Cloud Storage, File Sync and Collaboration Offerings for Service Providers

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Are your customers looking for a cloud-based file storage, sync and collaboration solution that is manageable and secure? When you partner with Gladinet, you can offer a branded solution in 30 days or less.

IT managers in small and medium businesses (SMBs) face a growing challenge from cloud-based file storage and synchronization services that work like Dropbox or SkyDrive. With a web-based account and a simple agent, SMB users can go around IT security controls and compromise sensitive data. To defuse that risk and support user productivity, SMBs are turning to managed service providers (MSPs) like you. IT managers want collaborative capabilities and Dropbox-like functionality that they can manage, secure and monitor.

You could build such a solution from scratch. With significant investment and months of painstaking development, you could probably have a customer-ready solution within a year. Or you could let Gladinet create the front-end access platform, use OpenStack cloud software on the back end and vastly simplify the process of bringing a solution to market. Using this approach, you can offer a cloud-based file storage, sync and collaboration solution—with your own branding—in about a month.

Your customers are anxious to acquire a secure, manageable solution to protect their businesses and data. You can offer that solution before your competitors do. Here's what you need to know.

What is the Gladinet solution?

It's a powerful—yet simple—combination of software that lets you cost effectively offer customized storage, sync and collaboration solutions to your customers. It features an access platform and user interface (UI) created by Gladinet that works with your choice of cloud storage software, such as OpenStack.

How can the solution help my business?

The combined solution can help you reduce costs because the cloud storage software component and the access platform component are already developed. This means you can quickly meet customer needs without the costly and time-consuming process of coding your own UI and cloud gateway. Shorter time to market can help increase revenue

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and sharpen your competitive edge. And even though the components are prebuilt, you can brand the final solution as your company's offering.

In addition, the solution is designed for flexibility and freedom, which can help you sell more deployments. For example, you can repurpose available computing, storage and networking resources on your customer's premises to provide the solution's processing and storage, giving the customer the peace of mind of a managed private cloud. You could also choose to use your own data center hardware to create flexible pools of computing and storage that serve multiple customers and allow you to take advantage of the economies of scale made possible by multi-tenancy. In addition, the Gladinet access platform APIs support all major cloud services, including OpenStack, Amazon S3 and compatible services, EMC Atmos, Nirvanix and others. This flexibility lets you tailor your solution to each customer's primary concerns—on-premises infrastructure soothes those who are nervous about security, while economies of scale appeal to the cost-conscious. No matter which approach you take, the end result is the same for the user, and your storage and file sync solution can be up and running much sooner than if you were to build it from scratch.

How is it possible to have a working solution in a month or less?

The rapid time to market—30 days or less for most of your customers' organizations—is possible for the following key reasons:

- **You can skip time-consuming development and coding processes.**

Gladinet and the back-end cloud storage provider have already done the heavy lifting and have proven software that's ready to go. The remaining tasks are comparatively simple and more aligned with the "sweet spot" of many MSPs than software development. For example, you can probably choose, configure and connect to a storage infrastructure using resources you already have.
- **You can use existing IT investments or cloud service providers.** The Gladinet solution lets you use your hardware, the customer's hardware or public cloud storage providers. As with the software components, the heavy lifting has already been done, so you can skip the process and costs of hardware acquisition. If you leverage your customer's existing hardware, there is no lengthy hardware evaluation and purchase process, and you will gain efficiency by using systems that are already provisioned and connected. This approach also means that the physical devices are readily available, which can simplify and accelerate installation and configuration. Similar benefits apply if you use your own data center, and once you tie the first solution into your infrastructure, deployments for the next customers will be that much simpler.

Will I have to make concessions in file sync or collaboration functionality?

Not at all. The Gladinet solution provides familiar functionality and is just as easy to use as the free services to which users are accustomed. Once it's running, your customers can access cloud storage with a Windows, Mac, mobile or browser-based client, and securely share files and publish team folders to simplify collaboration. But the solution differs from consumer-oriented services in an important way: Your customers' IT administrators can fully manage and monitor the service to ensure security and

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compliance, making it a truly business-ready solution. Or you could manage and monitor it on behalf of your customers as another managed service in your portfolio.

What is unique about the solution that will help me sell it to customers?

The solution's flexibility is unique. No other available offering lets you choose between customer on-premises hardware, your data center and public cloud storage services, and then lets you deploy it under your own brand. The solution's file transfer speed is also unique. Once a network share is attached to the storage system, even very large files are instantly available to all client computers. Users do not have to wait for files to upload to cloud storage and then download to their client. With other solutions, synchronization of very large data sets can take days or even weeks. Your customers can eliminate that wait time with the Gladinet solution.

I haven't heard of Gladinet. How can I have confidence in the solution?

Gladinet is a growing company, with the number of people who have downloaded its cloud storage access software approaching 2 million. And even if you haven't heard of Gladinet, you have heard of the companies that trust it in partnership, including Google, EMC, HP Cloud Storage and AT&T. Gladinet software powers the Nuance Cloud Connector, which converts documents stored in Microsoft Live SkyDrive, Google Docs, Box.net, Amazon S3 and others. Gladinet also participates in the EMC Velocity Program, which helps select independent software vendors more quickly on-board customers to cloud storage and the scalability, elasticity and lower costs enabled by cloud solutions.

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Demand for secure and manageable cloud storage, file synchronization and team collaboration solutions is growing as free solutions become more popular among SMB employees. These unmanaged services can create risk and compliance challenges as employees store and share potentially sensitive information across unsecured cloud services and networks. MSPs that offer storage, sync and collaboration solutions that can quickly meet their customers' need for security and manageability have a competitive edge over those that move more slowly. With a solution from Gladinet and a business-ready cloud backend like OpenStack, you can bring a branded solution to market in a fraction of the time it would take you to build a solution from the ground up.

It's easy to get started. Send an email to partner@gladinet.com to get more information to tell Gladinet what you have in mind.