

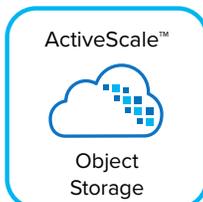
## CASE STUDY

### Amidata Launches New Cloud-Based Storage Service with Quantum ActiveScale™ Object Storage for Active and Cold Data

Managed service provider Amidata is dedicated to delivering robust data protection and cybersecurity services to organizations in Australia and beyond. With a successful set of managed services and as-a-service offerings consuming increasing amounts of data storage, Amidata managing director, Michael Whelan, started to re-evaluate their overall storage infrastructure and future needs. Amidata sought to achieve new levels of simplicity, scale, and cost efficiency to support the growing deluge of customer data. With the deployment of a multi-petabyte Quantum ActiveScale Object Storage Platform, Amidata has strategically positioned themselves for new and expanded service offerings for an increasingly diverse set of customers.



FEATURED PRODUCTS



“We needed a simple, scalable storage infrastructure that could last well into the future. The Quantum team showed us the ActiveScale Object Storage solution, and it ticked all the boxes.”

**Michael Whelan**  
Managing Director, Amidata Limited



“We’re using Quantum ActiveScale to deliver our Amidata Secure Cloud Storage service, which delivers highly scalable, available, and affordable active and long-term archiving for organizations across the entire Australian continent.”

**Rocco Scaturchio** – Director of Sales and Marketing, Amidata Limited



## SOLUTION OVERVIEW

- Quantum ActiveScale Object Storage
- Quantum ActiveScale Cold Storage

## KEY BENEFITS

- **Enhanced long-term scalability and efficiency** for growing backup, archiving, and cloud storage service offerings.
- **Reduced costs with solution optimized for both active and cold data** with S3- and S3 Glacier-compatible object storage.
- **Developed a compelling cloud storage service** with multiple storage classes backed by deep support.
- **Achieved highest availability, durability, and data sovereignty** with automatic geospreading across Australia.

Through a range of backup, cybersecurity, systems and operational services, Amidata keeps client data safe while reducing the time and effort their customers must invest in data management and protection. Across large enterprises, commercial accounts, and government agencies, organizations rely on Amidata to ensure data availability and protection, sustain compliance, and minimize management complexity.

Amidata continuously develops new ways to meet their customers’ needs. Partnering with Quantum has enabled the company to create services that successfully compete in a crowded market. The company built their [backup-as-a-service offering](#) using Quantum DXi®-Series Backup Appliances to provide fast, reliable backup and restore services, while eliminating the burden of these tasks from the customer’s staff.

The success of their backup-as-a-service offering led Amidata to explore additional Quantum solutions. “We regularly upgrade and expand the storage that we use to support our internal needs and our customers’ backup requirements,” says

Michael Whelan, managing director at Amidata. “As we scaled our services, our storage needs grew dramatically, and we were hoping to reduce the number of new storage systems we deployed and consolidate our infrastructure. Each additional system would otherwise become another device to manage. We wanted a solution that could provide longer-term scalability and simpler management.”

## IMPLEMENTING S3-COMPATIBLE OBJECT STORAGE WITH QUANTUM ACTIVESCALE

The Amidata team saw that Quantum ActiveScale Object Storage could provide the scalability and durability the company required. “We needed a simple, scalable storage infrastructure that could last well into the future,” says Whelan. “The Quantum team showed us the ActiveScale Object Storage solution, and it ticked all the boxes.”

ActiveScale meets Amidata’s needs for operational simplicity, linear scalability, and seamless growth across multiple storage tiers. The ActiveScale solution is unique in

its ability to store data securely and reliably across both active and cold storage classes using Standard S3 and S3 Glacier interfaces. This provides high-performance access for specific data sets and workloads, plus a dramatically lower cost storage tier for cost-effective long-term retention of data. All the data is stored in a single, georedundant namespace across three locations, providing 19 9's data durability and secure, highly available access from across all of Australia.

Amidata's adoption of object storage also aligned with current IT trends. "More and more organizations are looking at object storage to create secure and massively scalable hybrid clouds," says Whelan. "It provides a durable, cost-effective approach for backing up and archiving fast-growing data volumes while also protecting data from ransomware attacks. Plus, ActiveScale uniquely provides us with the ability to deliver multiple storage classes as part of our service offerings, allowing us to target a wider set of customers and use cases. With our Secure Cloud cold storage option, customers can retain data longer and at lower cost; that's useful for offsite copies, data compliance, and increasingly, for storing the growing data sets that are fueling AI-driven business analytics and insights."

Amidata benefits from ActiveScale Cold Storage, an innovative ActiveScale feature that integrates Quantum Scalar® Tape Libraries as a long-term storage tier within Amidata's ActiveScale system. ActiveScale intelligently manages all tape resources across all three locations, fully optimized for best-in-class efficiency, performance, availability, and durability. With tape's low cost and ultra-low power consumption, plus the simplicity of an integrated solution, Amidata can dramatically reduce both acquisition and ongoing operational costs to provide their customers with reliable, low cost, long-term storage services.

## INCREASING OPERATIONAL EFFICIENCY FOR BACKUP SERVICES

The first use case deployed for the ActiveScale implementation was in support of their own internal backup requirements. "We moved all of our backup jobs to ActiveScale," says Whelan. "It lets us protect

data easily and reduce the frequency of buying more storage systems."

After implementing ActiveScale internally, Amidata began using the object storage solution as part of its backup-as-a-service offering. Incorporating ActiveScale helped improve the efficiency of the service. "For fast local data recovery, we install a Quantum DXi Backup Appliance at the customer site," says Whelan. "Now, we direct the secondary, offsite copy to our ActiveScale. Customers benefit from having a local copy and a remote copy, and we can employ our massively scalable object store as the secondary backup target," says Whelan. "With ActiveScale, we're able to provide robust backup services even more efficiently. For long-term retention, we are looking forward to using the DXi Cloud Share feature to archive backup data sets to the ActiveScale system, further reducing overall storage costs and network bandwidth requirements."

## LAUNCHING A PUBLIC STORAGE CLOUD

Amidata has now developed a new cloud storage service that competes with other public cloud offerings. "We're using Quantum ActiveScale to deliver our Amidata Secure Cloud Storage service, which delivers highly scalable, available, and affordable active and long-term archiving for organizations across the entire Australian continent," says Rocco Scaturchio, Amidata's director of sales and marketing.

The new offering enables organizations to tap into cloud storage benefits even if they lack internal cloud expertise. "Often, public cloud providers don't offer the support that many organizations require," says Scaturchio. "But we can supply as much assistance as our customers need, including fully managing their data workflows for them. We remove the risk and uncertainty of cloud storage."

The Amidata offering also has the flexibility to support organizations that want to enhance existing backup solutions with a cloud-based storage tier. "With a rich set of qualified ActiveScale solutions, customers can leverage our Secure Cloud Storage service to provide affordable scalability for their backup and long-term retention needs," says Scaturchio.

**"ActiveScale geospreading capabilities automatically place data across geographically distributed nodes... This approach delivers unparalleled availability, durability, and reliability while keeping all data within Australia's borders."**

### Rocco Scaturchio

Director of Sales and Marketing  
Amidata Limited

## ABOUT AMIDATA LIMITED

Amidata Limited specializes in providing data protection services. The company helps ensure that clients' valuable data resources are always secure, backed up, and performing at their best. Amidata offers consulting, solutions, and support through a utility-based pricing model. Clients can break free of resource constraints and gain the peace of mind that their data is fully protected.

[Amidata Secure Cloud Storage](#) overcomes the security, cost and data sovereignty concerns that persist with other public cloud storage providers. Simply address your exponential data growth needs with competitive pricing, no egress or hidden fees, with locally hosted infrastructure, support, georedundancy, and encryption.



“For example, with the most recent version of Veeam Backup and Replication, customers can now archive their backup data sets directly to the ActiveScale cold storage tier at costs that are up to 80% less than alternative solutions.”

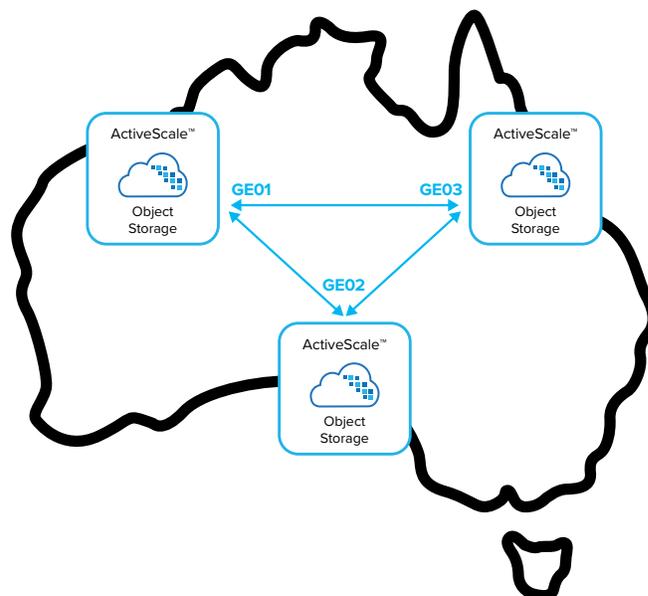
## ACHIEVING HIGH AVAILABILITY AND DATA SOVEREIGNTY REQUIREMENTS THROUGH GEOSPREADING

The Amidata offering based on ActiveScale should strongly appeal to organizations in highly regulated fields. “Government and education organizations in particular must adhere to strict data sovereignty regulations,” says Scaturchio. “ActiveScale geospreading capabilities automatically place data across geographically distributed nodes in Sydney, Melbourne, and Perth. This approach delivers unparalleled availability, durability, and reliability, while keeping all data within Australia’s borders.”

## GEARING UP FOR GROWING CUSTOMER DEMAND

The Amidata team is excited to bring the new offering based on ActiveScale to existing customers and new prospects. “When we first rolled out ActiveScale, we were our own biggest customer,” says Whelan. “As we continue to develop our customer-facing offerings, we look forward to seeing all the different ways our public storage cloud will help our customers meet their evolving data backup, storage, and archiving needs.”

### Quantum ActiveScale Object Storage with Active and Cold Storage Classes



Amidata Ltd. strategically deployed the Quantum ActiveScale Object Storage Platform as a single system across three sites, maximizing durability, availability, and accessibility of their growing set of as-a-Service solutions. As the industry’s only object storage platform architected for both active and cold data, ActiveScale positions Amidata for continued success and massive data growth as they continue to serve their customers with outstanding levels of service, operational efficiency, and cost-effective storage, data protection and archiving services.

# Quantum.

Quantum technology, software, and services provide the solutions that today’s organizations need to make video and other unstructured data smarter – so their data works for them and not the other way around. With over 40 years of innovation, Quantum’s end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights. Leading organizations in cloud services, entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index. For more information visit [www.quantum.com](http://www.quantum.com).

© Quantum Corporation. All rights reserved. Quantum, the Quantum logo, DXi, and Scalar are registered trademarks, and ActiveScale is a trademark, of Quantum Corporation and its affiliates in the United States and/or other countries. All other trademarks are the property of their respective owners.

[www.quantum.com](http://www.quantum.com)

CS00548A-v02