



# Next Generation Storage Solutions for Small Businesses and the Home

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# Ballooning Data Is a Fact of Life



Aberdeen Group: SMB storage volumes are increasing by 30% annually.<sup>2</sup>  
Consumer digital storage needs will grow from 329 exabytes to 4.1 zettabytes.<sup>1</sup>

<sup>1</sup> Gartner; [www.datacenterknowledge.com/archives/2012/07/02/gartner-consumers-will-store-more-in-the-cloud/](http://www.datacenterknowledge.com/archives/2012/07/02/gartner-consumers-will-store-more-in-the-cloud/)

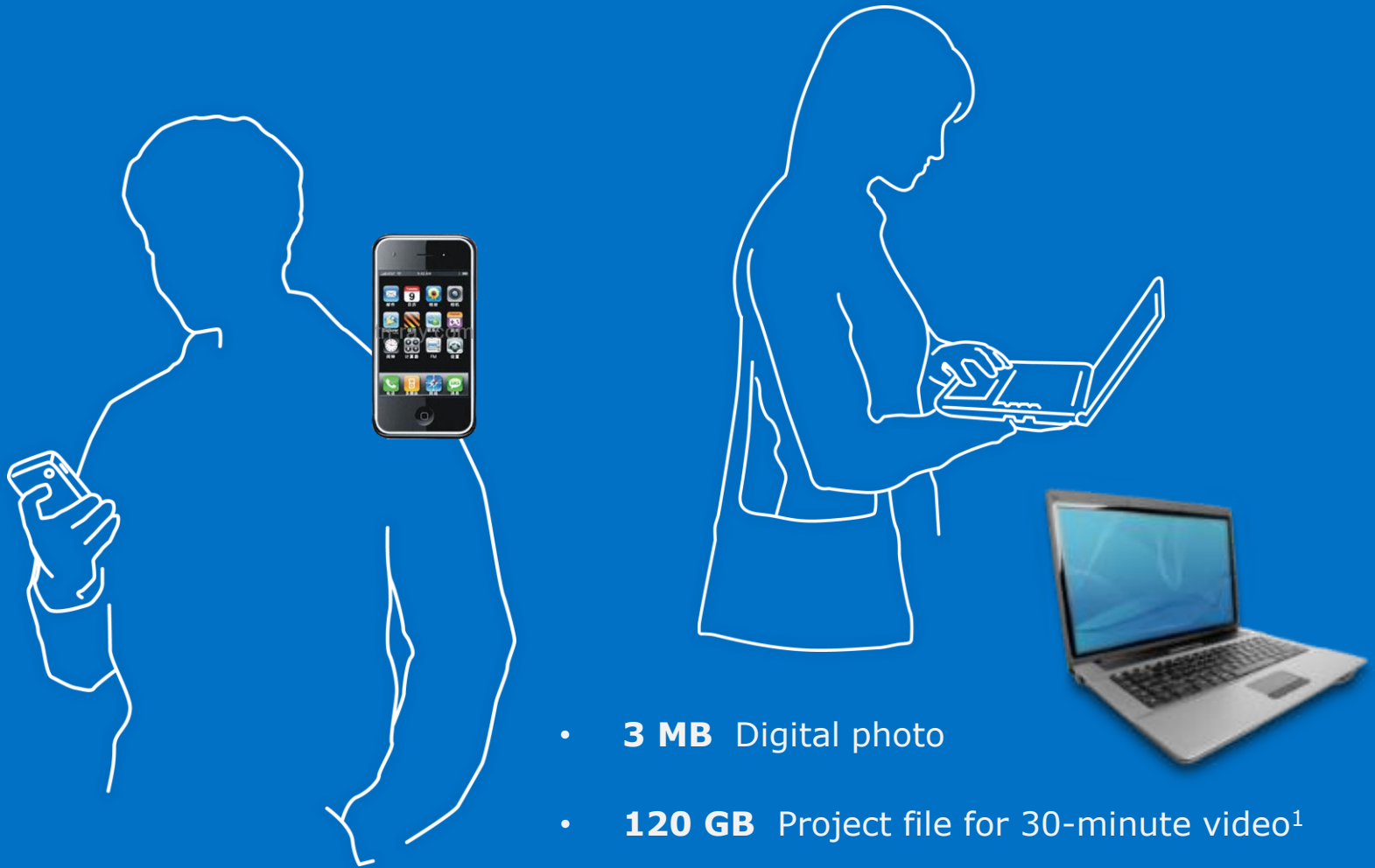
<sup>2</sup> Aberdeen – SMB storage volumes research

# We Consume More Media

- **4 GB** Two-hour HD movie
- **64 MB** One hour of music
- **12 GB** 3,000-song library



# We Create More Data on More Devices



- **3 MB** Digital photo
- **120 GB** Project file for 30-minute video<sup>1</sup>
- **1 TB** 2 hours of uncompressed video<sup>2</sup>

<sup>1</sup> [www.tomshardware.com/forum/248849-32-storage-video-editing](http://www.tomshardware.com/forum/248849-32-storage-video-editing)

<sup>2</sup> [www.digitalrebellion.com/webapps/video\\_calc.html](http://www.digitalrebellion.com/webapps/video_calc.html)

# We Manage and Archive More Data



- **500 MB** Security patch
- **10 GB** E-mail archive
- **250 GB** Computer backup
- HIPAA **5 years** to life of the patient<sup>1</sup>
- Financial brokers **6 years**<sup>1</sup>
- Application from unsuccessful Candidate **1 year**<sup>2</sup>
- Accident log **3 years**<sup>2</sup>
- Payroll **6 years** from retirement or termination<sup>2</sup>

<sup>1</sup> [www.information-management.com/infodirect/2009\\_130/ediscovery\\_information\\_governance-10015716-1.html](http://www.information-management.com/infodirect/2009_130/ediscovery_information_governance-10015716-1.html)

<sup>2</sup> <http://www.oneclickhr.com/hrguide/article.asp?article=340&section=8>

# Data Loss Is All Too Common

- A hard drive crashes every **15** seconds
- **2,000** laptops are stolen or lost every day
- **32%** of data loss is caused by human error
- **31%** of users have lost all their PC files to events beyond their control
- **25%** of lost data is due to the failure of a portable drive
- **44%** of data loss is caused by mechanical failures

# The Consequences Can Be Devastating

93% of companies that **lost their data center for 10 days** or more due to a disaster **filed for bankruptcy within a year.**

# Personal Cloud + Public Cloud





# What Do SMBs and Consumers Want?

## Protection and Privacy

- Efficient, automated backup
- Recovery from power outages and device failures
- Physical security

## Personal Cloud

- Share files across connected devices—anytime, anywhere
- Selectively grant remote access

## Ease of Use

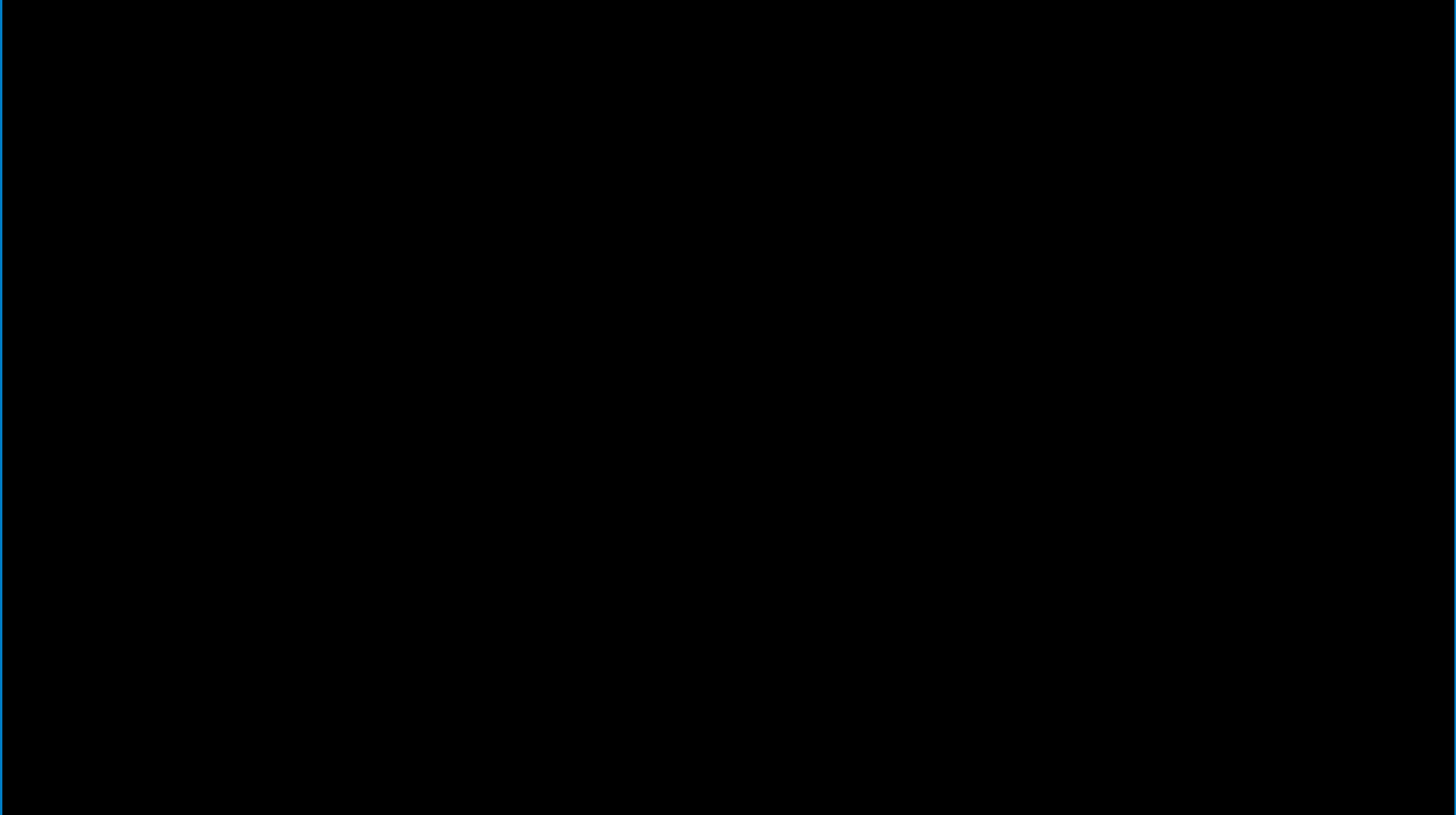
- Plug and Play

## Value

- Cost-efficiency



# Introducing the Storage Solution that Delivers the Personal Cloud



# Key Capabilities

- Shared device on the LAN, with http extensions
- RAID data protection
- Integrated support for digital display
- Built-in hardware acceleration
- Scalable I/O connectivity
- Up to 4 GB of main memory
- Support for multiple OSs

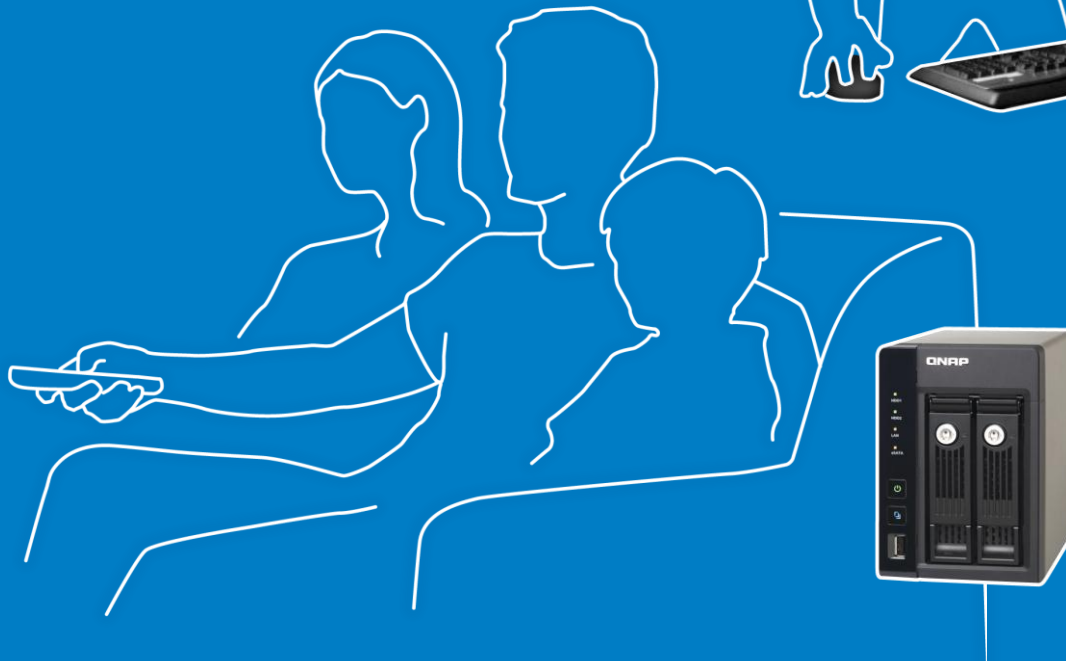
# Benefits for Business

- Backup and restore
- Anytime, anywhere access to personal cloud
- Video security platform
- Built-in data protection



# Benefits for Consumers

- Content sharing
- Video playback and streaming
- Personal cloud
- Protected backup



# OEM Product Launches

## Asustor AS 6 Series\*



AS-608T

## QNAP TS-x69 Series\*



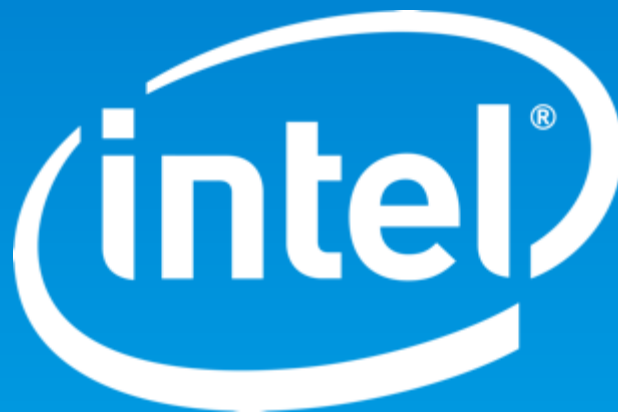
TS-869L

## Thecus N5550 and N4800 NAS Servers\*



N4800

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