PRODUCT BRIEF
Falconstor® Data Mastery Platform

DATA
MASTERY
PLATFORM

Master Your Data For Competitive Advantage

Data has the potential to improve or transform existing business operations, reshape entire economic sectors, and pave the way for disruptive, entrepreneurial newcomers. As such, it has become an organization's most precious asset. Business and IT leaders across industries are buying into the transformative power of the data-driven enterprise and are progressing in their ability to leverage data, knowing that if they don't evolve and adapt, they will be unable to compete. The C-suite must be the change agents who seize the opportunities presented by the data economy to transform their organizations.

AT-A-GLANCE

The FalconStor Data Mastery Platform is a modern, comprehensive, and easy-to-use platform that enables you to master your organization's data through a single central management console (FalconStor Management Server – FMS). Pervasive security is embedded so you can continually protect, optimize, recover, locate/move, analyze, and scale data and resources across any environment – physical, virtual, cloud, hyper-converged, and hybrid cloud.

- **Push the boundaries of data management problem-solving.** Take advantage of FalconStor's long-time expertise and ingenuity in the data realm and we will help you align your data management initiatives to your organization's goals. Our proven solutions can enable you to address high operational costs, diverse use cases, and data growth.

- **Master your data, without compromising or starting over.** FalconStor solutions are vendor-agnostic and designed to work with what you've got, so mastering your data to achieve results quickly won't mean starting over, compromising, or spending a fortune.

- **Unlock insights to elevate the strategic importance of data.** Get real-time, actionable information on all your storage resources across the enterprise to ensure high availability, flexible disaster recovery, and reliable data mobility so your organization can harness its data for competitive advantage.

Our hardware- and software-agnostic approach sets the data free from the confines of the storage infrastructure, enabling you to modernize without lock-in, rip and replace, or compromise on sub-par software that is integrated into expensive new hardware.

A data-first world requires organizations to move faster to embrace trends, but existing and legacy technologies can limit adoption of new data technologies. For decades, organizations have adopted technology solutions that burden them with enormous ongoing operating costs to manage and protect data, propagate data silos, and lock them into proprietary technology and complexity, all of which hinder or slow their ability to plan for growth and adopt new technologies.

FalconStor believes that achieving mastery over your data can empower your organization to responsibly push the boundaries of the possible. We believe that data is an organization's most precious resource, and if managed and protected properly, can help you unlock competitive advantage, whether by gaining a better understanding of customers, uncovering ways to improve operations, or inventing new products, services, and business models.

FalconStor's differentiation of almost two decades of storage expertise, managing and protecting data in heterogenous environments, and a hardware- and software-agnostic approach across the data center and cloud will help you quickly and securely link existing infrastructure and all your data into a coherent whole.

> Whatever your data management challenge or use case, the FalconStor Data Mastery Platform can be applied holistically or in a modular fashion.

TAKE A HOLISTIC OR MODULAR APPROACH TO DATA MASTERY

Whatever your data management challenge or use case, the FalconStor Data Mastery Platform can be applied holistically or in a modular fashion. Start with one or two use cases and move at your own pace to unlock the full power of the software across other use cases as you discover its low TCO and great potential.

The FalconStor Data Mastery Platform is designed for complex enterprise environments and the full spectrum of data management use cases to help you:

LOWER COSTS

Lower costs by leveraging your existing investments, optimizing performance and speed of existing infrastructure, avoiding vendor lock-in, and eliminating compromises on sub-par software embedded in hardware.
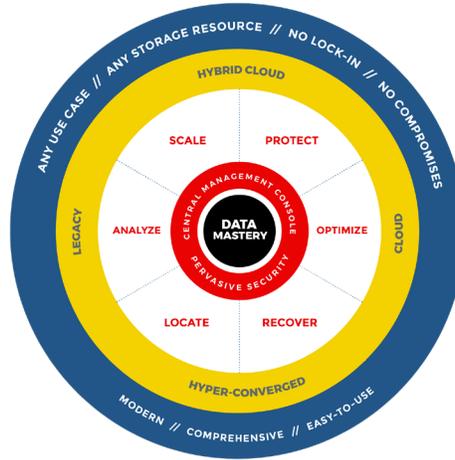
BREAK DOWN DATA SILOS

Break down data silos with world-class data protection and recovery, intelligent utilization of the right storage based on use case and policy (no matter where data resides), and a holistic view of your entire environment through a single central management console.

INCREASE AGILITY

Increase agility with real-time insights through predictive analytics and reporting that enable you to plan for growth, so you can focus on the strategic data initiatives that drive value.

FalconStor Data Mastery Platform

DATA PROTECTION

Leverage full-spectrum, adaptive, and application-aware data protection across all environments to increase operational efficiency.

- Protect all the storage resources you have: disk, file, and tape.
- Deploy for either or both High-Availability in-band or side-band use cases.
- Enjoy application-aware and point-in-time consistency data replication with patented TimeMark™ snapshot technology.
- Replicate fast with adaptive replication technology, both continuous and delta.
- Recover every-thing if the original server crashes.
- Experience leading-edge Ransomware resiliency.

DATA OPTIMIZATION

Dramatically reduce data storage costs and data protection latency to ensure applications run fast.

- Reduce communication bandwidth needs and speed up transfers.
- Optimize resources with patented compression and bandwidth reduction technology
- Manage intensive input/output peaks from your most demanding applications with SafeCache™ (WRITE-specific) / HotZone® (READ-specific) technology.
- Enable advanced replication with patented MicroScan™ technology, which can reduce network traffic by as much as 95%.
- Accelerate VM backup in Open Storage Technology.

DATA RECOVERY

Confidently and reliably meet aggressive data recovery objectives (RTO and RPO).

- Achieve non-intrusive, non-disruptive data recovery with RecoverTrac™ Technology.
- Enjoy faster, more reliable recovery with application-aware and point-in-time consistent snapshots.
- Automate recovery to point-in-time intervals as granular as 1 micro-second—very close in time to when a disaster occurred.
- Confidently leverage a full spectrum of recovery use cases from single file to bare metal.

DATA MIGRATION & LOCATION

Move mission-critical applications between data centers or to/from the cloud with no impact to the business.

- Quickly find target data regardless of where it was replicated.
- Migrate physical and virtual workloads in half the time.
- Search data with patented TimeView™ technology for point-in-time recovery assistance.
- Locate VMs, applications, and databases in seconds, regardless of where the data is replicated.
- Locate all the components in your environment – clients, servers, applications.

PREDICTIVE ANALYTICS

Gain insight and take action to plan for growth, improve performance, reduce costs, and manage risk.

- Define policy-driven smart rules to be alerted to issues with performance.
- Create an alert policy based on SLAs and regulatory compliance needs.
- Consolidate analytics and reporting for forecast planning and cost predictions.
- Predict capacity needs and plan for growth.
- Enable chargebacks in MSP and enterprise environments.
- Conduct audits to ensure security, compliance, and measure SLAs.
- Understand true resource costs with the ability to map where data resides.
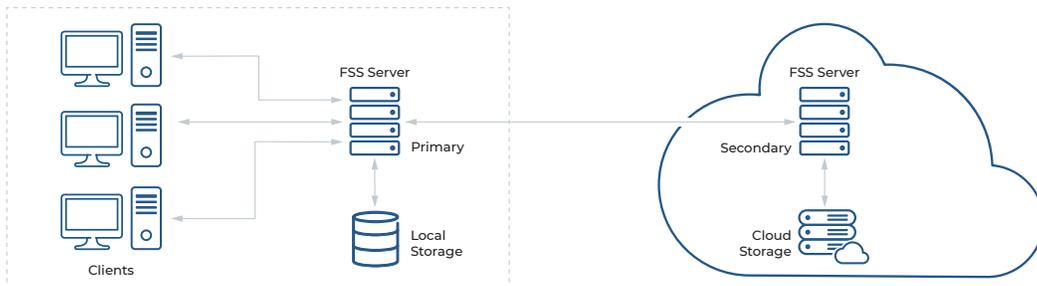
SCALABILITY

Seamlessly master your data management and plan for the longer-term as your needs expand and evolve.

- Take advantage of our simple pricing model to easily measure TCO.
- Scale up or down with capacity-based pricing and ability to put your data in the right place.
- Deploy easily with auto-discovery and ability to connect to major cloud platforms like AWS, Azure, and Aliyun.
- Address all the different possible ways you could want to store your data and add storage resources from any vendor as needed.
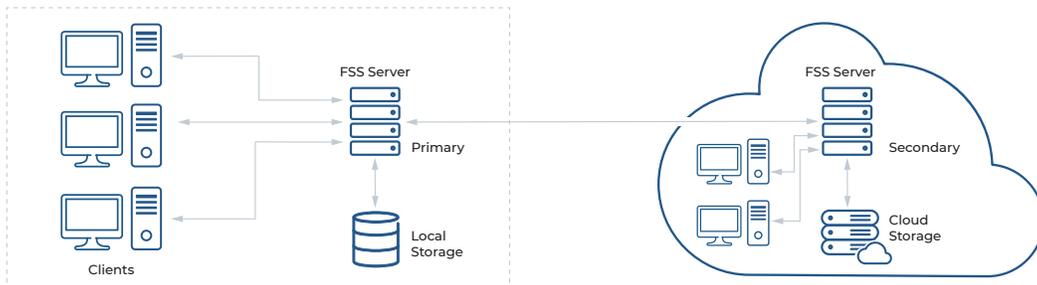- Automatically push updates to application servers.

As an IT leader looking to reduce costs, break down silos, and increase agility, you are likely considering managing data in a hybrid cloud environment. FalconStor has tested and validated three use cases on the FalconStor Data Mastery Platform to take advantage of the economics of hybrid cloud. The same FDMP capabilities that you can leverage in physical and virtual environments can be leveraged in hybrid cloud environments to truly master your data, no matter where it may reside. Contact your FalconStor sales rep today to learn how we can help you understand the costs, steps, and realities of migrating data to the cloud and managing it once it's there.

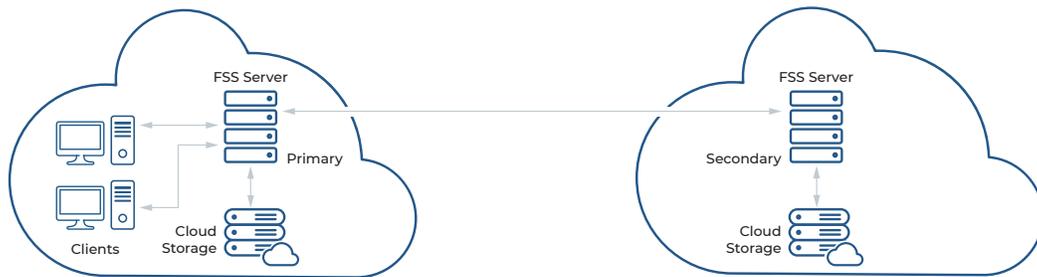## Unleash the Power of Cloud Data Management

Use the cloud as your secondary copy of data for the ultimate in low-cost protection and site security.

Migrate your storage and workspaces to the cloud to eliminate data center equipment expenses, maintenance, and support.

Protect your data in the cloud by replicating to other cloud sites or vendors for maximum security of your data and insurance against cloud pricing changes.

THE FALCONSTOR DATA MASTERY PLATFORM DIFFERENCE

Unlike legacy hardware vendors who deliver sub-optimal, hardware-specific software that can lock you into expensive and rigid platforms, the FalconStor Data Mastery Platform is vendor-agnostic, so you avoid lock-in and propagation of data silos.

And unlike the narrow focus of niche providers who address only a fraction of the data mastery stack and create more complexity with multiple vendors, the FalconStor Data Mastery Platform is a proven multi-purpose solution for any data management use case. Reduce costs and complexity, eliminates silos, and plan for the future without rip-and-replace. **You can unlock its capabilities and features at your own pace as you target more and more use cases.**

THE FALCONSTOR DIFFERENCE

Legacy Hardware Vendors	FalconStor	Niche and Pure-play Vendors
Lock-in to a complex, rigid, expensive platform	**Modern, comprehensive, easy-to-use**	**Address a fraction of the data mastery stack**
• Often rip-and-replace • Drain budgets from other priorities • Create silos • Embedded software is sub-par	• No rip-and-replace • No lock-in • No starting over • Breaks down silos • Lowers costs, reduces risks • Redefines value	• Fractured data management (for example, vendors who only offer backup) • Deal with multiple vendors • Propagates silos
Sub-optimal, hardware-specific software	Support for heterogeneous environments to manage your data anywhere	Narrow focus

PRICING MODEL

The FalconStor Data Mastery Platform is licensed on an annual subscription basis by capacity regardless of the underlying hardware, ensuring that you're accurately billed for your actual usage. Your subscription includes Continuous Data Protector (CDP) and Network Storage Server (NSS).

FALCONSTOR®

Corporate Headquarters
701 Brazos Street, Suite 400
Austin, TX 78701
Tel: +1.631.777.5188
salesinfo@falconstor.com

Europe Headquarters
Rosa-Bavarese-Strasse 3
80639 München, Germany
Tel: +49 (0) 89.41615321.10
salesemea@falconstor.com

Asia Headquarters
Room 1901, PICC Office Tower
No. 2 Jian Guo Men Wai Avenue
Chaoyang District Beijing 100020 China
Tel: +86.10.6530.9505
salesasia@falconstor.com