LYVE™ Cloud

Lyve Cloud for Backup & Restore

Overcome backup data and restore challenges.

Challenge Summary

Enterprises across industries are faced with exponential data growth, creating major challenges for data backups. These challenges are exacerbated by organically grown environments, insufficient on-premises storage capacity, inefficient traditional backup options, and the risk of exposure to significant data loss events. Further complications arise when enterprises are tasked with managing and maintaining existing backup infrastructure and legacy storage devices and technologies.

When it comes to business continuity, restores can't wait. As such, a secure, accessible, and scalable cloud backup storage option is crucial for every business's data management and business continuity strategy.

Solution Summary

Lyve™ Cloud offers a simple, trusted, and efficient cloud backup storage solution. With zero charges for API calls or egress fees, Lyve Cloud's simple pricing supports limitless scalability without breaking the bank. Users pay only for the storage they need for however long they need it. Designed for use with the most common backup applications, Lyve Cloud is S3 compatible. All data stored within Lyve Cloud is fully encrypted at rest and in flight from end to end. Multi-regional availability means data is always on and available without costly delays. Cloud air gapping, ransomware protection, and object immutability make Lyve Cloud an excellent solution for data backups, restores, and disaster recovery.

Benefits Summary

- **Easy Backup Storage Management:** Always-on multi-regional availability facilitates easy backup to the cloud and quick data retrieval without lock-in concerns.

- **Compatible and Certified:** Lyve Cloud's S3-compatible interface is certified with leading backup software providers.

- **Data Protection and Security:** Lyve Cloud is built to ensure world-class security and data durability. With object immutability, compliance requirements can be met with ease. Further, ransomware protection safeguards data from cybersecurity threats. Data is encrypted at rest and in flight and will always remain as the customer's data.

- **Predictable Cloud Economics:** Eliminate cost uncertainty and the challenges of managing additional on-premises backup solutions. With simple pricing and zero API charges or egress fees, Lyve Cloud reduces total cost of ownership while enabling customers to scale without limits. Users need not be concerned about backup retention and data growth policies.

- **Managed Migration:** Our optional Managed Migration services help customers consolidate backups and archives of different storage devices such as tape, disk, or optical. These services can be used to backup and migrate different application data in one repository so data can be more readily activated and security and compliance requirements can be met with ease.

Introduction

Enterprises need a robust data protection strategy to manage the massive volumes of data being continuously generated by their operations. Further, they need a simple and cost-effective way to manage legacy backups that are stuck in solos because of the cost and complexity associated with existing storage technologies and time-consuming data migration challenges. These organizations desire scalable storage, faster retrievals, and a secure cloud offering without the complicated and unpredictable pricing.
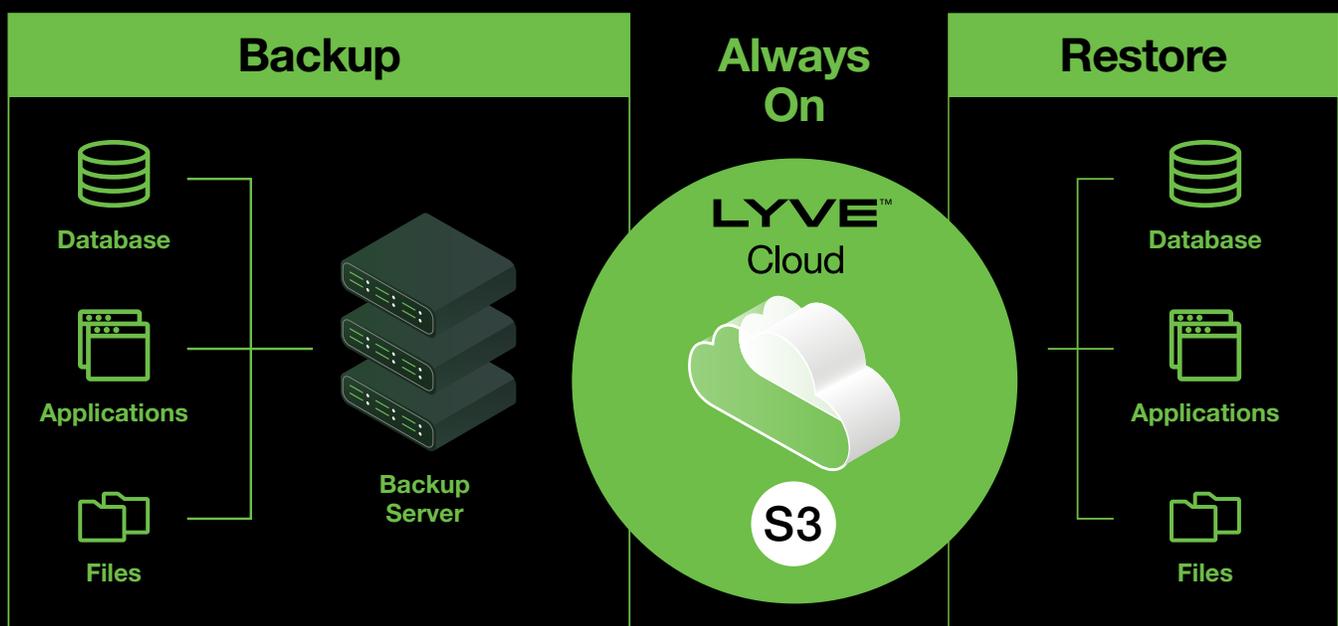
Lyve Cloud delivers a cost-optimized cloud backup storage repository that supports frictionless transfer of backup data for storage and long-term retention.

Ease of Backup Storage Management

Lyve Cloud is S3-compatible, and businesses can easily manage backups with their choice of backup management solutions. Customers can expect fast and reliable retrievals with always-on availability of backup data. Transparent pricing and zero egress fees simplify decisions on backup policy or retention length to ensure business continuity in case of a major data loss or single-file restore.

Cloud Data Protection

Seagate® is the industry leader in data-at-rest protection, and Lyve Cloud meets all mandatory security and compliance requirements. Authentication and secure upload/download processes protect user data with encryption that is always on and available for data in flight and at rest. Lyve Cloud is designed for high availability, durability, and resiliency that is more advanced when compared to other public cloud storage services. Data is protected from data loss and silent data corruption. Not even a ransomware attack or other cybersecurity threat can damage data when compliant mode for object immutability is enabled.
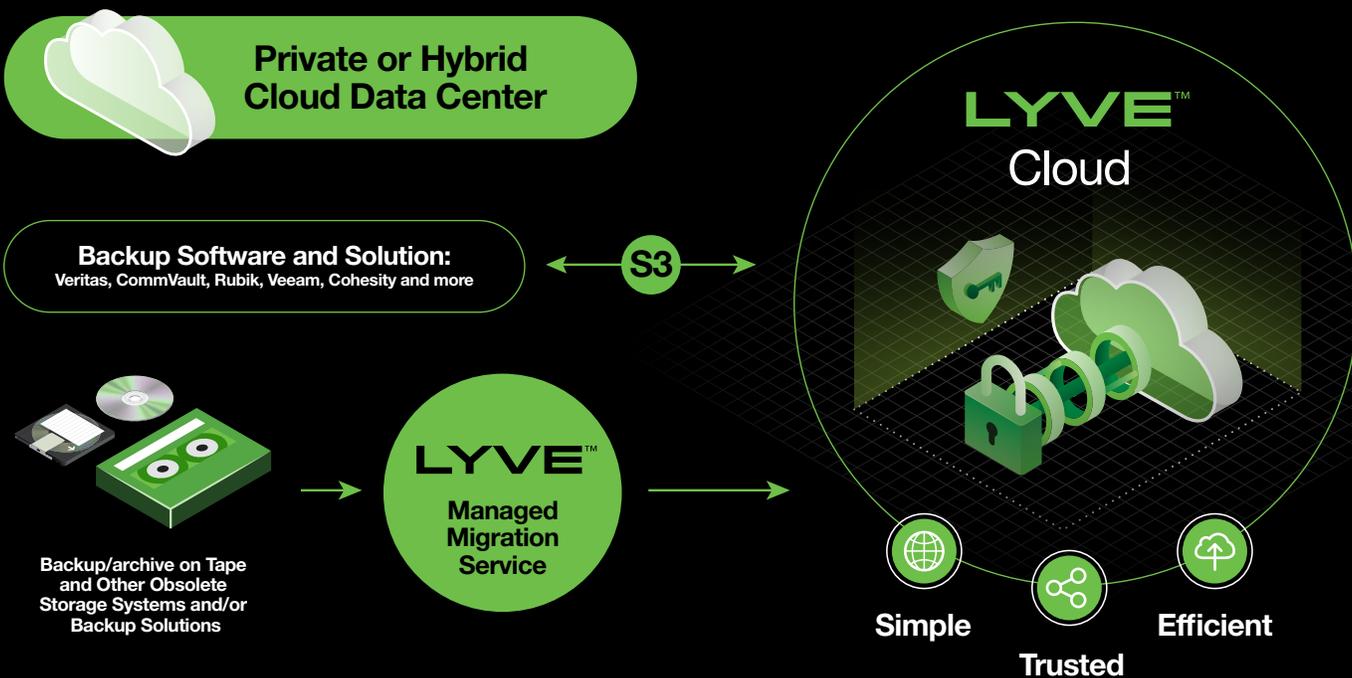
Predictable Cloud Economics

Lyve Cloud's simple pricing for always-on data ensures that storage costs are transparent. There are no surprise charges or lock-ins from punishing egress fees. Paying only for storage that is used, customers can reduce the total cost associated with data protection and backup—allowing them to scale on-demand without financial risk. Located at the metro edge, Lyve Cloud can be used to replace or complement nearline backup or colocation data center backups and to reduce or transition tape backups and archives to the cloud—thus eliminating costs associated with physical tape media storage and frequent technology upgrades.

Lyve Cloud for Backup

Lyve Cloud provides a simple, trusted, and efficient on-demand solution for backup storage. S3 compatible and supported by many backup management systems and appliances, Lyve Cloud complements existing backup infrastructure with scale-out object storage as a service, making it easier to manage exponential data growth. Rest assured data is protected at rest and in flight and eliminate upfront investments in storage hardware, systems, maintenance, license fees, and technology upgrades. With optional Lyve Managed Migration services from Seagate, customers can leverage Lyve Cloud to migrate data without putting additional burdens on IT resources. Our migration services support any media type, data format, or volume of data that customers need to migrate. Once complete, this service makes it easy for customers to retrieve legacy data online in a fast, secure, and reliable manner.

Private or Hybrid Cloud Data Center

Backup Software and Solution:
Veritas, CommVault, Rubik, Veeam, Cohesity and more

S3

Backup/archive on Tape and Other Obsolete Storage Systems and/or Backup Solutions

LYVE™ Managed Migration Service

LYVE™ Cloud

Simple

Trusted

Efficient

Seagate Drive and System Benefits

Lyve Cloud delivers an economical and scalable backup storage solution that allows enterprises to safeguard business continuity with modern data protection. The focus on data security is reflected in all aspects of Lyve Cloud service—including infrastructure, software, features, and process—to align with mature industry standards and benchmarks.

In Conclusion

Lyve Cloud provides a simple, trusted, and efficient on-demand scale-out storage solution for backup with S3-compatible interface. It is supported by many backup management systems and appliances. Complement your existing backup infrastructure without upfront investments for additional storage systems and hidden costs for maintenance, technology upgrades, and service. With no API charges or egress fees, you pay only for the storage you use—that's it.

Interested in Lyve Cloud but in need of additional support for data migration? Use our optional Lyve Managed Migration service for Lyve Cloud and eliminate the need for obsolete storage technology. Our storage experts can help you transform your IT to a hybrid and multicloud architecture using Lyve Cloud storage as a service.

Ready to Learn More? Visit us at www.seagate.com

For more information on Lyve Cloud, visit **www.seagate.com/lyvecloud**
For more information on Lyve Managed Migration, visit **www.seagate.com/migrate**

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