



THE ULTIMATE IN DATA PROTECTION



SOLUTION HIGHLIGHTS

- ▶ The World's First Cloud Based Optical Storage.
- ▶ Physical WORM means once written, data is tamper proof i.e. it cannot be accidentally or maliciously changed, modified or deleted.
- ▶ Pay as you grow with no upfront investment required.
- ▶ One flat monthly fee fixed for the life of your contract.
- ▶ No hidden or additional costs e.g. ingress or egress charges.
- ▶ Locally hosted in New Zealand for data sovereignty and no international bandwidth costs.
- ▶ Deduplication within each Container ensures efficient storage of data, eliminating unnecessary expense and duplication of data storage.
- ▶ Metadata is stored in a database on SSD enabling fast and efficient searching.
- ▶ Data is physically written to optical discs which are not impacted by magnetic exposure or climatic factors such as temperature and humidity.

Protect your most valuable asset using the latest tamper proof optical storage technology.

Intangible assets i.e. data, make up 87% of the Fortune 500 companies' market value. *Source: Ocean Tomo LLC*

WHY DO YOU NEED IT?

- ▶ Data is your most valuable asset and it is growing faster and is exposed to more risk than ever before. Whether it's accidental or malicious, the loss or corruption of your data could be fatal.
- ▶ Cyber criminals are going to new lengths every day to gain control of your data and hold you to ransom.
- ▶ According to IDC, only 10% to 20% of data is actively used. That means over 80% of your data is accessed infrequently and could be moved to lower cost archive storage. This frees up production storage, lowers backup costs, backup windows and improves recovery time.
- ▶ With ForeverStore cloud based optical storage you can **protect your data and lower your costs in one easy step.**

SECURE

- ▶ Data is physically written to optical discs in Write-Once-Read-Many format (physical WORM) which means **once written, data is tamper proof i.e. it cannot be accidentally or maliciously changed, modified or deleted.**
 - ▶ Unlike all other media where WORM is an administrator responsibility and must be specifically enabled and thus can equally be "disabled", ForeverStore removes the responsibility and ability to select and unselect WORM functionality. Once written, your data is permanent.
- ▶ The physical WORM technology provides a layer of protection to prevent unwanted and unauthorised corruption, encryption or modification of your data.
- ▶ Data being transferred is encrypted using TLS 1.1 or 1.2
- ▶ Data is accessed through the ForeverStore application with a unique username and password that is assigned per user. The ForeverStore application passes a unique signature to the backend to ensure that no other applications are able to connect.
- ▶ The ForeverStore application is licensed to a specified computer's MAC address, providing a layer of security and protection.
- ▶ Hosted in secure data centre facilities with appropriate access control, video surveillance and physical security measures.

FLEXIBLE

- ▶ Purchase what you need as you require it without upfront investment in storage and infrastructure.
- ▶ Store and retrieve data on demand without paying ingress and egress charges.
- ▶ No speed restrictions. Locally peered on all of New Zealand's major ISP peering networks.

TECHNICAL SPECIFICATIONS AT A GLANCE

- ▶ Connected to Plan B / ICONZ ISP's via local Internet Peering Exchanges – APE, AKL-IX, Mega IX Auckland and WIX.
- ▶ Magazines are configured in RAID 6 to provide 867GB of usable storage.
- ▶ Each magazine is exclusive to a customer.
- ▶ Magazines can be combined to create a Container of unlimited storage size.
- ▶ Deduplication within each Container ensures efficient storage of data, eliminating unnecessary expense and duplication of data storage.
- ▶ Compatible – Optical discs retain compatibility through all generations of drives ensuring readability in the future. This is a unique feature compared to LTO which is only backwards compatible for two generations.

WHO IS FOREVERSTORE

- ▶ ForeverStore is a collaboration between Panasonic and Plan B to deliver Panasonic's Optical Disc Data Archiving technology as a cloud based service.
- ▶ Panasonic's Optical Disc Data Archiving technology is being used by very large data end-users including the world's largest social media company, major Chinese state owned enterprises, the Garage Museum of Contemporary Art in Moscow and the National Institute for Fusion Science in Japan amongst others.
- ▶ Until now, this leading-edge storage technology has only been available for deployment in very large data volumes by end-users in their own IT environments.
- ▶ ForeverStore is the developer and owner of the intellectual property used to enable customers to subscribe to individual magazines or small blocks of data for a low monthly fee with no upfront investment required.
- ▶ The ForeverStore service is being provided by Plan B in New Zealand.

SIMPLE FLAT PRICING

- ▶ One flat fee guaranteed for the life of your contract:
 - ▶ No data transfer, ingress or egress costs
 - ▶ No foreign exchange exposure
- ▶ Locally hosted in New Zealand:
 - ▶ No data sovereignty concerns or issues
 - ▶ No international bandwidth costs

SEARCHABLE

- ▶ Metadata is stored in a database on SSD enabling fast and efficient searching. Search can be performed across a container, within a box or within a folder.

RESILIENT AND GREEN TECHNOLOGY

- ▶ Data is physically written to optical discs which are not impacted by magnetic exposure or climatic factors such as temperature and humidity.
- ▶ Estimated lifespan from 50 years for 100GB discs to over 100 years for 300GB and later discs:
 - ▶ Removes cost and risks associated with data migration required using other media.
 - ▶ Is environmentally friendly, producing significantly less e-waste.
- ▶ Incredibly low power consumption and no requirements for air conditioning and humidity control result in significantly lower emissions and adverse environmental impacts.

PHYSICAL CHARACTERISTICS OF STORAGE MEDIA AND SUITABILITY FOR ARCHIVING

● Most Superior
 ○ Superior
 △ Rather Inferior
 ✗ Inferior

	HDDs (for near line)	Tapes	Optical Discs
Data Security	△	△	●
Non-Volatility	△	△	●
Long Life	around 4 years	10-30 years	50-100 years
Durability	△	△	●
Compatibility	○	△ (up to two generations back)	●
Total Cost of Operation (TCO)	✗	△	●
Random Access Capability	●	△	○
Transfer Rate	●	●	○

Source: Fujifura-Rohchild, Ltd.



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