



ClearSky® Channel Primer

Target Audience

- » Financial Services
- » Healthcare
- » Higher Education
- » Legal
- » Non-Profits/Associations
- » Retail

Pain Points

- » On-prem storage has great performance, but is expensive
- » Cloud storage is cheap and scalable, but has poor performance and egress fees are unpredictable
- » Organizations are moving to hybrid cloud models, but don't know how best to start
- » Managing disparate storage, backup, archive, & DR components is expensive and overly complex

Elevator Pitch

ClearSky delivers on-demand primary storage with offsite backup and DR as a single managed service.

- » Hot data stays where it's needed most - on-prem;
- » Warm data is stored at the edge in a local PoP (within 100 miles);
- » All data is stored in the cloud;
- » Customers pay for the data once and access it anywhere, on-prem or in the cloud. No replication – ever.

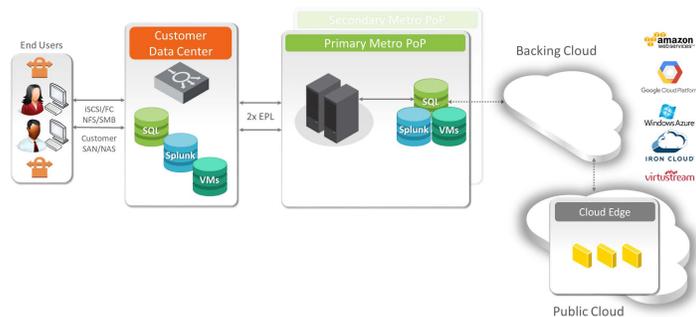
Service Benefits

- » **Pay only for what you use:** Transition storage consumption from CapEx to OpEx models.
- » **Combine on-prem flash performance with the economics and scale of the cloud:** ClearSky's edge-based service with its patented Smart Tiered Caching (TM) technology keeps the most accessed data close and continually places the data in the right cache layer (hot, warm, cold) based on usage.
- » **Built-in Backup and DR:** Customers pay for a single copy of data and access it anywhere - there is no need for expensive backup and replication software, hardware and infrastructure.
- » **Delivered as a managed service:** ClearSky experts monitor & maintain the service 24x7.

Huge Revenue Potential

ClearSky partners are able to offer a game-changing, comprehensive, scalable and disruptive hybrid cloud storage solution with built-in backup and DR. ClearSky partners are bringing their customers to the cloud without losing them to the cloud. The ClearSky service allows partners to continue selling what they know best while extending their portfolio with hybrid cloud services. ClearSky's Partner Acceleration Program offers:

- » Deal registration with great, recurring margins;
- » Extensive joint sales and marketing programs: onsite/online training, co-marketing, lead gen, SPIFFS;
- » On-demand service access for demo and PoC.



For additional information, please visit www.clearskydata.com/partners



"ClearSky Data is a key part of our overall strategy to move to the cloud. Without giving up the benefits of on-premises storage, we've gained scalability and cut costs. It's a compelling consumption model that enables our growing cloud initiatives, and we plan to bring more data into the ClearSky service in the coming months."

Jim Noga | CIO | Partners HealthCare



"ClearSky's global storage network is the way for enterprises to move their data to the cloud—with the security, performance and availability they need to succeed. At Akamai, we know firsthand how to build a global network that meets the stringent requirements of enterprise customers, and we look forward to working with the ClearSky team to help customers worldwide as they adopt this new approach to enterprise storage."



"ClearSky is the first company to truly live up to the storage service provider dream – offering true primary, transactional-level storage services with all the benefits of cloud economics and management. It's been a long time coming."



"The ClearSky service is a dramatically different approach to storage management, enabling enterprises to get the benefits of high performance and predictable latency without all the complexity and cost of a traditional solution."



"The ClearSky Global Storage Network is the first viable platform we've seen for primary storage as a service. The Global Storage Network leverages the widespread deployment of low-latency gigabit metro Ethernet and low-cost flash memory to provide the performance primary applications demand and RPO-zero data protection, all for a single flat, capacity-based fee."