

Transforming the Information Infrastructure: Build, Manage, Optimize.

FALL 2011



Journey to a Picture Perfect Data Storage System

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Client Profile

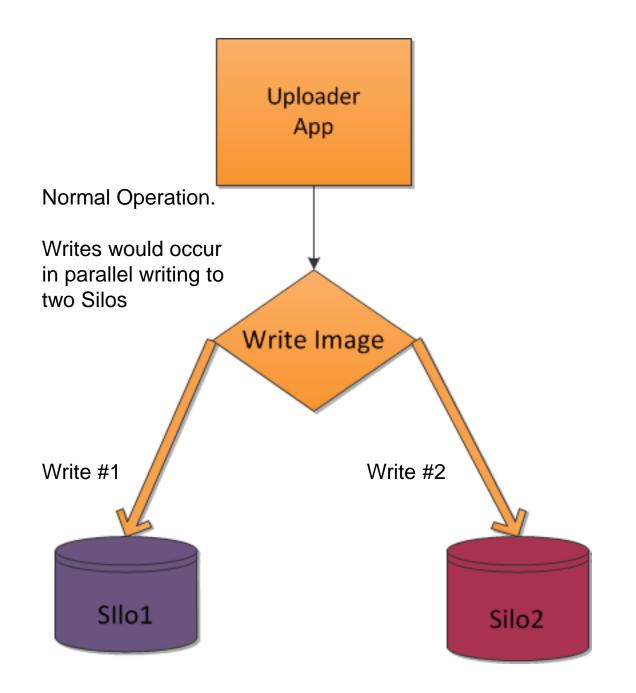
- Free UNLIMITED online photo storage FOREVER
- 19 petabytes and growing at 40% annually
- 25% image size growth annually

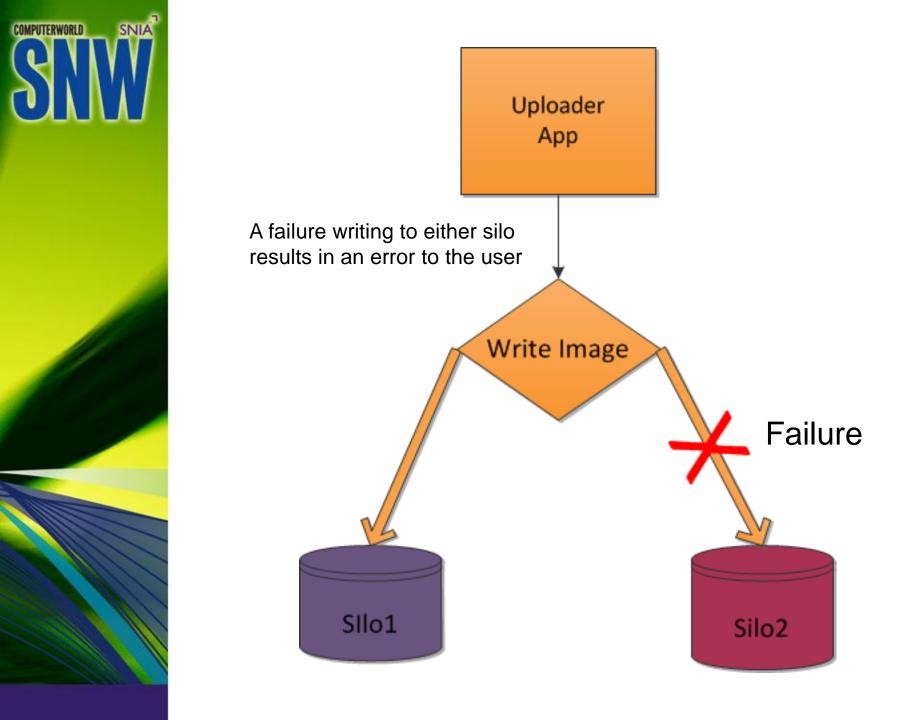


Petabyte Scale Challenges

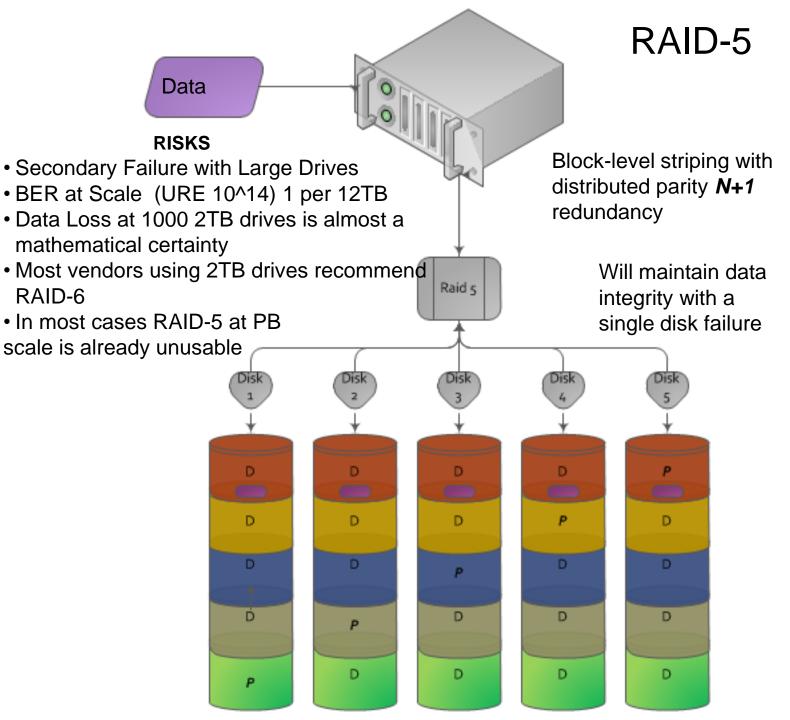
- When does RAID stop scaling?
 - Near catastrophe
 - 2 PB array failure, lost 172 drives
 - No data lost, but 3 days to calculate parity, 3 weeks to return to dual parity
 - Availability/integrity issues
 - Bad user experience/site downtime = revenue loss
 - System Admins constantly firefighting
 - Poor internal perception of Storage team
- Asked to drastically lower costs by 66%
 - Already managing 19PB with 3 System Admins
 - Already had industry leading pricing with multiple vendors



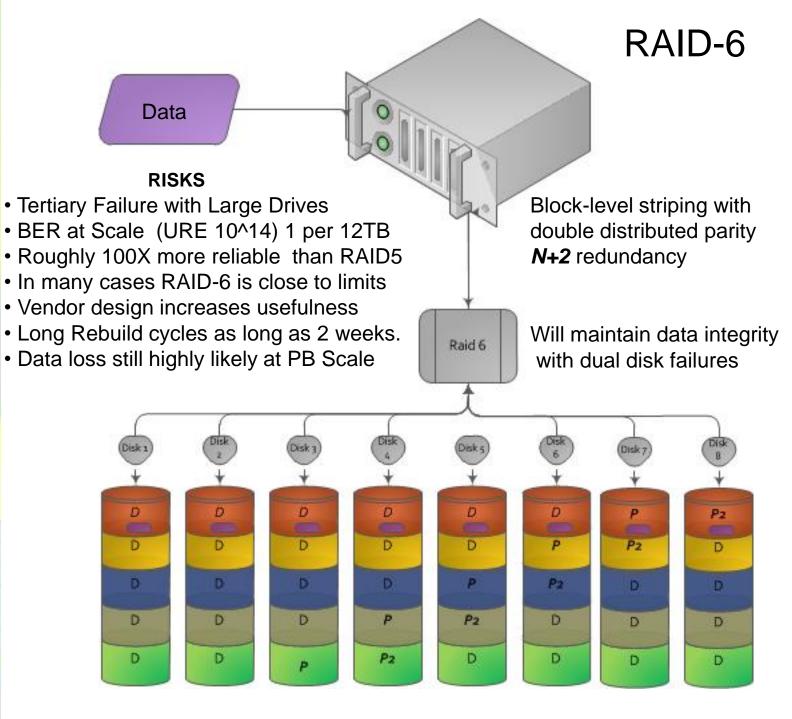










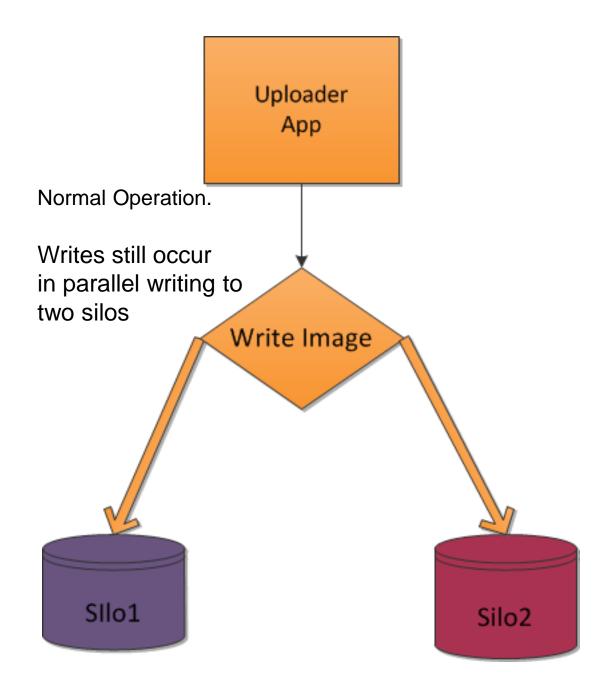




Objectives

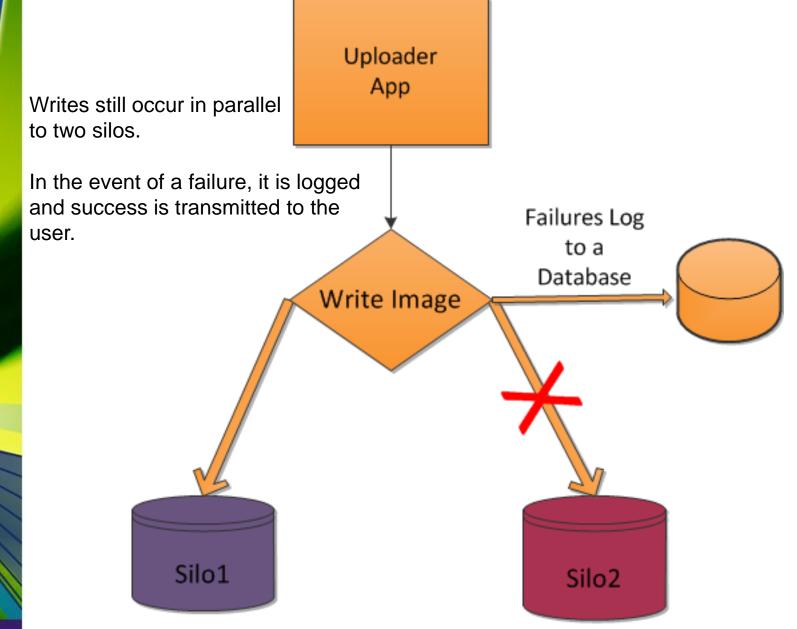
- Graceful failure and recovery
 - Greater site availability
 - Hardware errors transparent to users
 - No executive notifications about storage-related outages
 - Eliminate the need for potentially dangerous siteimpacting heroics from System Admins
 - No impact to the bottom line
- Future-proof storage
 - Architecture to support larger, slower drives
 - Sustain data integrity with long rebuild times
 - Lower cost
 - Commoditize storage
 - Roughly 100X integrity per extra bit of Parity

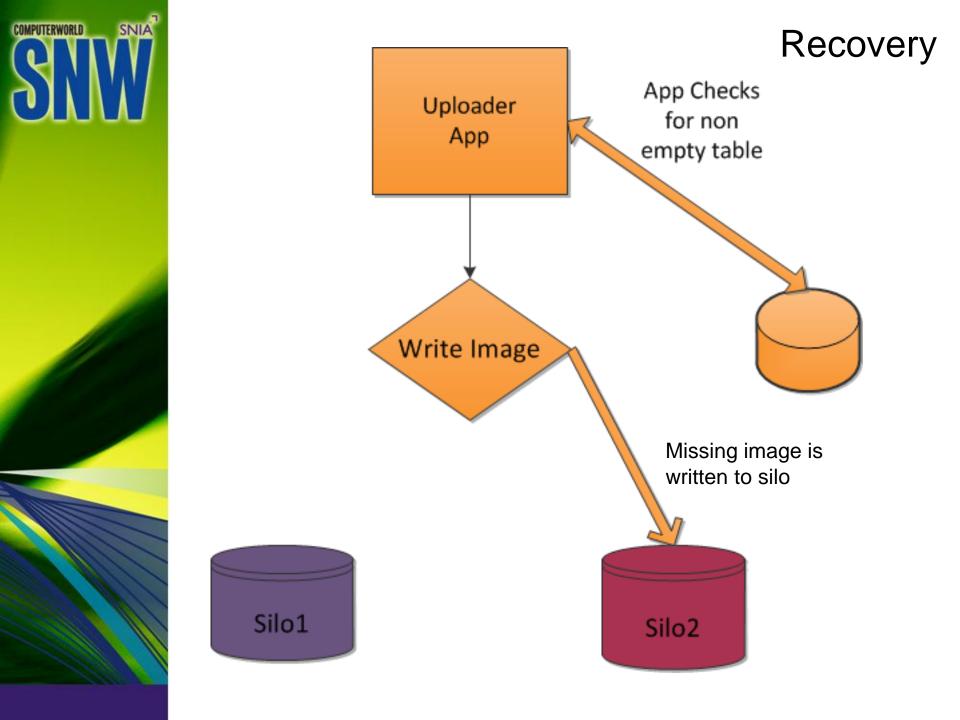






Graceful Failure



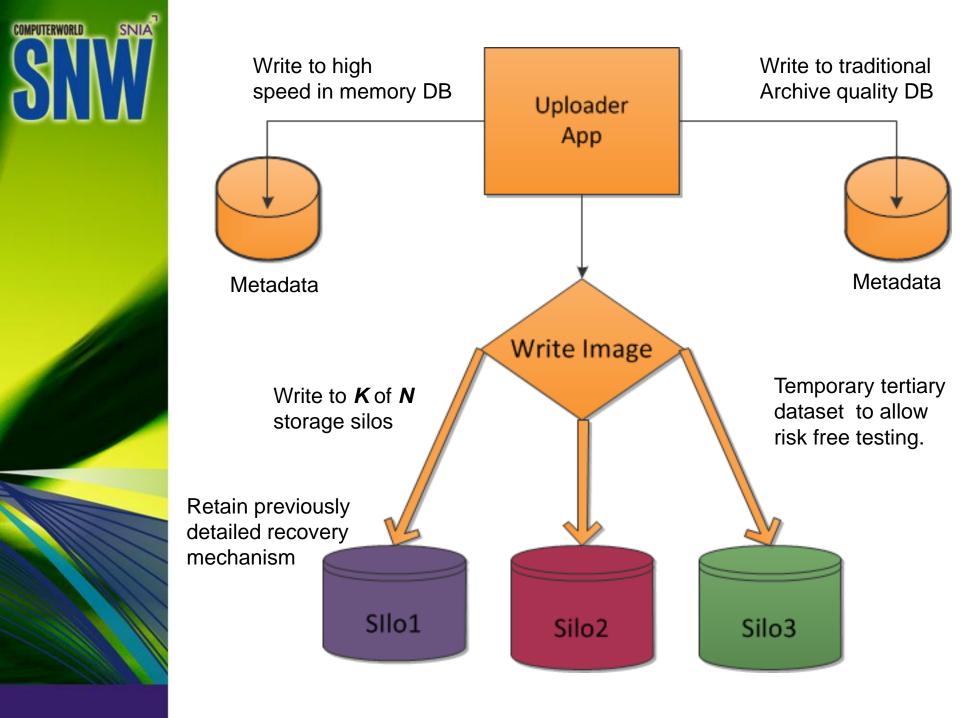


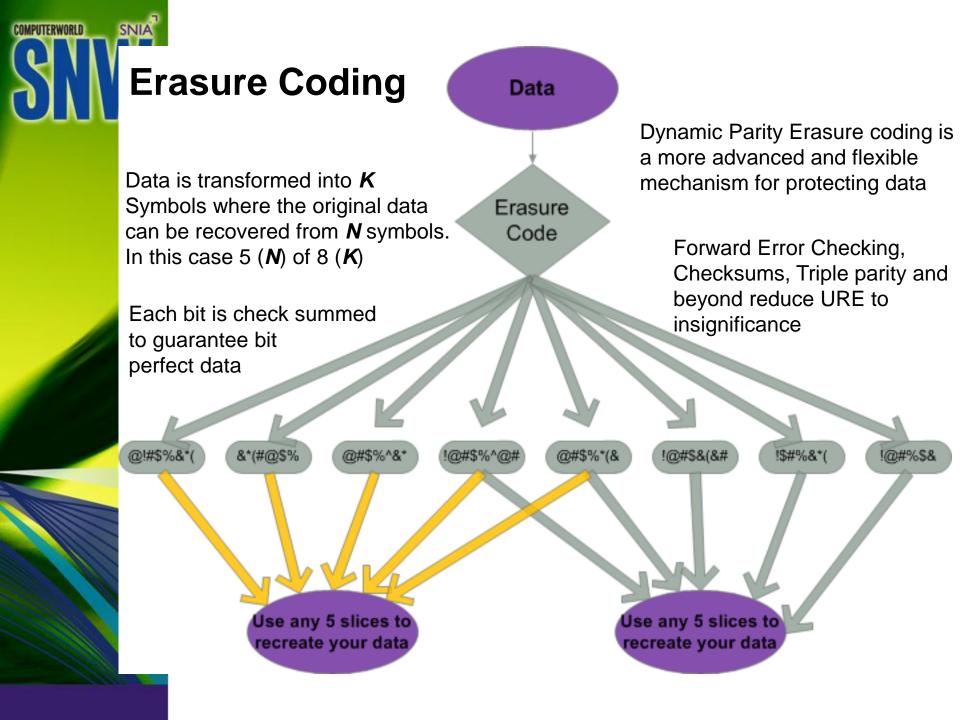


Prepare for new Technology

The Y Adapter

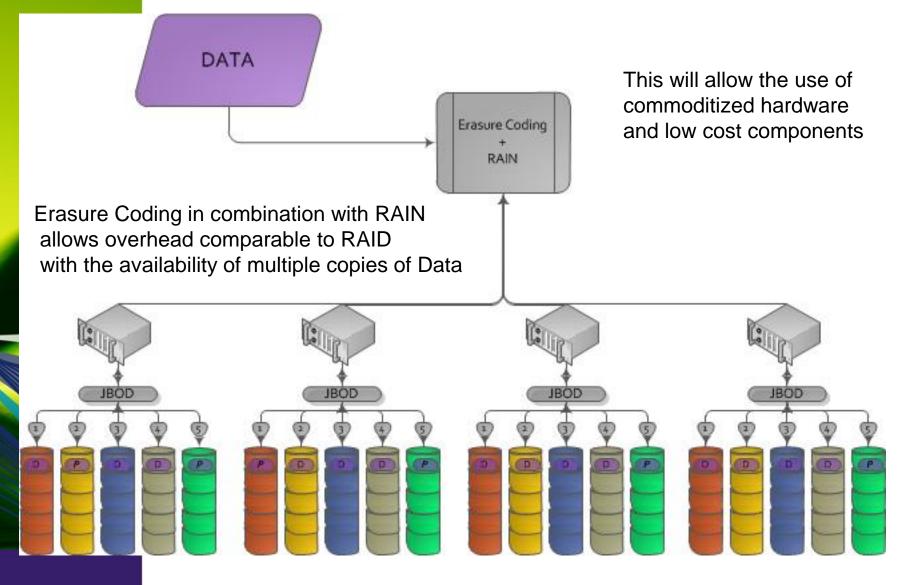
- Storage flexibility
- Maintain existing archiving standards
- Enable web scale metadata repositories
- Enable new storage technologies





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RAIN Redundant Array of Inexpensive Nodes





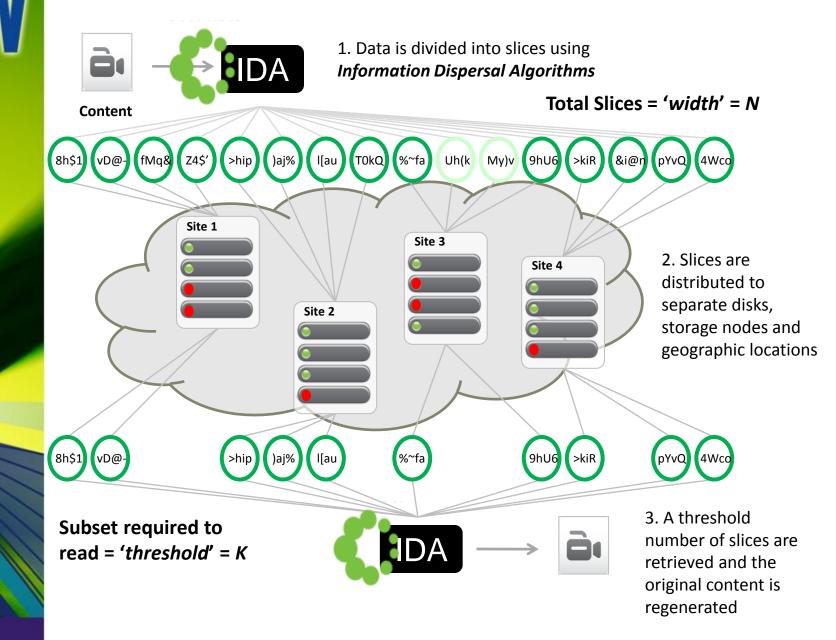
End to End Approach

- Identified over 40 potential strategic partners
- Developed extensive scoring metrics
 - Beyond \$/IOP(S) and \$/Gb
- Asked lots of questions
 - How does the application use the storage? How does the user use the application?
 - Large block? Small block? Random? Sequential? B2B?
 B2C? Peaky traffic? Weekly, Monthly, Seasonal patterns?
 Transactional?
 - Integrity --Does it scale? For how long? Can you account for 8TB drives? 10TB?
 - Reliability / Availability / Resiliency
 - Can you upgrade in place without fear?
 - How long before you lose data?
 - 24x7x365 Data Availability?

How Dispersed Storage Technology Works

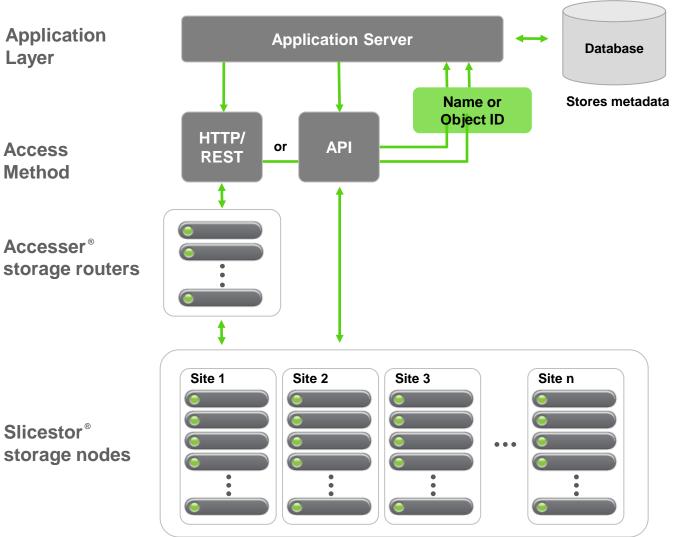
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Slicestor[®] storage nodes



Storage Brick

- Internal bandwidth of up to 600MB/s
- Limited by the network bandwidth
- Motherboard with long life support from SuperMicro
- 24 GB Memory, 45 Disks, 4U, 90TB
- Redundant, hot swap power supplies
- Locking SATA cables
- More expensive, still extremely low cost
- Enterprise ready



Why Cleversafe

- Highly motivated
- Perfect fit technology
- Smart engineering
- Strong management
- Well known VC
- Product Influence
- Entrepreneurial Spirit

- Rapid development
- Setting the standard
- Less Politics
- Empowered employees
- Prideful
- Big risk, big reward
- Innovation



Objectives Met

✓ Graceful failure and recovery✓ Future proof storage

✓ Lowered costs



Key Takeaways

- Migrating metadata types and from traditional file systems isn't as hard as you think it is.
- Flexibility in the application architecture allows you to test and implement new technology without risk.
- Flexible Storage design allows for separate tiers of storage using the same technology across the board from SSD to 10TB drives
- Intelligent software allows you to truly commoditize storage at scale.
- Take big risks intelligently.



THANK YOU!

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