

Asigra Battle Card on Actifio

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Company Overview

Actifio is a VC funded (\$108M to date with > \$1B valuation) storage software company founded in 2009. Its primary product is Copy Data Virtualization (CDV). CDV reduces data center costs by creating a single golden data copy & enabling virtual read or read/write replicas of that golden copy. Virtual replicas are created utilizing storage redirect of write (ROW) technology Actifio calls Virtual Data Pipeline™ (VDP). Copies can be replicated onsite or offsite sync or async. Snapshot frequency & to which types of storage are set up in easy to configure and use pools. CDV is targeting storage data copies, backup copies, test/dev, analytics, and replication.

Actifio Strengths / Weaknesses

Strengths	Weaknesses
Storage snapshot software technology based in an external x86 appliance providing copy management.	No P2V or V2P capability. Does not convert one to another nor can it bring up a physical server as a VM & no VM replication.
Greatly reduced data copy storage costs.	No support for any endpoints (desktop, laptop, smartphones, tablets), third party cloud apps (Google Apps, Salesforce.com, or Office 365.)
Data BU from servers via VMware API & Hyper-V VSS physical server agents over SAN, DAS, or file system.	No encryption in-flight or at rest. Requires much more expensive self-encrypting drives or backend storage.
Credibility from Tier 1 VCs & fast acceptance & sales growth.	Limited hypervisor support (VMware & Hyper-V) & limited OS support.

Actifio Positioning & Message

Aimed at Enterprises primarily and to a lesser extent Managed Service Providers.

Key messages:

1 golden data copy - unlimited virtual	DR & Business Continuity
Lower copy storage costs	Data Mobility
Data Protection	Long-term data compliance
Data Insights	Development & Test

Pricing and Sales Models

Capacity based licensing & hardware. Traditional CapEx & utility subscription pricing are available. Subscription starts at ~\$4K/TB/yr all-inclusive (software, hardware, maintenance) @ min of 30TBs. Pricing declines stair step to as low as \$600/TB/yr all-inclusive. Optional software connections add to cost (app connectors). There is also CapEx & utility subscription pricing for the more limited VM appliance version (Actifio Sky™ for ROBO and Cloud Vault or long-term retention). Actifio is a combination of limited file backup with NetApp like snapshots and cheap storage HDDs in white box servers all @ a lower price than NetApp. In reality, the costs are a bit high because Actifio OEMs IBM's San Volume Controller (SVC) software as the key technology. Limited to dual controllers/system. Large implementations require a lot of discreet systems increasing mgmt costs. Limited hypervisor (vSphere & Hyper-V only), OS, Cloud, Containers, endpoint DP.

Actifio Products/Services

Actifio Product	Description	Audience
Actifio CDV	Enterprise Class Copy Data Virtualization Platform (20 to 100TB per appliance w/stacking up to 2PB).	Enterprise/MSP
Actifio Enterprise	CDV solutions for government & Enterprise.	Enterprise
Actifio Synergy	CDV customized for MSPs	MSP
Actifio One	CDV DRaaS in the Cloud	MSP
Actifio Sky	Data Virtualization Platform for distribute Enterprise (1TB, 4TB, & 8TB virtual appliances.)	Enterprise/MSP
Actifio Sky Cloud Vault	DR & long-term retention in the Cloud or native AWS deployments.	Enterprise/MSP
Actifio CDS Gateway	Hardware platform utilizing Actifio supplied storage or 3 rd party storage (most major brands supported.)	Enterprise/MSP

Actifio Problem Solving Comparisons

Problem	Asigra	Actifio
High BU/R TCO	Simplified RLM, few line items, exceptional efficiencies lowers server & storage costs =< TCO.	Simple appliance & licensing model. Somewhat expensive. No encryption ups cost for 3 rd party encryption
Cloud app BU/R	Office 365, Google Apps, Salesforce.com. Recover local.	None at this time.
Endpoint BU/R	Desktops, laptops, tablets, & smartphones.	None at this time.
Docker BU/R	Docker container Data Protection	None at this time.
Slow RTOs	VDR P2V, V2V, V2P & VM replication faster recovery local or remote.	Mount VMs or physical servers instantly off of Actifio CDS storage.
Converged BU/R	Cisco DS-Client appliance. Huawei DS-System target storage.	Limited flexibility.
Multi-BU/R sys complexity	One system for everything.	Limited hypervisor, OS, & app support. No endpoint DP or Docker DP

Actifio Top Enterprise Selling Point

Eliminates redundant copies for backup, archive, test-dev, analytics, etc. Single golden data copy, with infinite virtual copies.

Displacing Actifio Backup & Replication Questions

"What's your complete backup/recovery processes for P/V servers, Docker containers, end points, third party cloud-based apps, and BC/DR?" "Why do you pay for 100% data recovery every year?" "What's your process to reduce all data protection multi-system complexity?"