



DATA TRANSLATION AND A VIRTUAL FILE SYSTEM

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HAVING A HARD TIME CATCHING UP WITH TECHNOLOGY?

While the diversification of file and object systems used on different technology platforms within the same organization may attest to tech industry innovation, they have also become serious problems for businesses. Searching and accessing the right files can require multiple tools and familiarity with the many nuanced ways that vendors have dreamed up to encode and store data. No less than 20 file systems have been developed for flash arrays alone, and

it seems like every hypervisor vendor, operating system vendor, and even a few application vendors have developed their own proprietary schemes for storing files and objects.

A "UNIVERSAL TRANSLATOR" TO BUST DATA SILOS

Flowery references to the "Tower of Babel" aside, decision-makers and systems developers need a way to streamline the unstructured data handling differences introduced by hardware and software vendors if they are to overcome the barriers to data accessibility and collaboration which are increasingly inhibiting expected gains from virtualization and cloud technology. Specifically, they need a "universal translator" with global reach that can find and retrieve data from any technology silo where it is located and present it in a manner that fits the capabilities of the requesting client device or workload.

Previously, all file systems, object systems, network file system protocols, as well as some underlying hardware platforms would have to be ripped and replaced to become standardized on a single uniform file storage and access methodology. And this strategy needed to be repeated every time a new storage platform or object storage technology appeared on the scene. No approach was investment-protected, and the learning curve for each upgrade was as daunting as the price tag.

VIRTUALIZE YOUR STORAGE SYSTEM WITH COGNITIVE DATA MANAGEMENT

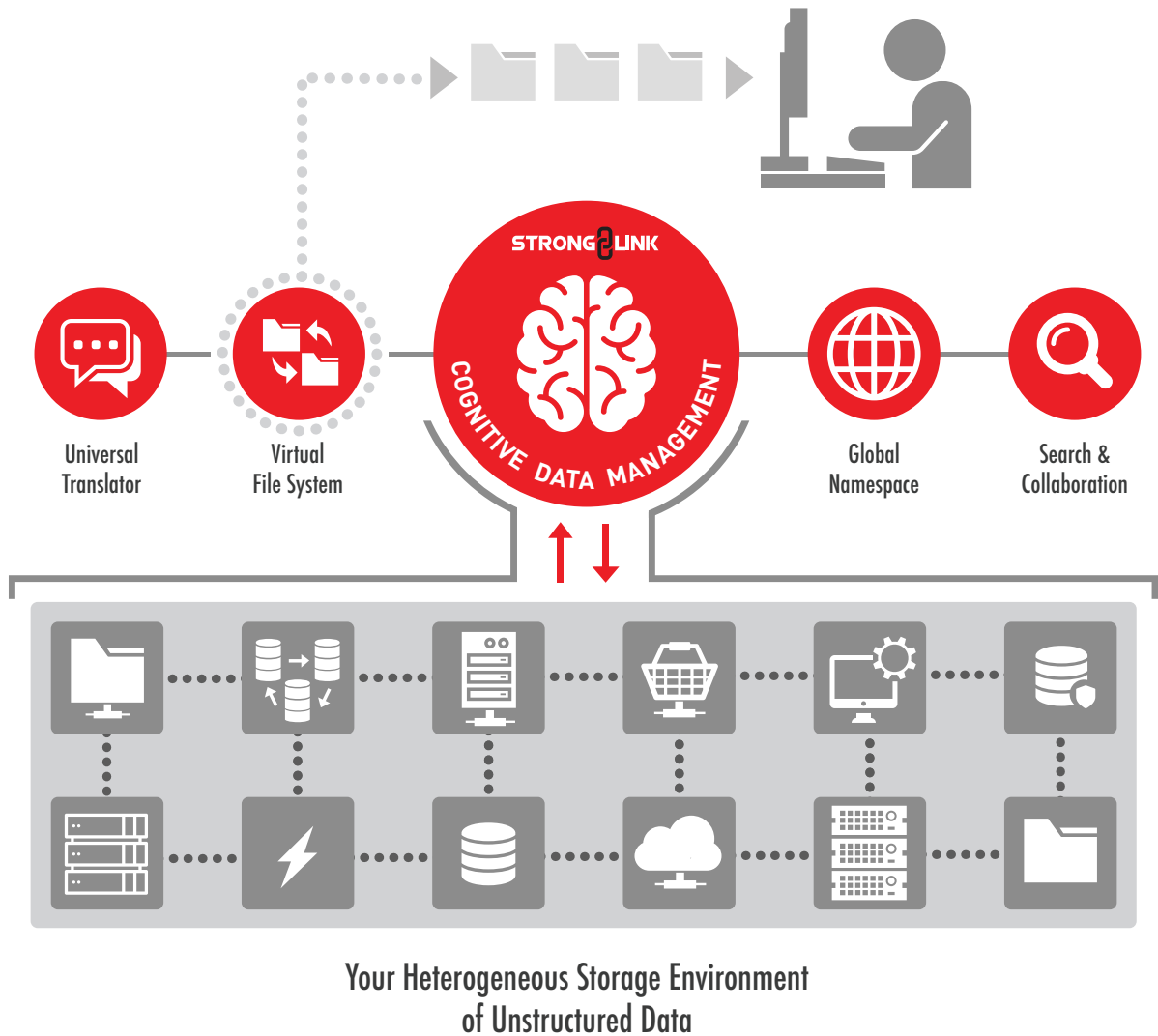
StrongLink® addresses the issue of universality with a platform that embraces the diverse storage systems that are already in use and those that

may come to market in the future. StrongLink delivers cognitive data management via a robust clustered platform that works with all storage and file/object system technologies. Working in the background, StrongLink collects the metadata on your files and objects to create a distributed global namespace that presents itself as a virtual file system. Users and workloads can access data securely from this virtual file system without seeing changes to their current workflows in order to drive analytics, support collaboration, or make informed business decisions using their preferred access method (hierarchical file folder and file, or browser search engine).

StrongLink is a universal translator that eliminates the need to forklift upgrade your entire data storage infrastructure every time the industry introduces a new technology, saving you time and money.

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