

Meet Cleversafe

Cleversafe is the Leader in Dispersed Storage™ Technology, the ideal way to store large, growing amounts of digital assets cost effectively.

Digital Assets Creating New Challenges for Businesses

Digital assets are a significant percentage of the world's data today, and are predicted to grow at a rapid pace. Forrester estimates that the world's data volume doubles every three years, and according to an IDC white paper published in March of 2008, the digital universe will be ten times its size by 2011, as compared to 2006 numbers.

Creating additional strain is the emergence of new industries and business models that rely heavily on data interaction with consumers. For example, streaming media, Web 2.0 and new media entertainment options require significant infrastructure investments from media publishers—to house content, provide adequate backup storage and distribute the content efficiently to millions of users worldwide.

The exponential increase in storage and distribution needs is taxing companies. Companies are also at risk because digital assets can be

compromised. Further, the potential for server failure and a loss of digital assets (or significant downtime for consumers who have become accustomed to almost instant access to media) can wreck havoc on a company's fortunes.

Cleversafe's Answer

Cleversafe offers a superior alternative to traditional storage systems based on copy and parity, one that provides more security, less overhead and more flexibility. By using Information Dispersal Algorithms (IDAs) to slice and disperse data across networks, storage hardware can be situated on a single rack or throughout the world. With the explosion of digital data driven by individuals creating, storing and sharing content, organizations will be looking to new storage methods for efficiently managing growth, protecting critical digital assets and efficiently distributing data to their end clients.

“During 2008, the industry will see significant shifts in the way data is stored, managed, and protected. Cleversafe's dispersed storage networks may well prove to be the most disruptive storage technology since the emergence of RAID.”

John Webster *Principal IT Advisor*
Illuminata, Inc.

Cleversafe at a Glance

Employees

40

Management Team

S. Christopher Gladwin
PRESIDENT AND CEO

Jamie Bellanca
VICE PRESIDENT OF DEVELOPMENT

Robert Joy
VICE PRESIDENT OF FINANCE
AND OPERATIONS

Russ Kennedy
VICE PRESIDENT,
PRODUCT MANAGEMENT AND
STRATEGIC ALLIANCES

Julie Bellanca
DIRECTOR, PRODUCT DESIGN

Jennifer Browning
DIRECTOR, HUMAN RESOURCES

Alan Holmes
DIRECTOR, TECHNICAL OPERATIONS

Ilya Volvovski
SENIOR SOFTWARE ARCHITECT

Funding

Alsop-Louie Partners
Harrison Street Capital
New Enterprise Associates
OCA Ventures
Presidio

Board of Directors

Jim Dugan
OCA VENTURES

Christopher Galvin
HARRISON STREET CAPITAL LLC

S. Christopher Gladwin
PRESIDENT AND CEO, CLEVERSAFE

Dennis Roberson
ILLINOIS INSTITUTE OF TECHNOLOGY

Mike O'Dell
NEW ENTERPRISE ASSOCIATES

Michael Seedman

Products

Cleversafe's product components build a Dispersed Storage Network (dsNet)—a new platform for storing and archiving digital assets. The Cleversafe dsNet can deliver limitless scalability, security, reliability, longevity, all in an extremely cost-effective manner compared to traditional storage architectures.

A Cleversafe dsNet divides digital content into "slices" using Information Dispersal Algorithms (IDAs) and disperses the slices, via secure network connections, to multiple storage nodes on a dispersed storage network. Each individual slice contains too little information to be useful, but any threshold of the slices can be used to perfectly retrieve the original data.

The dsNet can tolerate multiple simultaneous failures of hardware or storage locations, while keeping data secure and easily accessible. Since data is not copied, there are fewer bits stored on a dsNet than with copy-based architectures, dramatically reducing costs in hardware, bandwidth, management, power and space.

The Cleversafe Idea

In 2004, founder Chris Gladwin was looking for a way to store all of his music, photos, and paperwork that had been stacking up over his lifetime. He had 27 GB of data he wanted to protect, and when he looked for ways to store it, he realized that none of the options were all that good.

At the same time, Chris was also reading about the history of cryptography and code breaking methods. He connected the two by realizing the cryptographers technique of keeping information secure by dividing it into pieces and dispersing it could also work for data storage. So what began as a personal project to protect his memorabilia kicked off the company Cleversafe.

SUPERIOR TECHNOLOGY

Current storage backup and archiving approaches rely on multiple redundant copies, replication and synchronization. That compromises security, adds complexity and increases cost. Instead, Cleversafe is changing data storage from a "copying paradigm" to a "slicing paradigm." With Cleversafe's model, data is sliced and dispersed across servers. As a result, there's no data redundancy. And, data expansion can be reduced from 300% to 500% down to a skimpy—and infinitely more manageable—10% to 60%.

RELIABILITY AND SECURITY

Cleversafe's slice-and-disperse technology delivers significantly higher levels of reliability and security than existing architectures. Since only a pre-defined threshold of slices is needed to retrieve the data, individual servers or entire locations can be down—and data still can be accessed. And because data is sliced and scrambled, the data is inherently private and secure. In fact, access to individual slices doesn't compromise the original content.

What makes Cleversafe different is what makes Cleversafe better.

LIMITLESS SCALABILITY

Unlike older storage products, Cleversafe's dsNet architecture is designed to scale and grow, because it's built without a central management or system component. So, additional capacity can be added to a dsNet independently—and in quantities to meet specific business requirements.

CLEVERSAFE IS THE STANDARD

Cleversafe is the first and only company to provide the necessary components to build commercial dsNets, laying the groundwork for making dispersed storage the future of storage.

Cleversafe Today

Fast-forward, Cleversafe launched its commercial products in early 2008. Cleversafe is backed by world-class investors including New Enterprise Associates, OCA Ventures, Harrison Street Capital and Alsop-Louie Partners. Cleversafe is also the sponsor of an open source community movement to help standardize Dispersed Storage™ technology through its cleversafe.org project.

For More Information

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