



Edge Storage Solution Brief

Why Edge Storage? Addressing the next big challenges of massively interactive and massively personalized networks

In today's world, everything has become massively interactive and highly personalized. Television has progressed from simple broadcasts to video-on-demand with personalized ad insertion; consumers produce and distribute You-Tube videos from their cell phones; and massively multiplayer online communities such as World of Warcraft and Second Life are stretching the capabilities of today's communication networks. To meet these needs, carriers and multi-system operators are forced to add bandwidth without being able to effectively monetize and capture the revenue generated by these applications. To make matters worse, the need for storage is growing exponentially, as users create, consume and interact with more and more content.

The challenge that this situation presents for media providers is that traditional or centralized server/storage architectures can no longer keep up with the user demands for a hi-fidelity, low-latency experience. As a result, carriers and content providers are rapidly deploying new content delivery networks in a race to capture share of this high-growth market. In order to win this race and provide the best user experience, content needs to be distributed closer to the end user, and not in the data center. The new model for distributing media rich applications mandates the use of edge storage.

Technically, Edge Storage is a bladed storage systems distributed on the edge of large communications networks. Edge storage lives closest to the consumer. From a Telecom carrier perspective, edge storage is their competitive edge that enables them to deliver new services to the curbside, to their cell phone, to their PDA or set top box to generate new revenue streams. From the consumer perspective, edge storage means smooth video streams and interactive responsiveness so they don't miss one of their favorite shows or sports matches. Edge Storage perfectly suits the demands of these new massively interactive and massively personalized networks by building in the critical design specifications needed to execute on the edge of the network.

To meet these needs, these edge storage systems need to have *all* the following characteristics *built-in and delivered in one integrated product/platform*.

Characteristics of edge storage supporting large communications networks:

- Typical size range: 500Gb to 5TBs Ethernet based storage
- High performance: \geq 10Gb Ethernet
- Highly reliable: extended environmental regimes require ruggedness, ATCA & NEBS
- Green: low power consumption, advanced thermals/cooling, minimum footprint
- Deployment simplicity - turnkey, "hot upgradeable", minimum cabling, supports industry standard software, "lights out" remote management
- Scalability: storage and server expandability while minimizing footprint expansion
- Open standards built

To learn more about Edge Storage, please contact us at edgestorage@astutenetworks.com.

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