

JANUARY 2017

## Welcome to the SwiftStack Monthly Newsletter!

Hi Colleague,

I am not sure if it is just me, but 31 days into 2017 it feels like a lot has happened between the holiday season and this first newsletter of the year. Beyond the engagements that started after AWS re:Invent in December, we find ourselves working on many hybrid cloud engagements involving Google Cloud Platform as well. Check out some of that work below, along with some other content we hope is relevant to your planning and projects this new year.

Respectfully,

Mario Blandini, VP of Marketing

## Product



### Hybrid Cloud Storage Workflows with Google Cloud Platform

Joe Arnold, Chief Product Officer, walks through how to setup and configure Cloud Sync in SwiftStack to synchronize on-premises data with Google Cloud Storage, then use Google Container Engine to transcode/render some media assets that we just synced up.

[See more »](#)

## Partner Update



### Cisco Webinar: Build storage like the big public cloud vendors but for much less

**When: Thursday, February 9th, 2017 - 10AM PST / 1PM EST**

Industry analysts predict that 2017 will be the year that more unstructured data is retained on scale-out cloud storage than classic storage. Scale, efficiency, and multi-site are the drivers. Learn how to take advantage of an on-premises storage cloud built with Cisco's S Series servers and SwiftStack software, the same software used in public cloud storage offerings.

This session will share real user insights on:

- Easily incorporating hybrid-cloud storage into your environment for existing applications
- Leveraging the multi-site capabilities of a single cloud storage namespace
- Enhancing the scale of storage while also lowering TCO using standard building blocks

[Register Now »](#)

## VERITAS™

### Veritas Webinar Replay: Hybrid Cloud Architecture for Enterprise Backup & Recovery

Captured live on Tuesday January 10, Erik Pounds and I hosted guest expert Paul Mayer, Principal Product Manager, NetBackup Enterprise Cloud at Veritas Technologies to share analysis of how organizations are using cloud storage to scale while also lowering costs.

[Watch Now »](#)

## Customers

### January Customer Highlight



A leading full-service post production facility using SwiftStack for long-term storage of dailies sitting behind their media manager.

[See More Customer Use Case Highlights »](#)

## Events

### Upcoming Events

<a href="#">2017 HIMSS Annual Conference &amp; Exhibition</a>	February 19 - 23rd	Orlando, FL
<a href="#">Google Next</a>	March 8 - 10th	San Francisco, CA
<a href="#">NAB</a>	April 22 - 27th	Las Vegas, NV
<a href="#">BioIT World</a>	May 23 - 25th	Boston, MA
<a href="#">GeoINT</a>	June 4 - 7th	San Antonio, TX
<a href="#">Cisco Live!</a>	June 25 - 29th	Las Vegas, NV