

Nominee: CTERA

Nomination title: CTERA Ushers in the Platform Era for Enterprise Cloud Storage

The IT industry has entered into a new era of cloud-enabled services where enterprises and service providers alike will spend over \$100 billion on cloud infrastructure and services in 2014 alone. The cloud market is growing more than 25 percent annually, which is rapid growth for a \$100B market. Today's cloud-enabled, mobile organization is facing unprecedented demand to deliver data across any number of storage services and, at the same time, to minimize IT costs and administration overhead. Businesses don't just want to back up their data, and they don't just want to sync their data; they are all searching for new ways to leverage the cloud to simplify storage infrastructures.

CTERA has catalyzed this cloud storage disruption by providing a services delivery platform that can be deployed en masse by many enterprises and service providers, which in turn can transform into internal or external SaaS providers. The concept has been proven out by strong customer validation: our customer base has tripled to more than 21,000 since 2013.

CTERA's Cloud Storage Services Platform is the first cloud storage solution to combine enterprise endpoint backup software, enterprise file sync and share software, and cloud storage gateway appliances. It is a centrally managed solution that is 100% secure and deployable on the cloud infrastructure of the customer's choice.

We enable the service provider in every organization to take advantage of the cloud-driven consolidation of IT consumption through the way in which we uniquely address both aspects of IT adoption:

- For the user: we continue to deliver the best cloud storage experience.
- For the IT manager: we transform you into agile cloud services providers while enabling the IT manager to control all of the data, data access and infrastructure choice (private or virtual private).

Few organizations apply cloud principles to their cloud products, but this has been a key point of emphasis for CTERA. Beyond just addressing one data storage service requirement in the enterprise, CTERA came at the topic from a different perspective. The company was founded by leaders in cloud security who truly understood what it meant to deliver tools that could enable service providers to deliver managed services. Now, the same expertise has been applied to cloud and distributed storage where CTERA's software architects have taken a platform-first approach to enabling aspiring IT-as-a-service-provider or an aspiring public cloud service provider to easily make the leap to providing cloud services.

In defining our product strategy – we identified key attributes of a Platform-First architecture critical to the solution today and set the foundation for our long term product vision:

- **Central Management and Service Delivery.** CTERA was founded by a team of managed services experts who, previous to CTERA, helped reshape the market for managed security appliances. Applying the same concept from the security space to storage – CTERA has engineered a system that features automated and template-based administration to eliminate endpoint systems administration and, at the same time, minimize central IT management overhead.
- **Integration.** There's no such thing as a closed platform. The ecosystem is key. CTERA's suite of published, open APIs has already been integrated with leading service delivery and CRM systems. These APIs will continue to be extended as CTERA addresses a wider range of data management use cases in conjunction with an expanding ecosystem and integrator initiative.
- **Security.** CTERA was founded by security experts who appreciate the value of knowing where your data is and placing strict controls on data distribution. We've engineered for end-to-end customer-managed encryption via each and every data storage service, and every day enable our customers to ensure uncompromised compliance with IT security and compliance policies.

- **Insight.** By centrally aggregating all of a corporation's remote user and remote office data that lives on any device and syncing this data to the cloud via any number of CTERA storage services, IT managers can finally realize the vision of complete understanding and control over all of the important data assets of the enterprise.

- **Extensibility.** CTERA's Platform can be extended to support a wide number of centrally managed services. Today our Platform presents sync, backup and file server services... tomorrow, the solution will be extended to harness the power of global data sync and will enable advanced data insights, information governance and more.

There are a number of successes that serve as points of enterprise and carrier-grade validation of CTERA technology, including:

- A large multi-national insurance firm has deployed CTERA Cloud Storage Gateways across thousands of its branch office locations and projects more than \$50 million savings over traditional branch office storage.

- A large multi-national financial services firm has successfully deployed CTERA's Enterprise File Sync and Share and Endpoint Backup software to more than 50,000 users across their enterprise.

- The business services unit of a large telecommunications company has delivered CTERA-powered services to more than 10,000 business customers in less than 12 months.

Why nominee should win

- CTERA enables any organizations to easily deliver storage-as-a-service by uniquely addressing both user and IT manager aspects of IT adoption.

- CTERA offers the first cloud storage solution to combine enterprise endpoint backup software, enterprise file sync and share software and cloud storage gateway appliances.



- CTERA's technology enables organizations to sync, serve and protect data from one centrally managed solution that is 100% secure and deployable on the cloud infrastructure of their choice.

- CTERA is the leading choice of major enterprises and cloud services providers worldwide, powering over 21,000 business customers, 1 million endpoints and over 30,000 cloud storage gateways.