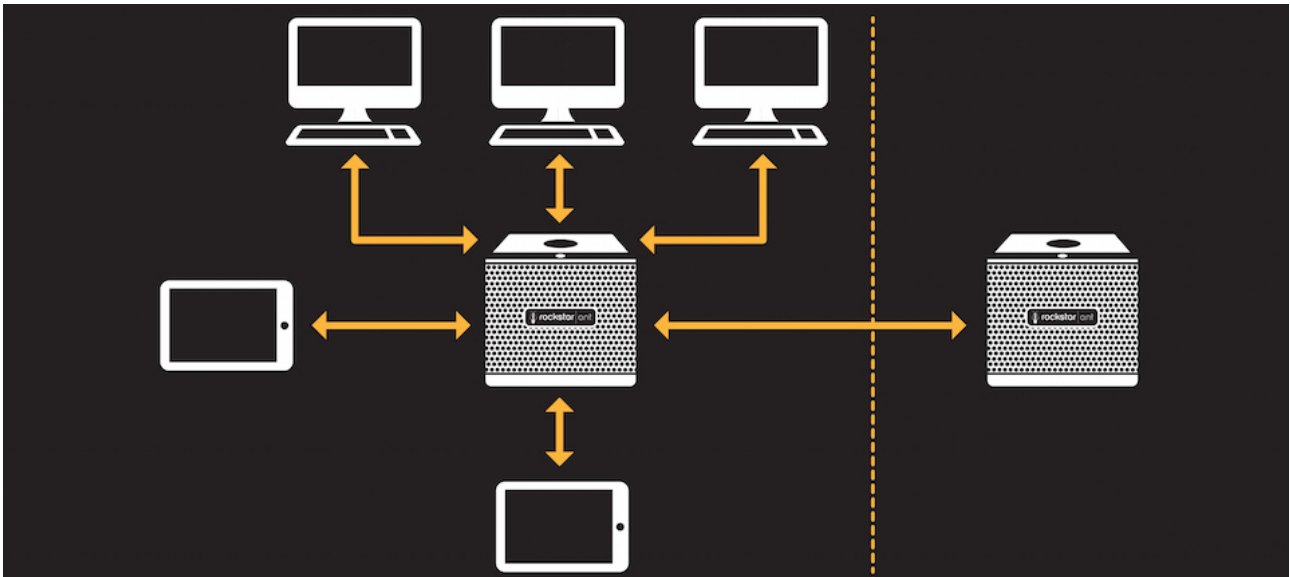


Private Cloud



The cloud is challenging the dominance of local storage and servers

Having access to a central facility that provides both computing power and loads of storage capacity is brilliant. The idea of centralised power and storage is not new. In fact that was what computing looked like until the arrival of the PC in the early 80's. Also known as the days of the Mainframe.

So everyone should embrace the cloud, right? There is no simple answer to that question. Some industries are more suitable for the cloud than others. Everyone working with really large files will forever be struggling with the cloud because of its single most limiting factor: internet bandwidth.

Sectors like the creative industry are suffering at the hands of slow transfer speeds when it comes to moving very large files from local servers and into safety in the cloud. But there is no reason to write off the cloud completely – it still makes for a great way of protecting all your 'Work in Progress' files. It also is an ideal location for an archive.

Rockstar Private Cloud is a new and radically different take on protecting and sharing valuable files.

Most companies understand the importance of having a robust, redundant and fast storage infrastructure in place. But even the most sophisticated system will not be able to survive events like an earthquake, a fire, a terrorist attack, a power surge, flooding, a plane crash, theft, vandalism, virus attacks or much more likely – human error.

Nobody likes to think about these scenarios but they are facts of life and they need to be considered if you are serious about business. There is an eternal truth in the saying:

IF YOU DON'T HAVE IT IN TWO DIFFERENT LOCATIONS, YOU DON'T HAVE IT.

Until now tape backup solutions have ruled supreme when it comes to protection against disasters. But what if recovery from tape were impossible? Often the same tapes are used over and over, and who can guarantee that they will work the day they really need to? Not many companies have simulated a disaster and tried to bounce back from a bunch of tapes.

Cloud backup removes the tedious process of managing tapes and portable hard drives, protecting them, removing them from the building etc. Backing up to the cloud gives you a separate copy of your data in a difference location. So what's not to like? Depending of what kind of cloud it is, **A few things, in fact.**

The public cloud is a place where multiple users share the same infrastructure within a data centre. Your data could be living door to door with those of your biggest competitor. That is not necessarily a

problem, and if all you are looking for is a digital dumping ground, the public cloud might work. But what happens when you need to get your data back?

Usually you are being charged a monthly fee towards a certain amount of storage space, but that rarely includes the cost of getting data back to where they came from. Not to mention the time it will take to copy all that data across the internet and back to your local server. That is, if you still have your server – a disaster usually means that your server is gone.

Another matter that could make storage in a public cloud a no-starter is cost. Prices typically range from £100 - £250 per month for 1TB of backup space in a public cloud.

So in summary – public cloud is more automated and robust than backing up to tape, but it is expensive and it is not the fastest of ways to recreate what was lost.

In an ideal world the privacy and low cost of tape based backup, combined with the convenience and the security of the public cloud would be perfect. The Rockstar Private Cloud is exactly that.

The idea behind the Rockstar Private Cloud

The idea is simply to own and to operate two storage systems – one, which is located at your offices and another, which is located in one of the Rockstar data centres – or any location that suits you. By operating two systems, which are identical you have that life-saving extra layer of protection if disaster should strike.

And you have total privacy and control, as you are not sharing with anybody else.

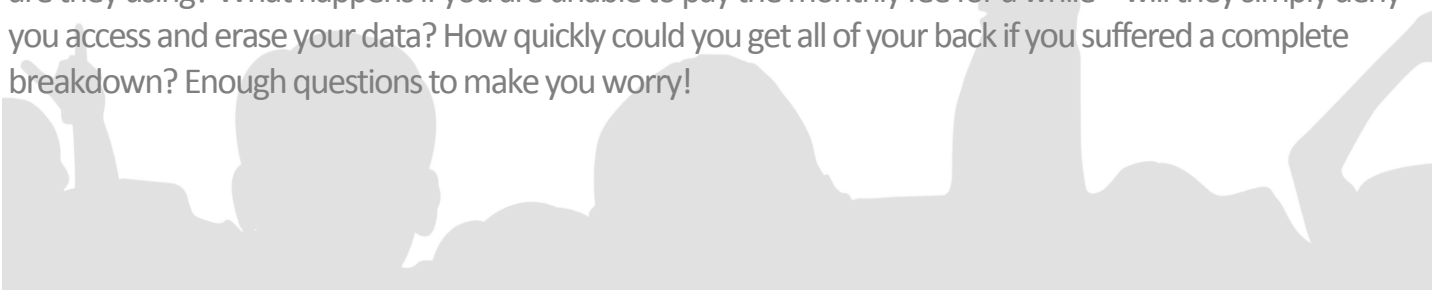
The Rockstar storage platform is based on a powerful and robust operating system called Rockstar OS. Rockstar OS is capable of synchronising the contents of one Rockstar to another. This happens in real time, every night, or whenever you want it to.

Why not just go into a public cloud?

There are many reasons to have a private cloud where you own and control events 100%.

Buying multiple terabytes of cloud storage in a public cloud like Amazon S3, Google Cloud or MOZI is costly. There is the matter of security as well. You will share a storage server with lots of other companies. It is unlikely that your data will be stored on a device to which only you have access.

Then there is the matter of how good the data centre actually is. How secure is it? What type of equipment are they using? What happens if you are unable to pay the monthly fee for a while – will they simply deny you access and erase your data? How quickly could you get all of your back if you suffered a complete breakdown? Enough questions to make you worry!



What it costs

It depends on how much capacity you require. If for example you bought two Rockstar Ants with 8TB of useable capacity each, put one of them into a Rockstar data centre and had it fully maintained, powered, protected and connected to one of the fastest fibre infrastructures in the world.

Financed, the entire solution would cost £248 + VAT for 2 x 8TB of storage capacity. Or 31£ per TB per month!

How it works

- ❖ You take delivery of two Rockstar storage servers.
- ❖ We help you migrate your existing data across to one of the Rockstars.
- ❖ Once you are happy with the structure of your new server, we connect it to the other Rockstar and mirror the two so they become identical.
- ❖ Once identical the second Rockstar is dispatched to one of our data centres.
- ❖ You will be contacted by one of our engineers who will establish the connection between the two Rockstars. The engineer will also help you to setup the synchronization schedule you prefer.
- ❖ You will be given a static IP address and a unique login, which allows you to manage and access your Rockstar in the data centre.

That's it!

Your data will seamlessly synchronise from one system to the other. Every night (or whenever you like), your work is being backed up to your personal Rockstar in the data centre to give you total peace of mind and you can rest assured in the knowledge that you have 100% privacy.

It is your equipment and you are not sharing with anyone else.

We are just the custodians who make sure that everything runs like clockwork 24/7/365.

Should disaster strike you can request your equipment in the data centre to be delivered to any address in the world. Or you can request a copy of some or all your data delivered on portable hard drives.

Further questions? Contact your local Rockstar reseller or visit us at www.rockstar-data.com.