EMA Vendor to Watch: Cohesity

Situation

Data is a company's most critical asset. The ability to cost-effectively and reliably create, process, analyze, and protect data fuels business growth and enables a competitive advantage. Data is being created at unprecedented rates, and this growth is fueled by third-platform use cases such as the Internet of Things (IOT), social media, mobile devices, media content, and cloud computing. The importance and growth of data has resulted in storage being the leading consumer of most IT budgets. Data is now also more active throughout the lifecycle. Copies for analytics is driving intelligent decision-making. Also, data is kept past its useful life to satisfy compliance and legal obligations. What is not well known is that the majority of data within the enterprise consists of "dark data." Dark data is copies of original production data used for purposes including data protection, analytics, archiving, and test development. As the availability and performance requirements are lower for these copies than for production data, lower-cost "secondary storage" is used. Existing secondary storage in an enterprise often consists of equipment that has been cascaded down following the acquisition and deployment of new primary storage. As such, secondary storage is often a diverse collection of equipment with varied services, performance levels, management tools, connectivity, and features. This results in storage that is difficult to manage, inefficient to provision, and complex to protect. The collection of heterogeneous technologies and vendors also makes it difficult to leverage the public cloud as a third tier of storage for offsite protection.
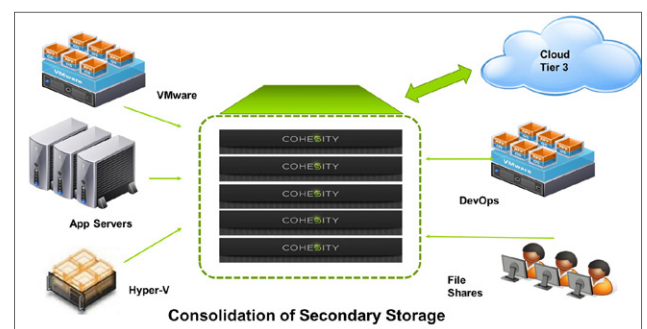
Corporate Information

Cohesity is a company that develops and distributes purpose-built secondary storage optimized for consolidating data protection, analytics, test development, and file services. Cohesity was founded several years ago by Mohit Aron, regarded as the father of the hyper convergence movement, an architecture that converged compute and storage into one box. Cohesity has headquarters in Santa Clara, California. For more information, go to http://www.cohesity.com/

Purpose-Built for Dark Data

Cohesity storage is a feature-rich, software-driven architecture purpose-built for secondary storage. The solution utilizes a clustred file system, with the hardware consisting of high-end commodity components. Both 12TB and 24TB nodes are available, and these are extensible into four node blocks. Connectivity includes 1 GbE and 10 GbE, and the supported protocols are NFS V3 and SMB 3.0. Features include those expected from an enterpise solution: global deduplication, snapshots, analytics, encryption, intuitive management, and a RESTful API. Cohesity provides data copies onsite to enable fast restoration in the event of data loss. Cohesity supports integration with the leading public cloud providers for offsite business continuance, archiving, and other long-term retention use cases.

EMA Perspective

Cohesity's hyperconverged solution makes secondary storage dramatically more efficient and easier to manage by consolidating backup, archive, test and development, file services and replication on a single scalable platform. In addition to lowering capital expenses and increasing operational efficiency, the single platform simplifies version control when repurposing data for multiple use cases. The

Consolidation of Secondary Storage

same data protection copy can be more easily leveraged for business analytics or test development. And with a cloud archive for cold data, Cohesity adds another cost-saving opportunity for companies that need an intelligent approach to addressing *increasing storage demands*. For delivering a solution that improves data center efficiency for secondary storage, Cohesity has earned EMA's recognition as a Vendor to Watch.

About Vendor to Watch: EMA Vendors to Watch are companies that deliver unique customer value by solving problems that had previously gone unaddressed or provide value in innovative ways. The designation rewards vendors that dare to go off the beaten path and have defined their own market niches.

About EMA: Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help EMA's clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise IT professionals and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on Twitter, Facebook or LinkedIn.