



# SoftLayer Builds Cloud Storage Solution Using Mezeo Cloud Storage Platform™

**Only Mezeo offered the deployable software platform to enable immediate delivery of cloud storage services**

## Introduction

### SoftLayer

Founded in Dallas in 2005, SoftLayer provides global, on-demand data center and hosting services from facilities across the U.S. They leverage best-in-class connectivity and technology to innovate industry-leading, fully automated solutions that empower enterprises with complete access, control, security, and scalability. While StorageLayer™, a multi-technology storage and backup solution introduced shortly after the founding of the company continues to be one of their most popular offerings, SoftLayer recognizes the emerging need for Cloud Services with Cloud Storage at the forefront.

Driven by their core values – INNOVATION to help customers advance, EMPOWERMENT through automation and INTEGRATION to ensure a consistent customer experience, SoftLayer continues to bring to market, solutions that serve the real world needs of their customers and bring to them unique value propositions, capabilities and efficiencies.

*“We’ve achieved everything we needed from an operations and integration standpoint. Mezeo Cloud Storage Platform has the right feature set at the right price point. It has the right levels of security and failover to make it a business class product.”*

**George Karidis , Chief Strategy Officer, SoftLayer**

### Challenge

To continue as a leading technology innovator, SoftLayer recognized that it needed to add cloud based services to its portfolio and decided to focus on making storage their entry point. “Any analyst report will tell you storage is among the highest growth areas,” said George Karidis, SoftLayer Chief Strategy Officer. “We asked, how do we separate the storage application from our physical infrastructure?”

The SoftLayer team began by meeting with early adopters of Cloud Storage Services to validate that Cloud Storage was a viable

service and to gather their requirements. What they heard repeatedly was that people wanted control.

“Cloud storage is really another way for people to manage who they are and what they do,” said Karidis. “It aligns with how people already use a variety of devices and tools – such as Facebook, Twitter and texting – to access and share information depending on their needs at any particular moment. People really like that cloud storage delivers anytime, anywhere access to data and the ability to control who sees the files.”

## Executive Summary

### Challenge

- Help SoftLayer enter the Cloud Services market with a focus on Cloud Storage.
- Provide consistent end user experience regardless of the access point or method employed.
- Support both Windows and Linux platforms.
- Comply with SoftLayer’s core values – innovation; empowerment & integration.

### Solution

CloudLayer™ built on the Mezeo Cloud Storage Platform.

### Results

- Facilitates rapid entry into Cloud Storage market with a very compelling offering.
- Offers unparalleled capabilities including sharing and collaboration.
- Provides multiple access points – Web 2.0, WebDAV; Windows Desktop; Mobile phones.
- Highly stable platform.
- Architecture purpose built for Service Providers minimizes deployment and integration challenges.

## Requirements

SoftLayer defined a set of key requirements to guide selection of the right solution:

- Give secure control to their users to manage their files
- Provide consistent user experience regardless of the access device
- Offer support for Windows and Linux servers
- Meet their Core Principles
  - **Innovation** – would deliver significant advances for the company's storage offerings and benefits for SoftLayer's customers
  - **Empowerment** – should be designed to require minimal human intervention. SoftLayer demands that it is "better than managed."
  - **Integration** – the solution should work seamlessly across all of SoftLayer's geographically dispersed datacenters.

## The Solution

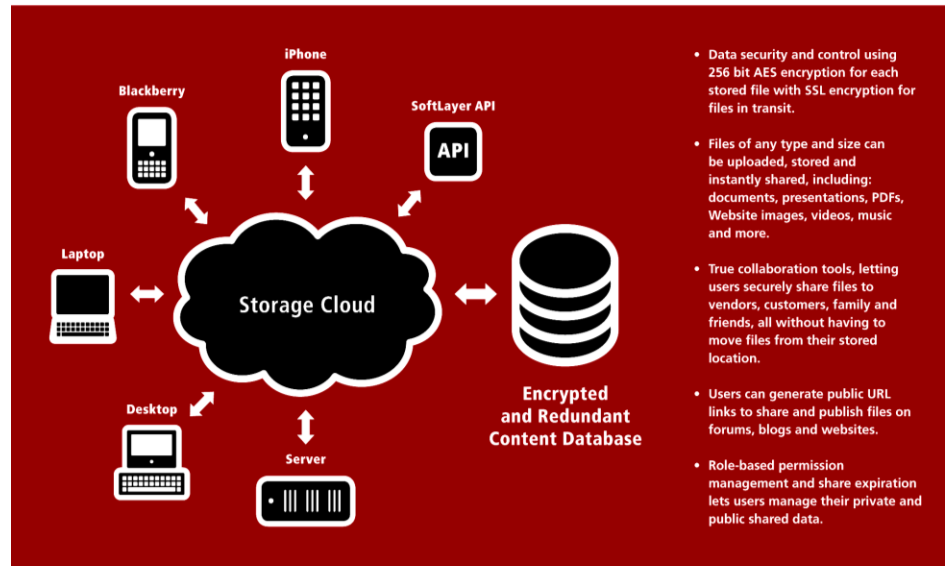
### A Cloud Storage Solution built upon Mezeo's Cloud Storage Platform.

Upon hearing about Mezeo Software, a Houston based software developer that offered a leading deployable cloud storage platform, SoftLayer brought it in house and started the evaluation process. They began an internal roll out of a cloud storage solution built upon the Mezeo Cloud Storage Platform (MCSP).

SoftLayer was favorably impressed with the capabilities and reliability of the solution. "The initial beta was internal and then we released it to a subset of our customer base," said Karidis. "Aside from scheduled maintenance and development outages that were planned, the platform has been up and running continuously. It has delivered 100 percent uptime for all intents and purposes."

### Architected to Enable Profitable Delivery of Cloud Storage Service

Mezeo Cloud Storage Platform has been architected from the ground up to fit the



*"We could immediately implement the Mezeo Cloud Storage Platform™ and work with their team to ensure that it satisfied our exacting standards, so that's what we did."*

**George Karidis, Chief Strategy Officer, SoftLayer**

needs of a service provider. This enabled SoftLayer to easily integrate the platform and offer their customer the desired capabilities.

**Runs on Industry Standard Hardware/Software** – Runs on Linux; connects to any Linux mountable storage; uses PostgreSQL as the database.

**Enforces End to End Security** – Access to the APIs is secured through SSL. When at rest, files are stored using 256-bit AES encryption.

**Is an Extensible Platform** – REST-Style Web Services APIs are open and extensible.

**Is Storage Agnostic** – The platform connects to any Linux mountable storage enabling SoftLayer to leverage their existing storage infrastructure and customize their level of service.

**Is Highly Scalable** – MCSP's stateless architecture facilitates easy scalability to support a large and growing customer base.

**Enables Rapid Search without accessing physical storage** – File Catalog and Meta-Data are stored separately from file contents

allowing rapid search even if the storage disks are in spin down state.

**Offers Anytime Anywhere Access** – Mezeo's white labeled access clients enable secure anytime, anywhere access through Web browsers, through Windows & Mac desktops, through the SoftLayer API, and through Smartphones including BlackBerry, iPhone & Windows Mobile devices.

**Eases customer adoption** – Allows customers to store their files in the familiar hierarchical structure – folders, sub-folders etc. or via the use of tags, to simplify search.

**Includes Advanced Sharing and Collaboration Capabilities** – Users can securely or publicly share their files/ folders and manage the access levels and access expiration.

## The Results

As of May 2009, within 5 months of starting their evaluation process, the Mezeo Cloud Storage Platform has enabled SoftLayer to enter the Cloud Services market with a compelling and differentiated cloud storage offering, CloudLayer™. The offering meets and exceeds all of the technical and non-technical requirements set out by SoftLayer and complies with the core values defined by SoftLayer.



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