



DMG's Top Information Management and Storage Vendors of 2012

Nirvanix

When Data Mobility Group analysts began thinking about cloud storage vendors worthy of inclusion in a top vendor list for 2012 we asked ourselves which vendor—above all others—would “have our backs” in the face of business-killing adversity and disaster. After all, if businesses are expected to hand their information assets over to outsiders deep trust is an essential prerequisite of the relationship. The analyst discussion shifted from nitpicking specific functionality and the fine print in service level agreements, to one about transparency, trust, commitment and integrity as the foundation of strong, lasting relationships. Fine print be damned, we asked “who would we trust to help us make things right when everything has gone horribly wrong?” To put it differently, when the chips are down, which cloud storage provider would not hesitate to help its customers even at its own expense?

As it turns out, that is not a simple question to answer. Today there is no single universally accepted measure of future trustworthiness. Humans still rely heavily on intuition and historical patterns. That is, we rely on gut feelings and examples of past behavior to make predictions about future behavior. The process is imperfect but it is the best most of us can do at present.

Relying on our gut instincts¹ and proven track records, one vendor stands above the rest. Under its current leadership and throughout 2011, Nirvanix has demonstrated its commitment to customers on numerous occasions. It didn't hide behind contractual

¹ Based on a decade as analysts in the storage industry and many decades of collective experience in business and computer technologies.

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fine print and legalese or publish excuses and apologies after the fact in an attempt to calm public outrage. Rather, it repeatedly stepped up to the plate during critical customer predicaments and delivered positive outcomes. The following are just four examples of how Nirvanix has demonstrated commitment to its customers:

- Following the devastating disaster in Japan earlier in 2011, Nirvanix reached out to all affected customers using its Tokyo data center and offered to securely migrate their data to another location in the cloud at no cost. More than a half dozen customers took them up on the offer including a very prominent Fortune 100 company.
- A leading movie studio asked Nirvanix to enhance its SDK to incorporate key new customer-specific requirements over the course of a weekend. Nirvanix was able to meet the deadline by working around the clock. Consequently, Nirvanix's customer was able to meet its cloud storage data upload objectives on schedule.
- A leading networking infrastructure company asked Nirvanix to develop a special data upload applet from the ground up in an ordinarily unrealistic timeframe. The applet was custom built to the customer's desired specifications and worked flawlessly from day one.
- Prior to Hurricane Irene, Nirvanix once again reached out to all potentially affected customers and offered to proactively and securely migrate their data for free to another location in its cloud. Several Nirvanix customers became concerned about the potential impact of the hurricane, but during their inquiry process quickly came to realize that Nirvanix's cloud was—in a manner of speaking—"hurricane proof." Customers with a multi-node policy were assured that they had live replicas of their data already stored in multiple geographically diverse locations. Since the hurricane's impact was not nearly as bad as expected, Nirvanix didn't have to move any customer data—but the proactive offer to come to customers' aid was highly appreciated by its client base.

In a further show of commitment to its largest customers, Nirvanix's entire executive management team is readily available on a first name basis via cell phone, home phone or email—24x7x365. All enterprise customers with a service contract also have a dedicated systems engineer and solution architect who they can meet with in person or speak with whenever required. This lay in stark contrast to other cloud providers, namely Amazon, where customers who have a support contract may be routed to someone thousands of miles away reading from a script. It is this kind of constant accessibility—combined with the transparency of encouraging third party security audits and inspections



of its data center facilities—that makes Nirvanix the most logical transition from the enterprise data center to the enterprise cloud from among today’s cloud storage alternatives.

Who do you trust?

As any soldier knows having the right equipment can help improve the odds that his mission will succeed, but trusting in his squad and knowing they have his back when the bullets start flying is what makes or breaks a mission and gets them home alive. And so it is in business with information assets when a business’s livelihood is at stake. As businesses narrow down their choices for cloud storage services it is not enough to know that a supplier has the best technology, the best facilities or even the best people. What’s important is that they have proven they can be trusted to have their customers’ backs when they need it most.

Nirvanix is a top tier cloud storage provider with a demonstrated track record of helping its customers when they need it most. Its commitment to customer well-being is worthy of a spot in Data Mobility Group’s list of the Top Information Management and Storage Vendors of 2012. 

For more information:

If you have questions about Nirvanix or the opinions expressed in this report we invite you to contact Data Mobility Group and arrange a FREE teleconference to discuss them..