

COST-EFFECTIVE OBJECT STORAGE DESIGNED FOR MULTICLOUD.

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Why Lyve Cloud is a Better Solution

Pricing

Competition might have lower price/TB/month than Lyve Cloud if downloads exceed 100% of data stored, Wasabi could limit/suspend service. However competition might have a minimum storage duration policy that means if stored objects are deleted before they have been stored with competition for a certain number of days (90 days in some cases), a Timed Deleted Storage charge equal to the storage charge for the remaining days will apply. Also competition might have minimum file size from a charging perspective. You can store files smaller than the minimum file size with competition but (for example), you will be charged as if it were the minimum file size. So, Lyve Cloud could have a lower overall price owing to egress fee-

Egress Fees

Competition might offer no egress fees. However, no egress fees claim might be limited: only up to 100% downloaded per month. The company reserves the right to limit or suspend the service, if download exceeds 100% of active storage volume on a regular basis. This could be limiting while moving data, prompting the loss of visibility and control. LC offers unlimited no egress fees and, therefore, does not limit movement of data and makes storage more agile.

Minimum storage duration

If stored objects are deleted before they have been stored with competition for a certain number of days (90 days in some cases), a Timed Deleted Storage charge equal to the storage charge for the remaining days will apply. However, there is no minimum storage duration policy.

Solutions Portfolio

Lyve Cloud offers a much more comprehensive and unique portfolio of solutions. Lyve Mobile Services also offer more flexibility in terms of plans, applications and configurations and unique value propositions like no network dependencies.

Heritage

LC has a strong heritage of Seagate with 40+ years of global leadership and data storage technology innovation. Most competitions are a more recent establishment.

Internet Speed

Competition might have slower internet connections to all data centers whereas Lyve Cloud has 100 Gbps.



Support

Competition's free Basic Support might include Technical documentation, knowledge base, Email/Ticket support. Competition might have a monthly fee for Premium Support for 24x7x365, priority on email/ticket support and for telephone support. Lyve Cloud 24x7 Support is free and includes Professional Services and Customer Success.

Data Migration

Competition might offer a service to move data to the cloud. But it is usually exclusively to their Cloud as a destination and is limited to network protocols. To move data to Lyve Cloud, Lyve Mobile Cloud Import offers higher capacities per device, faster transfer speed, better connectivity with a variety of direct-attached configurations as well as network attached. It is even rackable or use for data transportation between locations. Lyve Mobile with Cloud Import is even vendor agnostic and therefore particularly suited for multicloud platform and cloud-to-cloud data transfers.

Vertically Integrated

Beyond Lyve Cloud Services and portfolio of solutions, Seagate also offers Systems and Devices solutions, which gives us a unique position on the market and it makes us the one-stop shop for enterprise storage solutions. Resellers, Systems Integrators and MSPs don't have to work with a multitude of vendors on behalf of their customers. They simply rely on Seagate's 40-year storage expertise to offer the best value, highest performance and most efficient enterprise storage solutions with for industry-leading capacities, firmware and multicore capabilities.

WHY LYVE CLOUD

When it comes to cloud services, one provider simply can't do it all. That's why enterprises have been spreading their operations across multiple cloud providers. In theory, this should enable organizations to take advantage of provider-specific benefits and lower TCO. But with heavy fees for egress and API calls, multicloud in practice has resulted in data storage siloes and vendor lock-in.

This is where Lyve Cloud comes in

Seagate Lyve Cloud provides cost-competitive object storage designed to tear down the barriers between clouds. By combining services from multiple cloud providers and enabling data to move seamlessly between them without penalties for egress or API, enterprises can more easily connect their mass data sets to compute resources and various applications in the cloud.

ELEVATOR PITCH

Lyve Cloud can meet your need for multicloud storage, secure backup and recovery, content repository workloads, whilst enabling you to have long-term cost predictability:

- Experience true multicloud freedom that empowers you to move data across your enterprise with a pricing structure that won't lock you in.
- Object storage as a service with zero add-on charges for egress or API calls delivers predictable cloud TCO. Scale without limits thanks to elasticity and best-in-class cloud storage efficiency.
- Crafted for high availability, durability, and reliability so your data's available when you need it without costly delays— even in the face of unforeseen events.
- ISO 27001, SOC 2, and HIPPA certifications demonstrate Lyve Cloud's commitment to the most stringent, globally recognized data security standards.
- Object immutability protects data from modification or deletion for provable compliance and ransomware protection.
- Data encryption at rest and in flight safeguards data against unauthorized external access.
- Ensure secure cloud access with enterprise-grade identity management support.
- Let us handle data storage so you can focus on what you do best. Our innovative, vertically integrated object storage offers the fastest ramp to value for organizations across industries.
- Full compatibility with applications that support S3 protocol makes for rapid setup and ease of integration. Get the help you need when you need it with 24x7 expert Lyve Cloud Console support and the Lyve Cloud Customer Success team.



SERVICE OVERVIEW

Enable multicloud freedom with Seagate® Lyve™ Cloud—a simple, trusted, and efficient object storage solution for mass data. Predictable capacity-based pricing with no hidden fees for egress or API calls reduces total cost of ownership (TCO) so you'll never be surprised by your cloud bill. Put your data to work with verifiable trust and ease of use at scale from the global leader in data management.

Seagate® Lyve™ Cloud is an always-on mass-

capacity object storage platform designed to enable multicloud freedom at the metro edge. With zero add-on charges for API or egress, Lyve Cloud helps enterprises overcome vendor lock-in, unpredictable cloud TCO, and multicloud data management complexity. Leveraging more than four decades of global leadership in storage technology innovation, Seagate's object-storage-as-a-service offering empowers customers to store, move, and activate data at scale—all while maintaining full data security and control.

LYVE CLOUD PORTFOLIO SOLUTIONS

Lyve Cloud

Multicloud Object Storage with predictable cloud economics, that's scalable and secure. Lyve Cloud is Simple, Trusted and Efficient. It offers...

Standardized and S3-compatible, highly-available mass-capacity object storage

A complement to dynamic multicloud architectures as a “cloud storage backplane”, a readily accessible repository for permanent and transitory data where data can flow to-or-from without any friction or cost impact.

KEY FEATURES:

Highly available always-on object storage: Seagate is confident in Lyve Cloud's ability to meet customer service level agreements regarding data availability and durability. If customers aren't satisfied with Lyve Cloud's availability, they have the freedom to move their data wherever they want without costly add-on charges.

- Crafted for 99.99% availability
- Optional multi-site replication
- More than 11 9s of data durability

Storage with predictable cloud tco: Cost shouldn't be a barrier to storing and activating data at scale. Lyve Cloud delivers optimal TCO for mass data storage by eliminating cost-prohibitive extras that trap data in silos. Move data into, around, and out of Lyve Cloud without paying hefty fees for egress or API calls.

Feature	Price
Data Storage	Pay for what you store—that's it
Data Retrieval	Included
Data Ingestion	Included
Write Operations	Included
Read Operations	Included
Anytime Deletion	Included
Archive Retrieval	Included
Expert Support	Included
Data Egress	Included
Always-On (Expedited)	Included
One Price for all Regions	Included



High data resiliency: The integrity of your data is our priority. Defend your data from unwanted modifications. Meet data storage regulatory and compliance requirements with ease via immutable object storage. Lyve Cloud offers:

- Secure retention mode options for object immutability enable users to specify data retention times for each S3 bucket.
- Simplicity and ease of use empower users to take control of their data protection.

Lyve Mobile with Cloud Import

LYVE MOBILE subscription service is a high-performance, end point to edge to core storage transfer solution. Accelerating time to data, lowering TCO, and enabling enterprises to aggregate, store, move and activate data.

Lyve Mobile's subscription services remove some of the most common data complexities, ensuring enterprises only pay for the data they need to collect & move, when they need it and where they need it.

Lyve Mobile Services shifts storage costs from hefty, upfront capital expenditures to cost effective, predictable operational expenses.

- Audit logs maintain detailed records of activity to support compliance and track suspicious activity.

World-class security features: Lyve Cloud's commitment to data security is demonstrated by its ISO 27001, SOC 2 Type 2, and HIPAA certifications. Safeguard your data with ransomware protection, enterprise-grade identity management support, automatic data replication, and data encryption at rest and in flight.

Lyve Mobile aims to help organizations aggregate, store, move and activate mass data. Built to be scalable, modular, and cloud agnostic, Seagate Lyve Mobile eliminates network dependencies so users can transfer mass data sets quickly, securely, and efficiently — no matter where the data is or where it needs to go.

Cloud Import by Lyve Mobile is a fast, secure and simple way to move large data sets to Lyve Cloud but also to any major Cloud, including Amazon S3, Azure, Google.

Simply add Cloud Import to any new Data Transfer project and leave the data ingest to Seagate.

USE CASES

Lyve Cloud is ideally suited for large data workloads and data streams.

Lyve Cloud storage is ideal for the demands of:



Backup and recovery

- Using third party software from partners like Veeam, Commvault and Rubrik,



Content repository for unstructured data

- NAS replacements
- Video and image data
- IoT and log-file data for data engineering and analytics



Ransomware and security

- Learn more in this brief: <http://seagate.media/6008bZ3Ap>
- Learn more in this video: <https://youtu.be/DeGdsg2gsng>



TARGET CUSTOMERS & INDUSTRIES

Every business is a data business. Those customers that face ever increasing growth in data and changing architectural needs like edge and cloud are looking for a simpler solution. Without an efficient cloud storage that allows for frictionless movement of data – in and out –

these customers are throwing away valuable data. Customers seek a specialized storage cloud to securely store more data for longer, and get better value from that data to meet their business needs. Lyve Cloud meets the needs across all industries, data use cases, and scale.

Qualifying questions

Regardless of the use case, here is a set of preliminary questions to see if Lyve Cloud is a good fit for a company.

- What specific data storage needs does your company have, and how much data do you need to store in the cloud?
- What security and compliance requirements does your company have?
- Is your company looking for a self-managed or fully managed Cloud storage service?
- Where is your company located?

Lyve Cloud solution fit:

- The minimum storage space required to open a Lyve Cloud account is 250TB
- Lyve Cloud is ISO 27001:2013, SOC2®, and HIPAA certified
- Lyve Cloud is a fully managed cloud storage service provided by Seagate
- Lyve Cloud operates four data centers in the United States (Silicon Valley, Virginia, Dallas and Washington DC), one in UK and one in Singapore. Lyve Cloud will launch in the UK in November 2022. In 2023, we plan to launch in Germany, Japan, and India.

Backup & Recovery

Losing data to human errors, disaster events, or ransomware can destroy entire businesses. Fortify your 3-2-1-1 backup strategy with always-on cloud storage. Multi-region availability, replication, and object immutability make this storage-only cloud an ideal repository for

backup storage and disaster recovery that complements your existing multicloud strategy. Get world-class security, proven reliability, and predictable storage costs—all at the best value per terabyte.



Content Repository

Store content-rich files from security environments and media production workflows in a scale-out repository while paying only for the capacity used. This lowers TCO for hybrid or hosted video surveillance as a service and real-time media collaboration, enabling you to access live

and recorded video data from anywhere on demand and retain that data securely and efficiently for as long as you need.

CUSTOMER CHALLENGES

- Exponential data growth leading to data sprawl and data gravity
- Cloud lock-in with exorbitant egress charges
- High, unpredictable storage cost with exponential data growth
- Complex cost management

LYVE CLOUD OFFERING

- Multicloud Freedom: Transfer data seamlessly across public and private cloud environments without extra charges for egress or API calls.
- Always-on Availability: Access data anytime without costly delays thanks to best-in-class availability and durability.
- World-Class Security: Safeguard your data assets with the most stringent, globally recognized security standards.
- Predictable TCO: Lower your cloud storage bill by up to 70% with industry leading TCO.

FAQ

Below is a list of Customer Questions and Objection handling.

For more FAQ and Objection handling: [Lyve Cloud FAQ and Objection Handling.docx](#)

Who Controls the Data

Yes, always. Seagate has no ability to view or access your data, and it's encrypted at rest and in flight. Only you have access to the encryption key. And, you can access all your data from Lyve Cloud at any point without penalty—no retrieval or egress fees.

Video Asset Protection

You can leverage third-party applications and tools to review access logs via API. However, Seagate does not provide these tools. You control access via permissions and service accounts. Access can also be managed by third-party tools for multi-factor authentication (MFA), which is required for Lyve Cloud login. You can provision access for all operations, read only access, or write only access.

If Lyve Cloud Shuts Down

Seagate has been in the storage industry for more than 40 years, which is why our customers feel secure working with us to manage and store their data. The agreement with Lyve Cloud is effective as of the effective date and will continue according to its terms until terminated.

If Lyve Cloud Is Bought Out

The expectation is that the purchasing company would uphold the terms of any existing agreements.

Asset Usage Rights

Companies cannot claim access or usage of your data assets.

Price-Gouging Protection

Lyve Cloud's fee structure will stay the same throughout the agreement term. Customers will only pay for the cost of storage.

Down Internet Connection

Lyve Cloud requires internet or private connection. Lyve Cloud services are offered at Equinix and CoreSite data centers, which are highly secure, fully redundant, and ISO 27001 certified and attested for SOC-2 compliance. Lyve Cloud is crafted for four nines of availability and offers eleven nines of durability.

Losing Data

The risk of data loss is minimal. Lyve Cloud services are offered at Equinix and CoreSite data centers, which are highly secure, fully redundant, and ISO 27001 certified and attested for SOC-2 compliance. Lyve Cloud is crafted for four nines of availability. Its theoretical durability is twenty-nine nines—but we state a conservative eleven nines to match the industry standard offered by other providers.



Stolen Data

From the first bits of data transmitted over the wire to exabytes of data stored on disk, Lyve Cloud's comprehensive data protection ensures the confidentiality and integrity of your data throughout its entire life cycle. This starts with secure communication through transport layer security (TLS), continues through authentication and integrity validation in the API protocol, as well as robust envelope encryption of the object storage with secure key management, and ends with cryptographically secure erasure processes. Immutability can be set on individual objects and buckets to protect against ransomware attacks. ISO 27001 certifications and SOC-2 attestations demonstrate Lyve Cloud's commitment to the most stringent, globally recognized data security standards.

Speed and Latency

Most customers experience superior speed and performance due to Equinix's network fabric where Lyve Cloud resides. Overall performance depends on your internet provider's speed and latency, and how they connect with Equinix data center sites.

Cloud Integration

Lyve Cloud is S3 compatible. So, if your current cloud services support S3 storage integration, you can use Lyve Cloud. If S3 can't be used in the application or workload, I recommend looking into one of our certified ISV partner solutions to build a gateway solution. That means it'll use S3 storage underneath but represent a normal network that can integrate with your data management workflow. We've tested solutions with partners such as Hammerspace, Pixitmedia, Panzura, Ctera, Tiger Technologies, and more. Our customer support team can assist you with a more in-depth analysis.

Multicloud Benefits

A multicloud strategy can offer improved security through failover options and enhanced disaster recovery. Outages can happen for any cloud provider, which can make it risky to rely on one vendor alone. An example of this is providing greater protection against DDoS attacks. If multiple cloud providers are used to power website applications, a sustained DDoS attack on one will not necessarily mean loss of service. In a multicloud scenario, the other providers may be able to assume the workload until the affected provider reinstates service. A multicloud approach ensures data storage resources are always available, thus making one's cloud deployment more resilient.

Multicloud Maturity

Multicloud-mature organizations are those that best manage cloud costs and foster innovation with the cloud. As such, they're able to outperform their peers. For example, these companies tend to:

Beat their revenue goals by nearly twice as much as their less mature counterparts.

Are 6.3x more likely to go to market ahead of their competition.

Are almost 3x more likely to report that they are in a very strong business position.

Are more than 3x more likely to expect their valuation to increase fivefold over the next 3 years.



RESOURCES

- **Lyve Cloud & Lyve Mobile Content Library**
- [Lyve Cloud and Mobile - Marketing Content Library Tracker.xlsx](#)

Customer Facing (External)

- Product Descriptions
 - [Lyve Cloud](#)
- [Lyve Cloud Product Brochure](#)
- [Lyve Cloud for Backup & Restore – Use Case Brief](#)
- [Lyve Cloud Videos](#)
 - [Lyve Cloud Storage as a Service Video](#)

Customer References

- [Lyve Cloud + CyArk Case Study Video](#)

Internal

- [Lyve Cloud and Mobile Sales Pitch presentation](#)

