

# Meet Cleversafe

**Limitless Storage. Boundless Opportunities.** The ideal way to store terabytes to petabytes of digital content—securely, reliably, and cost effectively.

**It's the Start of a Lifelong—  
and Beautiful—Relationship.**

In recent years, Cloud Computing has revolutionized how businesses manage their IT assets. And, an ever-increasing demand for graphics, video, audio and other media means digital content is a significant percentage of the world's data today. What's more, it's predicted to grow at a rapid pace. Forrester estimates that the world's data volume doubles every three years, and according to an IDC report, the digital universe will be ten times its size by 2011, as compared to 2006 numbers.

That means storage, retrieval and archiving will have much more prominence in IT environments. Streaming media, Web 2.0 and new media entertainment options require significant infrastructure investments to house content, provide adequate backup storage and distribute the content efficiently to millions of users worldwide.

And while Cloud storage has recently emerged as an attractive proposition, it cannot leverage the approaches of legacy storage systems since they lack the security, reliability, flexibility and efficiency required. Further, they were not designed for scaling into the multi-terabyte to petabyte range necessary for storage in the Cloud.

Until now. Until Cleversafe.

**Cleversafe Cloud Storage.  
The Silver Lining in Every Cloud.**

Cleversafe enables the world to confidently and cost-effectively store and distribute limitless amounts of data in public or private cloud infrastructures. The company's award-winning Dispersed Storage™ technology solves the security, reliability, scalability and longevity problems of traditional storage methods based on RAID and replication.

**“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

### Management Team

S. Christopher Gladwin  
PRESIDENT AND CEO

Jose R. Figueroa  
SENIOR VICE PRESIDENT OF SALES  
AND GENERAL MANAGER  
OF INTERNATIONAL

Jamie Bellanca  
VICE PRESIDENT OF  
ADVANCED TECHNOLOGY

Robert Joy  
VICE PRESIDENT OF FINANCE  
AND OPERATIONS

Tom Shirley  
VICE PRESIDENT OF  
PRODUCT DEVELOPMENT

Julie Bellanca  
DIRECTOR OF MARKETING  
AND COMMUNICATIONS

Jennifer Browning  
DIRECTOR OF HUMAN RESOURCES

Alan Holmes  
DIRECTOR OF CUSTOMER SOLUTIONS

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

## Cleversafe. Different. Better.

### How Cleversafe Changes the Game.

Cleversafe's products build a Dispersed Storage Network—a revolutionary platform for storing and archiving digital content. A dsNet™ system can deliver security, reliability, limitless scalability and longevity, all in an extremely cost-effective manner compared to other storage architectures.

A dsNet system 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 recognizable, but any threshold number of slices can be used to perfectly retrieve the original data.

A dsNet system 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 system than with copy-based architectures, dramatically reducing costs in hardware, bandwidth, management, power and space.

*Cleversafe launched its commercial products in early 2008. Cleversafe is the first—and only—company to provide the necessary components to build commercial dsNet systems, laying the groundwork for making Dispersed Storage Networks the future of Cloud storage.*

*Cleversafe's approach is recognized as being innovative—Cleversafe is a winner of the 2008 Wall Street Journal's Innovation Awards, the 2008 BusinessWeek Chicago Innovation Awards, and the 2009 Storage Visions Award.*

### WE PROVIDE SECURITY AND RELIABILITY

Cleversafe's slice-and-disperse technology delivers significantly higher levels of security and reliability than other alternatives. 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 digital content is sliced and scrambled, it is inherently private and secure. In fact, access to individual slices doesn't compromise the original content.

### WE PROVIDE LIMITLESS SCALABILITY

Unlike older storage products, Cleversafe's dsNet architecture is designed to scale and grow to the multi-petabyte range. So, additional capacity and performance can be added to a dsNet system independently—and in quantities to meet specific business requirements.

### WE PROVIDE LONGEVITY

A dsNet system provides assured protection of your digital content today, as well as in the future. Cleversafe's unique rebuilding and data integrity checking technologies allow expansion, migration, and upgrade of networks with seamless access to digital content. Not tied to a specific geographic location, Cleversafe's dsNet systems grow as your storage needs grow, and provide you access where you need it.

### WE PROVIDE COST-EFFECTIVENESS

Overhead in a dsNet system can be one-third to one-fifth that of comparable copy-based architectures. In a multi-terabyte to petabyte world, this translates into significant cost reductions in hardware, bandwidth, management, power and space.

*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](http://cleversafe.org) project.*

### For More Information

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