

**Nirvanix Wants to Store Your Blog**

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Comment by [Douglas Chandler](#)

Less than a decade ago, in the midst of the storage service provider (SSP) surge, a company called Scale Eight proposed to store and deliver rich media content as an outsourcer to big content companies, such as movie studios. The studios were waking up to the idea that they needed to digitize their content, and Scale Eight wanted to host and manage the underlying storage infrastructure -- surmising that the studios probably couldn't do it themselves, or want to.

Start-up Scale Eight, despite some interesting technology focused on massive scalability, got caught in the dot.com collapse, but they were right about digitized content. In 2007, commercially-produced content is created and stored digitally without a second thought, and older productions are rapidly being digitized. But the story in 2007 isn't about digitized Hollywood productions, it's about digital content that is generated by individual users: blogs, videos, music files, podcasts, the list goes on. Now a company called Nirvanix [wants to be the "storage delivery network" service provider](#) underneath all of this user-generated content. The company touts its media-optimized clustered file system as providing the massive scale that will be required by Web services providers that want to offer user-generated content over the Web. The service is pitched to current and future Web services firms that cannot or will not build out their own storage delivery infrastructure.

A recent IDC study showed that nearly 70 percent of all stored data by 2010 will be created by individuals, and a large percentage of it will be available online. Nirvanix and other players in this space -- Amazon's S3 service is the other prominent one today -- are betting that new architectures, and services built on them, will be required to effectively store, protect and deliver this data at the levels of performance and availability that will be required by Internet users in the future. It's hard to argue with the logic that requirements are changing rapidly regarding Web services and storage. What's uncertain is whether established Web-services players like Google and others will build out their own storage infrastructures, through some combination of home-grown design-and-build and third-party assistance, and capture a big piece of the market that Nirvanix is targeting. The answer may be that there will be room for both.

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