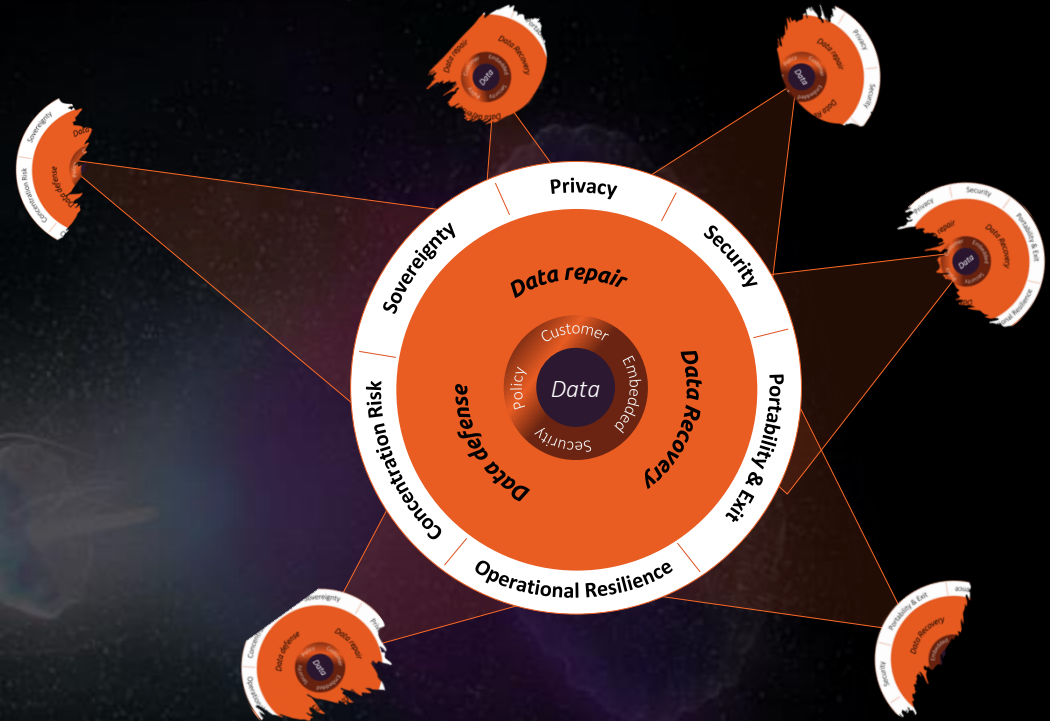
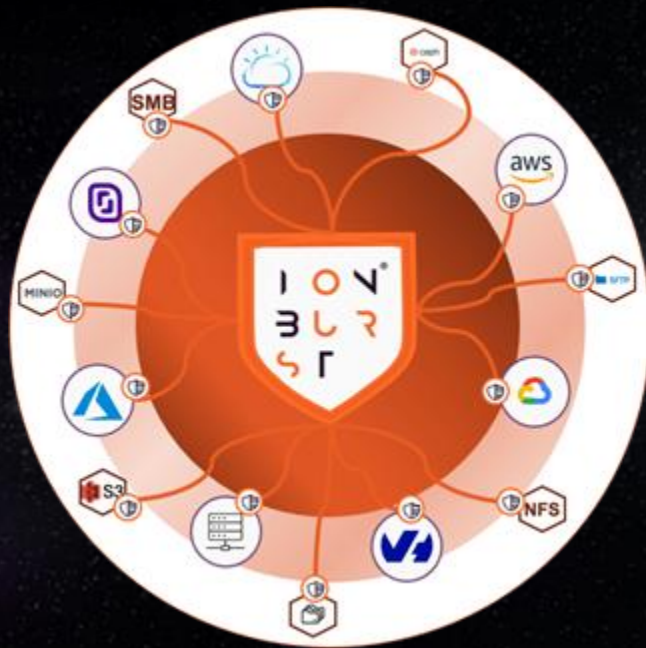




# Taming hybrid-Cloud for bottom line value



**Easy as 1-2-3**

<https://ionburst.io>

[anne\\_lanc@ionburst.io](mailto:anne_lanc@ionburst.io)

[david\\_lanc@ionburst.io](mailto:david_lanc@ionburst.io)

# The simplest, most powerful, hybrid-Cloud data protection...

## Ever

- Customer control & visibility of data wherever stored
- Class-leading data security, resilience & compliance
- Immediate ROI & lower data, IT & compliance costs

- Easy deployment via AMI/VM
- AWS promoted for regulated data
- IBM promoted for multi-cloud security & compliance

### IBM CLOUD CATALOG; AWS MARKETPLACE

- Delivery Method - AMI, VM
- Licensed deployments
- Customer uses own IAM/storage

## THE PROBLEM

Underlying industry, regulator and government concerns about Cloud security, resilience and compliance, lies 3 simple facts:

We don't know **where** our data is; **who** has access; or **how many** copies exist.

Research reports:

- Data is being compromised relentlessly by adversaries;
- Much isn't encrypted, so it's virtually impossible to protect it from harm;
- We lack effective skills and solutions, despite larger cybersecurity budgets.

## HOW IONBURST HELPS CUSTOMERS & DELIVERS AN IMMEDIATE ROI

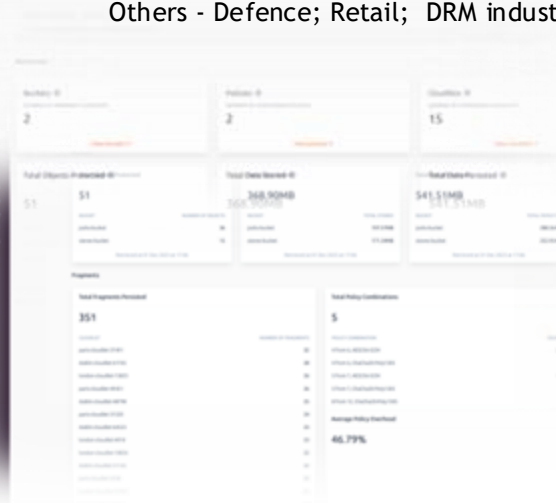
Entities can be reluctant to use Cloud storage for sensitive data.

Lack of hybrid-Cloud solutions mean they also face data sovereignty & Cloud concentration risk. Ionburst solves these challenges. **Easy as one, two, three...**

- **Easy to connect:** Via API or integration point. No change to client-side security
  - **Easy to use:** Customers tailor security, compliance & recovery policies, how they want, for data in Cloud, on-premises & at the Edge. Ionburst automates them.
  - **Easy to manage:** Customers get class-leading data compliance & security, assured recovery, & lower data, IT & compliance costs...
- ...and 24x7 visibility through a unified portal.

## CUSTOMER PROFILE

- **Company Size:** SMB to Enterprise; 10 - >5,000 employees
- **Strength Industries:** Regulated - Financial services, Healthcare, Public Services; Others - Defence; Retail; DRM industries; Pharmaceuticals; Professional Services



## IONBURST SOLUTION

- (1) Licensed deployment via AMI/VM; (2) Private Offers; (3) Multi-region/hybrid Cloud.
- **Enterprise:** Advanced needs: Customers protect data via unrestricted encryption, resilience & storage policies; Extensive deployment options & full monitoring
  - **Premium:** Mission-critical production: Customers get extensive policy control over encryption, resilience & hybrid-Cloud storage; Flexible licence options. Full monitoring

## CUSTOMER CHALLENGES IONBURST SOLVES

- **Compliance:** Of customer data stored anywhere globally under GDPR, UKGDPR, EU sovereignty, DORA & international regulations like HIPAA, CCPA etc.
- **Visibility:** 24x7 via a unified portal of customer data across hybrid Cloud, by classification, resilience and sovereignty policy, including associated data overheads
- **Immediate ROI:** from lower data, compliance, risk and IT costs. Fast payback from replacing outdated solutions that don't scale in Cloud

USE-CASE	ROLE(S)	CUSTOMER CHALLENGE	HOW IONBURST ADDRESSES THE CHALLENGE
Hybrid-Cloud data protection & compliance	CXOs for Risk, IT Security, Compliance, Finance, Strategy	<ul style="list-style-type: none"> <li>Reducing multi-Cloud data concentration risk</li> <li>Complexity of national &amp; regional regulations</li> <li>Spiralling costs of data compliance &amp; resilience</li> </ul>	<ul style="list-style-type: none"> <li><b>Simple:</b> Easily manage data compliance globally via a Unified control plane</li> <li><b>Future-proof:</b> Store &amp; move data anywhere with no vendor lock-in</li> <li><b>Visible:</b> See &amp; control data across all locations</li> </ul>
Secure data migration from legacy systems		<ul style="list-style-type: none"> <li>Migrate legacy data with customer set security, compliance and resilience policies already embedded</li> </ul>	<ul style="list-style-type: none"> <li><b>Streamline:</b> Embed consistent data security posture in legacy data</li> <li><b>Optimise:</b> Cut cost &amp; effort with a private &amp; resilient-by-default solution</li> <li><b>Assure:</b> Easily control &amp; see data across hybrid cloud estate</li> </ul>
Secure Data Sharing	CXOs for IT Security, Compliance, Risk & Application Owners	<ul style="list-style-type: none"> <li>Delivering secure, compliant &amp; resilient data sharing across the hybrid-Cloud supply chain</li> </ul>	<ul style="list-style-type: none"> <li><b>Save time &amp; cost:</b> Create secure &amp; resilient environments easily</li> <li><b>Take control:</b> Impose a consistent security baseline reducing risk and exposure</li> <li><b>Quick connect:</b> Works with tools &amp; integrations you use today</li> </ul>

## QUALIFICATION QUESTIONS

- Can you instantly verify compliance of your regulated data across global Cloud?
- Can you instantly change data protection & resilience policies to match risks?
- Can you instantly move your data across regions or providers for data portability or exit strategy?
- Can you instantly manage your multi-region/Cloud data from a single control plane?
- Can you instantly optimise data costs across multi-region/Cloud?

## COMPETITIVE DIFFERENTIATORS

- Ground-breaking control:** Via easy-to-use portal for managing security, compliance & resilience policies for data across any customer AWS regions & hybrid-Cloud
- Global compliance:** Via embedded “beyond GDPR” data privacy by default, cutting effort and cost. Customers can add their own regional sovereignty & geofencing
- Peace of mind & ROI:** Via exceptional visibility & control, flexible support & immediate ROI from lower data and resource costs
- Recognised leader:** by IBM, AWS & other Cloud providers, national distributors & Defence partners for UK, US, NATO, AUKUS and Five Eyes use cases

## REFERENCEABLE CUSTOMERS & PARTNERS

### Partner

*It's better than anything that AWS can provide. It's better than anything that Google can provide. It's better than anything that Azure can provide.*

#### CTO

Monkton



### Financial Services

*Ionburst doesn't just give us ridiculously resilient data, it gives us a business continuity plan in a worst-case scenario... it's a game changer.*

#### CEO

Birnam Wood



### Cloud provider

*Developers in heavily regulated sectors can be hesitant to adopt S3 storage. With Ionburst customers can take full confidence their storage resources are fully private and secured...*

#### AWS Partner

Solutions Architect



### Cloud provider

*Ionburst is actively bridging the security gap between data on-premises and the cloud by providing strong security guardrails and integrated data management. we are working together to reduce data security risks throughout the financial services industry*

MD, Financial Services  
Digital Transformation

