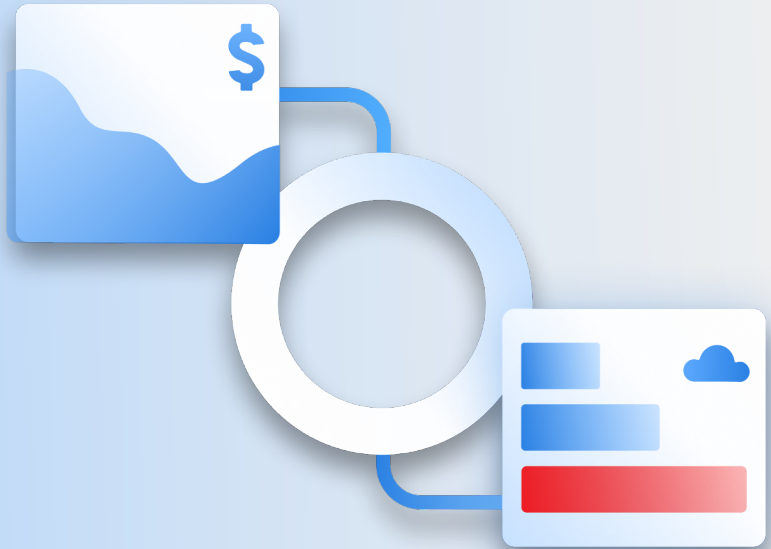# SoDA

60%
Insight

60% or more of your data is cold within weeks of creation. SoDA provides the insight into your unstructured data, allowing you to make smart business decisions.

8x
Move

SoDA is ecosystem aware and storage agnostic. It includes Agents for Window, Linux,and Mac that can access almost any data and be able to move/copy or sync that data from anywhere to anywhere.

50%
Save

Save 50-80% on your storage costs avoiding capacity expansions and surprise cloud bills. SoDA's cost analytics tool provides companies a clear understanding of the cost of data stored on-prem or in the cloud.

Protect and Archive – Leveraging the right storage for your unstructured data

Managing and securing data both on-premises and in the cloud efficiently, intelligently, and within budget

Research shows that a vast amount of unstructured data becomes "cold" after just a few short months, meaning the data has not been accessed and therefore should be placed on a less expensive tier of storage. The problem is organizations treat all data the same, ultimately accruing unnecessary costs. A shift to a cloud-first storage policy has seen many organizations storing data on multiple tiers and/or multiple clouds. The challenge is knowing what user, group, or project owns what data and how much it will costs to store and access it. There are many choices for backup and archive that use dedup and compression making the data unreadable in the archive.

By 2024 almost half the world's data will be living in the cloud. The variety of cost models between cloud vendors and their storage tiers is becoming more complex while rates are changing on a regular basis. A multi-cloud infrastructure will become more common as customers leverage cloud-based applications to access their content. What that means is organizations need to have a better solution for managing data in a multi-cloud environment giving them visibility into both storage and egress fees so they can make smart decisions on where their data resides.

Regain control & understand the value of your hot and cold data

SoDA combines a robust policy engine with complex filtering capabilities that, when used in conjunction, allows for the establishment of automated data movement policies. These policies are based on numerous variables to identify hot and cold data by accessed or modified time allowing you to filter and choose the right storage tier for your data. SoDA not only intelligently filters, tags, and moves data between various storage mediums securely, it also allows native access to the data for a variety of applications. In some cases, a customer may see value in rehydrating cold data back to on-prem. In these cases, SoDA gives users the ability to predict the time and cost involved allowing organizations to make smart decisions on how and where they access their content.

Insight into data movement costs by user or group (billback/chargeback)

In a typical scenario, legacy data movement applications write data to the cloud as is handled through a single user for the entire organization, making it nearly impossible to identify data movement by user, group, or project. SoDA uniquely tags and tracks all data movement by user, group, or project no matter where the data lives giving you a complete cost model for easy billback and chargeback.

Simplify data sharing and restoration with multi-cloud & multi-site access

A common approach to data protection and archive is the 3-2-1 rule, which simply means keep 3 copies of your data, store 2 backups on different media, and have 1 copy kept offsite. With multiple clouds being used, access to these clouds is imperative. SoDA provides the ability to not only access multiple clouds, but to see costs associated with data protection and archiving before making decisions. With SoDA's agent technology, multi-site and multi-cloud data protection and archiving enables enterprise-wide access to data sharing or restoration. SoDA's ability to track time and cost between all cloud tiers, whether retrieving or storing, eliminates the fear and the need for complex calculators to estimate your costs.

Monetization of data in the cloud with available cloud tools around AI/ML (tagging)

Many data protection and archive tools force the user to store assets in proprietary formats making it nearly impossible to access and work with assets in the cloud. SoDA allows for the uploading and accessing of assets in the cloud in their native format as well as tagging assets for future AI/ML processes. For instance, IoT data, machine sensors, and automotive data can all be tagged and uploaded in their native format for future processing and analytics in the cloud without the need to restore data, saving massive amounts of time and money.

Data Protection / Archive Solution Diagram