftStack's own resident tools expert Doug Soltesz to share ideas on ways to interact with object storage in the public cloud and on-premises. The demo of CloudBerry Backup, CloudBerry Explorer, and CloudBerry drive shows what is possible with these tools, and how easy it can be. **Check out the webcast, and download free trials** during the holidays.



What Analysts are Saying

Gartner has published research this quarter that is more bullish on evaluating new technologies. While there is no magic quadrant for object storage, several new analysts are bringing new insights and delivering interesting analysis around new technologies:

- **Beware of Amazon S3 & OpenStack Swift API Compatibility** - Raj Bala
- **Market Guide for Open-Source Storage** - Julia Palmer and Arun Chandrasekaran

If your company subscribes to Gartner, check out this research AND be sure to let them know that you already use object storage or are in the process of deploying it to meet the challenges in your environment. Also ask for inquiries with Sheila Childs and the new folks on her team above, as they really have done their homework around strategies for Mode 2 IT.

George Crump from Storage Switzerland (storageswiss.com) is an analyst that covers a lot of ground in storage, particularly around technologies that startup companies are bringing to market. He wrote a double dose on object storage as it relates to storage use cases to close out the year:

- **Using Object Storage to Reverse Cloud Storage**
- **Selecting the right OpenStack Storage module**



Blog Posts

One written post just in time for the Newsletter, and a guest post from SwiftStack user. Dirk Petersen from Fred Hutchinson Cancer Research Center shares his experiences with tools for working with metadata in object storage. Check out his findings, and see if you might be able to contribute to his efforts that benefit the user community:

The many ways Storage touches life science research

Internally, we got the idea to go deeper with John Dickinson and create an infographic that could visually capture the story of development within OpenStack Swift in its first 5 years. No object storage engine on Earth has a development community as large or as active, or is growing as fast. Check out the blog (with infographic and video):

Five years working on Swift



Upcoming Events

Live Demos back and better than ever in 2016

We are firm believers that seeing is believing. Even if you have downloaded a free trial of SwiftStack for yourself, spending 30min interacting with an expert Systems Engineer from SwiftStack is a great way to learn how about new features include storage policies with erasure codes and using the AWS S3 API to store and retrieve data.

After a month off for the holidays, our Live Demo series is back in 2016 every Wednesday at 10AM Pacific time, 1PM Eastern. As always, you'll:

- Witness how fast a standard server becomes a node, and how easy it is to get up running from nothing to first byte
- FlashMirror as displacement of NAS replication for cost savings
- Take a quick look at how you can manage and monitor cluster(s) and node(s) using the SwiftStack Controller
- Get an overview of advantages and benefits of integrating with your existing systems

What's more, you get direct live access to a SwiftStack expert to ask any question you want, and hear the answers to questions from other technical attendees like you.

Register for Live Demos here.

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