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# Object Storage Comparison

# Reading Between the Lines

## A practical guide to getting the best possible value with Exponential-e's S4 Object Storage

### Executive Summary

Exponential-e have invested heavily in the realm of Object Storage to demonstrate tangible and material cost savings for our customers.

You may need to store petabytes of digital media, server backups, legacy archive data, or model multiple Big Data analytics, our Object Storage solution easily scales to support your ever-increasing storage requirements.

With automated replication across three data centre locations, your data is protected from hardware failures and ransomware attacks at the lowest possible price whilst delivering you our client promise of Peace of Mind as-a-Service.



### Introduction

With higher and higher volumes of business-critical data generated on a daily basis than ever before, the ongoing cost of storage is an increasing concern for organisations ranging from start-ups, to international corporations.

S4 Object Storage offers a way forward, delivering a standard of flexibility, scalability that on-premises, legacy storage systems are simply unable to match. With the rise of Hybrid Cloud solutions, where Cloud and physical solutions are securely and seamlessly integrated, the possibilities are even greater.

However, this new model for the long-term storage and retention raises a new question, particularly around the choice of Cloud partner. With an increasing number of technology providers offering Object Storage solutions, the choice can seem overwhelming. Nonetheless, there are a few key questions that must be asked before making the final decision, which will create a holistic picture of each provider's capabilities, ensuring your final choice will provide ample opportunities for scalability, cost control, and performance optimisation.

## Cost control – Are you really getting the best value for money?

When comparing Object Storage providers, be sure to check how their costs are actually calculated, as it's quite possible to misinterpret the numbers presented. Even the basic monthly costs may conceal some unexpected opportunities for cost savings. To illustrate this, consider how Exponential-e's Object Storage compares to the three largest providers in terms of pure value. Each comes in at 180%, 51%, and 93% more expensive, respectively. Furthermore, in certain cases, egress charges are applied until you purchase a specific, more expensive tier, so make sure of what is actually included in each available option, so as to avoid any false savings.

As you will see later in this report, there are several other hidden costs to be conscious of, so read the fine print and ask questions if you're in any doubt.

Discover our competitive offering at

Object Storage (S4) from Exponential-e

## Data sovereignty – Will you enjoy peace of mind that your data will always remain in the UK?

With the introduction of the GDPR, the Cloud Act, and a range of other data protection regulations, data sovereignty went to being a serious concern virtually overnight. Many industries now have highly specific compliance obligations in terms of where customer data is stored – both to fulfil their legal responsibilities and offer customers complete peace of mind regarding the handling of their data.

Again, be sure to confirm this with any potential Cloud partner and – as always – ask for clarification if there is any ambiguity in the T&Cs. Specifically, look for any wording to the effect that data 'may' be stored or processed outside of the UK – clarity is essential here. Certain providers reserve the right to backup data outside of your geographical location, or to process data in any

location in which they are active for billing or administrative purposes, without elaborating on which data will be handled in this way. Exercise caution, as any such arrangements will prevent you from retaining full data sovereignty.



## **Support – Will a technical expert be available whenever necessary?**

The security and resilience of any Object Storage solution is of paramount importance, which means expert support must be available at the shortest notice, in order to guarantee the security and availability of your data. Certain Object Storage providers charge as much as £100 per month for a basic support service, forcing you to choose between an additional ongoing expense and a major burden for your own IT teams. By way of contrast, with Exponential-e's Object Storage solution, 24/7/365 support from our UK-based service desk is included as standard, at no extra cost.

## **Conclusion**

There are a lot of factors to consider when selecting an Object Storage provider, including your location and industry, your long-term requirements, and the nature of the data you generate, transfer, and store each day. As a result, the utmost clarity is essential in terms of both selecting your ideal solution and establishing a relationship with your Object Storage provider built on transparency, openness, and flexibility.

Exponential-e's Object Storage was designed with these principles in mind, offering transparent, highly competitive pricing, clear terms & conditions, full UK sovereignty, and expert support. If you would like to discuss any of the topics covered in this report and how to implement an Object Storage solution that's right for your data, your organisation, and your industry, do not hesitate to contact us.

[www.exponential-e.com](http://www.exponential-e.com)