Storing 100 Petabytes of Cloud Data without Going Broke.
1 of 2 People Lose Data Each Year

But, 90% Of People Still Do Not Backup

Source: Backblaze research shows 46% of its customers restore data each year.
Harris Interactive Survey conducted June 28 - 30, 2011; Details available at:
Backup Online

Backup Online

Restore Easily
$5/Month Unlimited

Unlimited Storage

Just $5/Month
Amazon S3?

$5/Month = 30 GB
Buy a storage system?

Subtotal: $1,000,000.99

Checkout
Build it?

Where to start?
Toss the unnecessary

Essential

Non-Essential

99.99% uptime

Toss the unnecessary
Prototype fast – plywood works
Use consumer parts – stay away from IT tax
Server Power Supply VS Desktop Power Supply
Test, fix, repeat
180 Terabytes for $9,300
Cost of a Petabyte (pod v1.0)

- **RAW DRIVES**: $81,000
- **BACKBLAZE**: $117,000
- **Dell MD1000**: $826,000
- **Sun X4550**: $1,000,000
- **NetApp FAS-6000**: $1,714,000
- **Amazon S3**: $2,806,000
- **EMC NS-960**: $2,860,000

*Amazon S3 Storage over three years (Minus electricity, co-location and administration).*
Open Sourced

Search “petabytes on a budget”
Vanderbilt University
Crispin Porter + Bogusky
Red Bull
Netflix Open Connect
Facebook Open Compute
Multiple Vendors

Protocase is pleased to offer BackBlaze storage pod systems (assembled and tested, minus hard drives, see option 1) and enclosures plus certain hard-to-find components (see option 2). These offerings follow the specification for the BackBlaze Storage Pod version 2.0, as specified here.

Option 1
BackBlaze Storage Pod 2.0
assembled, tested, without storage hard drives

Option 2
Backblaze Storage Pod
4U Custom Case EMPTY

Online Backup Made Easy
As low as $3.49/month per computer for unlimited storage
Click Here to Visit BACKBLAZE
700 Pods / 100 Petabytes
Backblaze Cloud Storage Software
## Cloud Storage Cost Comparison

<table>
<thead>
<tr>
<th>$/GB/mo</th>
<th>$/GB/yr</th>
<th>$/Petabyte/yr</th>
<th>Cloud Storage Service</th>
<th>Times x Backblaze</th>
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<tbody>
<tr>
<td>$0.037</td>
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<td>Windows Azure (Locally Redundant Storage)</td>
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*Note: updated on April 13, 2014 with all reduced prices announced.*
<table>
<thead>
<tr>
<th>PROS</th>
<th>CONS</th>
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<tbody>
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<td>Control</td>
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<td>Optimization</td>
<td>Risk</td>
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<tr>
<td>Cost</td>
<td>Cost?</td>
</tr>
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Do-it-Yourself Considerations

- Staffing
- Inventory
- Management
- Purchasing

- Assembly
- Operating
- Upgrading
- Scalability
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SNIA Presentation
Apr 2014
Gleb Budman, CEO