

November 2018

## Welcome to the SwiftStack Monthly Newsletter!

Hello,

We've spent the Fall expanding our product capabilities and building new partnerships to provide you with the most comprehensive cloud-native storage and data management solutions on the market today. We're excited to share the following updates and news with you.

Respectfully,

The SwiftStack Team

## Product



### SwiftStack 1space Cloud Connector for AWS

The 1space Cloud Connector for AWS is now generally available in the form of a container image, allowing public cloud compute infrastructure access to data in a 1space namespace. For details, please check out the [demo video](#) and [documentation](#).

[Watch Now](#)



### File Access

#### Snapshots for File Access Volumes

New in SwiftStack 6.13 are snapshots for File Access volumes, adding additional data protection capabilities for file data stored in SwiftStack. Snapshots are operator-defined and configuration of this feature is built into the SwiftStack Controller UI. For additional features and changes in SwiftStack, check out the release notes.

[Read Now](#)

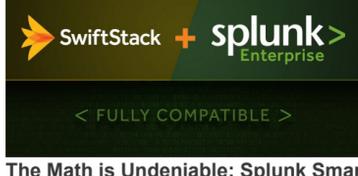
## Solutions



### Splunk SmartStore: Cut the Cord by Decoupling Compute and Storage

SwiftStack is excited to support Splunk SmartStore. Check out what Bharath Aleti, Principal Product Manager at Splunk, has to say about maximizing data management flexibility.

[Read Now](#)



### The Math is Undeniable: Splunk SmartStore Savings Add Up

By Greg Govatos, VP of Strategic Partnerships, and Eric Rife, Director Solutions Architects at SwiftStack

"Splunk Enterprise 7.2 with Smart Store states that the new data management model "makes it incredibly cost efficient to achieve longer data retention at scale". As a provider of storage which is compatible with Splunk SmartStore, SwiftStack is being asked by Splunk users to help quantify these cost savings. What does "incredibly cost efficient" mean in practice? Fortunately, the simple yet powerful design of SmartStore makes answering this question a relatively straightforward exercise."

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### Webinar: Modernize Backup and Recovery and Increase Data Utilization with Cloud Data Management

Joining the SwiftStack discussion, Derek Kwan, Sale Engineering Manager at Rubrik weighs in on the question: Is your legacy backup and recovery solution not keeping up with the demands of your business? An architecture based on Rubrik can help you modernize and simplify your data protection strategy while setting your business up for increased utilization of data. Hear from Rubrik and SwiftStack on ways you can take a cloud-native approach to getting more value from your business-critical assets.

[Watch Now](#)



### Webinar: What Does Multi-Cloud Storage Mean for Media Workflows?

With industry expert, Roger Sherwood, Global Industry Director of Media & Entertainment at Cisco, we discuss how media workflows are undergoing a fundamental paradigm shift. Purely on-premises solutions are a thing of the past and new 'cloud-first' strategies must inherently include multi-cloud storage to be viable. Hear the story of one transformed workflow, from legacy storage strategies to evaluating and architecting modern options. Find out how you can manage your data in a way to seamlessly enable multi-cloud bursting, replication, disaster recovery, and migration.

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## Customers



### Rogers Communications

We're excited to welcome Rogers Communications, one of the largest Canadian communications and media companies, as a SwiftStack customer. They use SwiftStack as the storage backbone for voicemails.

[View Customer List](#)

## Industry Update



### Making the Case for Multi-Cloud

By Erik Pounds, VP of Marketing, at SwiftStack

"In the late 1990s and early 2000s, it was often said that virtualized server technology would never be deployed in production. History proved this wrong; actual adoption became very strong and VMware is now a standard in IT organizations. Today, we are seeing the same trend in enterprise use of public cloud infrastructure, including multiple clouds."

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## Events

### Upcoming Events

<a href="#">SVG eSports Production Forum</a>	November 6, 2018	Los Angeles, CA
<a href="#">OpenStack Summit</a>	November 13 - 15, 2018	Berlin, Germany
<a href="#">AWS re:Invent</a>	November 26 - 30, 2018	Las Vegas, NV
<a href="#">SVG Summit</a>	December 10 - 11, 2018	New York, NY