

AUGUST 2017

Welcome to the SwiftStack Monthly Newsletter!

Hello Friend,

The dog days of summer are here, though many children are already back in school, season 7 of Game of Thrones is complete, and the NFL regular season is just around the corner. We hope you'll enjoy what we've prepared for you in this month's newsletter.

Respectfully,

Mario Blandini, VP of Marketing

Product

Cloud Sync Auto Tiering

See how easy it is to setup auto tiering and manage your data natively through Cloud Sync.

[Watch Now](#)

SwiftStack Client

The SwiftStack Client is a simple, but powerful GUI client that an end user can use to view, upload, download, share and manage their data in a SwiftStack cluster.

[Watch Now](#)

You WILL Go To The Cloud... But It's Not As Easy As You Think

"Whether for functional need, budgetary alignment, or due to top-down pressure, all companies will move to the public cloud at some level. If an organization has less than, say, 50 terabytes of data to manage, it's easy to move everything there. For those of you in this boat, you can stop reading this article and proceed directly to the cloud, and collect \$200."

[Read More](#)

Partner Update

The Storage Architecture You Envision is Closer Than it Appears

By Chalon Duncan and Guest Author, Mario Blandini

I had the chance to collaborate with Chalon Duncan at Cisco on a blog, supporting recent joint news and providing more information on how SwiftStack combines with Cisco UCS servers for a unique solution.

[Read More](#)

Customers

Siggraph Prize Winner - Google Home

SwiftStack was onsite at SIGGRAPH this month, the world's largest annual conference and exhibition in computer graphics and interactive techniques. Visitors learned about SwiftStack and were entered into a drawing for a fun raffle prize. We'd like to give our thanks and congratulations to Marc Horsfield who was the lucky winner of our Google Home raffle prize at the SwiftStack booth during Siggraph 2017!

Industry Update

How to Move a Petabyte of Data to the Cloud in Four Steps

By the Editorial Team @ InsideBigData

"Organizations of all sizes are increasingly using public cloud infrastructure, but those with hundreds of terabytes or petabytes of data find the shift to cloud more complex, disruptive, and inflexible than it is presumed. The business value of cloud storage is desirable, but large data volumes present large challenges for migration, compatibility, and agility."

[Read More](#)

SwiftStack Hybrid Cloud Storage for the Enterprise Recognized by the Geospatial Intelligence Industry

By Susan Smith @ GIScafe

"SwiftStack's VP of Marketing, Mario Blandini, elaborated on his video interview with GIScafe CEO and president Sanjay Gangal this week for GIScafe Voice, about the company's entry into the geospatial market with their hybrid cloud storage technology."

[Read More](#)

Web Blog

SwiftStack and Cisco Make it Easy to Succeed with Enterprise Cloud Storage

By Mario Blandini

"We are very pleased to announce that building on 4 quarters of SwiftStack availability on the Cisco global price list, customers can now have even more confidence in choosing Cisco as their supplier of hybrid cloud storage software. Why?"

[Read More](#)

Events

[SMPTTE](#)

October 23 - 26

Hollywood, CA

[AWS re:Invent](#)

November 27 - December 1

Las Vegas, NV