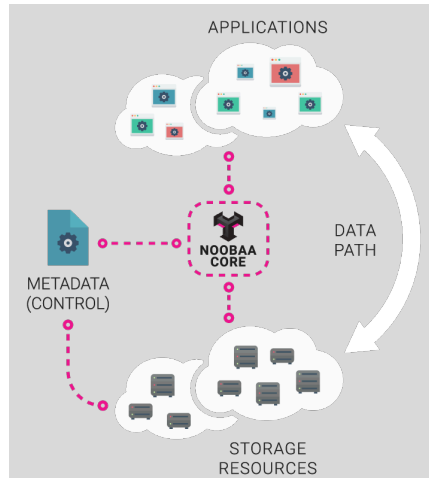


# Frictionless Storage for Unstructured Data

## NooBaa Product Datasheet

NooBaa applies machine-learning in a newly developed enterprise object storage architecture that provides unprecedented TCO reduction and infrastructure agility. With NooBaa, customers are freed from constraints imposed by rigid clustered architectures, including media choice, hardware vendor, networking topology, and cloud vendor choices.

NooBaa can uniquely create an S3 storage service across a distributed and heterogeneous resource environment, utilizing host capacity as well as common cloud storage services. Infrastructure flexibility, combined with advanced automation, give businesses the agility to adopt new computing models while lowering up-front and lifecycle costs.



### Highlights

- Software-based storage
- 15-minute installation with OVA starter
- Global deduplication with compression
- S3 compatible API
- Support for fully heterogeneous capacity resources
- Optionally use capacity on shared hosts
- Capacity resources can be located anywhere
- True hybrid: Create a continuous hybrid fabric
- Machine-learning-driven automation
  - Resource pooling
  - Auto-tiering
  - Heat mapping
  - Self-healing
  - Balancing
  - Data localization
  - Economics
- Detects malicious activity
- Encryption of data-path and at rest (AES-256)
- 2-layer data integrity checks
- Unlimited WAN placement options
- Free to deploy and evaluate
  - Community Edition
  - Unlimited capacity & functionality
  - Up to 20TB of data
- Pay-as-you-go enterprise license

### Fully Hardware Agnostic

NooBaa can utilize any host capacity, located anywhere. Hosts can be physical or virtual, large or small, fast or slow, Windows or Linux, and can even share capacity with other workloads. Capacity resources can be introduced non-disruptively, eliminating many of the costs and complexities associated with managing traditional scale-out storage over a multi-year lifecycle. NooBaa can also take advantage of unused capacity in SAN or NAS systems when that capacity is exposed through a host file-system.

### True Hybrid

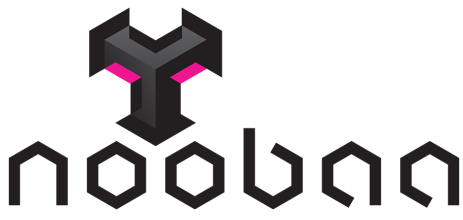
Unlike storage that statically provides cache-to-cloud or DR-to-cloud, NooBaa can arbitrarily consume cloud VMs and cloud storage services alongside private resources for scaling, blending, migration efforts, overflow capability, and DR. NooBaa is natively integrated with AWS S3 and Azure Blob/REST storage. Customers may also adopt multi-cloud models, adjusting placement policies to achieve cost goals or to pre-position data for new cloud app deployments.

### Optimized for Unstructured Data

The NooBaa architecture is optimized for files. Data-path design, dedupe capabilities, caching logic, metadata systems, and RESTful semantics are tuned for file applications. Splunk, enterprise archival, backup, and media archival are excellent examples of NooBaa use-cases. Customers seeking file-system access can utilize various 3rd party gateway solutions.

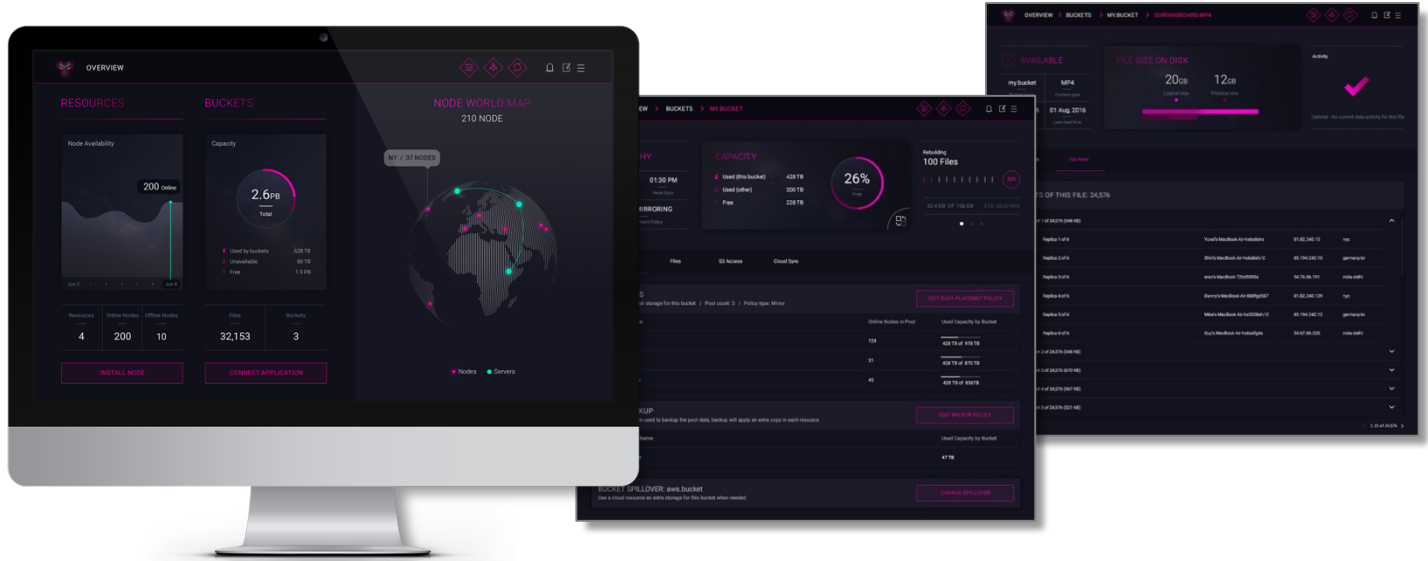
### Automated Intelligence

NooBaa uses machine learning to autonomously classify storage resources and intelligently direct data placement. NooBaa algorithms can optimize for reliability, capacity utilization, and performance through methods including wide-striping, pre-emptive data localization, and by aligning data IO (aka heat-map) with resource attributes. Customers benefit from autonomous machine learning through a massively simplified administrative experience that eliminates the need for complex administrative tasks such as the configuration of new capacity or the setup and tuning of tiering policies.



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### What's Different?

Traditional clustered NAS and Object storage systems embed system management and metadata systems in the data-plane, imposing strict requirements on platform and network. NooBaa's control-plane runs in a separate VM environment, enabling storage nodes to be naïve and lightweight. This architectural innovation delivers massive TCO reduction and flexibility improvements.

### Scalable, Reliable, Secure

NooBaa has been tested to 20,000 nodes in a single cluster, something unachievable by traditional symmetric clustering storage designs. Protection against disk and host failure is provided through fragment redundancy, peer-to-peer parallel healing, and wide-area replication. Protection against data corruption is provided via 2-level finger-printing checks. Security is guaranteed through audit trails and always-on encryption for the data-path and for data-at-rest.

### Emulates Amazon S3

NooBaa supports the widely adopted Amazon S3-compatible API and provides RESTful semantics such as WORM and retention policies. To manage data, NooBaa provides Buckets, each accessed using S3-style keys and each configured with its own placement policies.

### Goodbye to Lock-in

NooBaa eliminates the lock-in that creates IT risk for an uncertain technology future. Customers may elect at any time to change server vendors, introduce new media types, shrink the system, adopt next-generation networking, and implement topology changes, with no service disruption or heavy-lift reconfiguration.

### No-Cost No-Risk Deployment

NooBaa can be deployed with no up-front cost thanks to free licensing at <20TB of data and the ability to deploy using existing servers including shared hosts with underutilized capacity.

This agility gives IT managers instant responsiveness to capacity needs without any budget planning.

### 15-minute Install

NooBaa can be downloaded (VmWare OVA) and self-installed in 15-minutes at no cost to customers. The *NooBaa Core*, which includes cluster management, metadata services, and optimization logic, runs reliably in a VM environment. Physical or virtual storage resources are 'recruited' by installing a user-space NooBaa daemon.

### About NooBaa

NooBaa is disrupting the unstructured data storage market through a novel architecture with massive customer benefits.

NooBaa is based in Silicon Valley and Israel. Contact us for a demo today, or download the NooBaa Community Edition for an easy hands-on evaluation.