



OROCK OBJECT STORAGE

BATTLE CARD | INTERNAL USE ONLY

OROCK
TECHNOLOGIES

Powered By
HPE GreenLake

ELEVATOR PITCH

“ORock storage ensures instant accessibility to your data at all times with simple, affordable pricing models and **no additional charge** for data ingress or egress. This approach ensures you can **use** your data however and whenever you need it — without extra costs — to gain valuable insight for better business and strategic decisions.”

END CUSTOMER BENEFITS AND VALUE PROPOSITION

- Predictable, flat-rate billing with no data ingress or egress fees
- Pricing simplicity; no complex calculations to understand storage costs
- Always accessible and immediately available data in Hot & Premium tiers
- Available in multi-tenant or dedicated single-tenant environments
- Optional cloud compute resources available to bring value to your data
- Data stored and replicated in-region with geo-redundant backup available
- Easy management and implementation through UI management and full set of S3 and Swift supported APIs
- Deployed on latest generation Gen10 HPE server and storage technologies with Silicon Root of Trust security
- Unlimited scalability

KEY DIFFERENTIATORS

- No data egress fees
- Predictable/simple pricing
- Open source: no vendor lock-in
- Government-grade security and controls
- Instant accessibility to data
- Multi-tenant and dedicated infrastructures

USE CASES

- **Tape Replacement**—Customer is utilizing tape for backup and archiving
- **Hyperscale CSP Replacement**—Customer uses primary storage on-site and tiers off to AWS S3, AWS Glacier, or Azure Blob
- **Multi-Cloud Strategy**—Multiple cloud storage providers used for redundancy
- **Hybrid Cloud Backup Strategy**—Off-prem complement to on-prem storage
- **Direct Backup**—Customer with limited backup strategy; often used for DR
- **Backup and Disaster Recovery**—Customers want to back up their on-prem environment in the cloud for disaster recovery
- **Compute and Analytics Needed**—Leverage stored data with compute and analytics to move frequently accessed data to premium storage; AI, ML, Big Data

PAIN POINTS & SOLUTIONS

Data egress fees and other charges by large CSPs are high and unpredictable, resulting in billing overruns and de facto vendor lock-in

- ORock provides one of the industry’s simplest pricing models, with all charges included in ORock’s low, flat-rate, per-GB price.
- Others charge for API transactions and data egress (getting data back from the cloud) with hidden charges for puts, gets, and API calls.

Storing data on-prem instead of in the cloud is expensive and limits customer’s scalability and flexibility

- Customers typically purchase excess storage capacity based on forecasts and potential resource spikes.
- With ORock, the cost of managing this expensive infrastructure is included in the pricing and allows organizations to scale up or down depending on their needs.

Tape-based storage systems used for data archiving are tedious, prevent immediate access to data, and have additional hidden costs

- Tape-based systems are a reliable solution for deep archived data. However, with greater dependency on data to run organizations, access to even aged data is critical.
- ORock provides immediate availability and access to data for big data analytics, machine learning, artificial intelligence, etc.

Cost and complexity to ensure on-premises storage systems and data are properly secured

- ORock Object Storage is deployed in government regulated clouds with up to 421 separate security controls.
- ORock complies with critical industry standards such as HIPAA, HITECH, and PCI DSS. Data in the ORockCloud is always encrypted at rest.



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COMPETITORS

Amazon Web Services S3 Storage

Microsoft Azure Blob Storage

Google Cloud Storage

- High cost of data egress
- Vendor lock-in (too expensive to remove data)
- Complex billing

Wasabi Hot Cloud Storage

- ORock offers a higher level of data security and meets government/FedRAMP guidelines (up to 421 security controls)
- ORock offers the option of dedicated storage hardware

Tape-Based Storage Vendors/Solutions

- Requires personnel time, data center floor space, licensing fees, and physical tapes/storage media
- Time lag to get access to data
- Difficult to use data for big data analytics, AI, machine learning use cases

CONTACT

Mario Guarriello

VP Enterprise Sales, Storage Solutions

Email: mguarriello@OROCKTech.com

Direct: 610.762.6328

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QUALIFYING QUESTIONS

- How is your organization handling storage of unstructured data like video, images, backups, database dumps, log files, and large data sets?
- Are you implementing a hybrid or multi-cloud strategy that requires off-prem storage, and how are you addressing that?
- How much does your current cloud storage provider charge for egress or transport fees when you access your data, and what is the impact on your budget?
- To what extent do data egress fees prevent you from using or moving your data when you need it?
- What would you change about your current storage and backup solutions if you could?
- Which is more important to you as it applies to your object storage: data access or cost?
- Do you need a dedicated tenancy for added security?
- Is your organizational data under government or industry regulatory compliance requirements?
- How important is leveraging your data for analytics or machine learning initiatives?
- If you are using tape-based storage:
 - How often are you recalling tapes?
 - How is your data being used? Is it purely for archiving?
 - Would you like to bring additional value to your stored data via compute capability?
 - How will you manage your tape environments until the retention periods run out?

OBJECTION HANDLING

I'm satisfied with my current provider/solution.

- Do you know how much you're paying for data egress?
- ORock is connected to other hyperscale cloud service providers and can support a multi-cloud strategy for storage that requires high performance and frequent access with no data egress fees.

I've never heard of ORock.

- ORock is an HPE Business Partner and a Red Hat Certified Cloud and Service Provider.
- ORock was named the 2018 Red Hat Leading Edge Partner of the Year.
- ORock has primarily focused on doing business with the Federal government and Department of Defense. They are now offering the same government-grade solutions to commercial organizations. You can find them listed on the Federal government's FedRAMP Marketplace of approved cloud service providers.

We don't put any of our data in the cloud (e.g. bank, health care, financial services) due to security concerns.

- ORock's infrastructure and cloud solutions were built specifically for highly regulated industries and government agencies with a focus on security and compliance.
- They are authorized by the Federal Risk and Authorization Management Program (FedRAMP) for use by the Federal government and Department of Defense.
- They are compliant with HIPAA, HITECH, and PCI DSS.

We are considering replacing our tape system, but my backups are archived. Why do I need ORock when I can just use AWS Glacier at a lower price point?

- While per GB storage may appear cheap, accessing that archival data can become expensive very quickly.
- ORock has found that many customers don't realize how often they need to access or recover their data.
- Data stored in ORockCloud is instantly accessible to support compute and analytics capabilities.