

ISSI Data Moves Into Online Storage Business

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The trend toward subscription-based hosted storage services continues as longtime regional storage vendor ventures into the online world for the first time.

Storage management software maker ISSI Data on May 1 introduced a new online service aimed at small and midsize businesses that offers automated processes, end-to-end encryption and comprehensive reporting - in addition to tiered-storage and disaster recovery features.

ISSI DataVault is the company's first attempt at an online storage product. It is designed for high availability, secure backup and immediate recovery of critical data, especially for SMBs that commonly use tape for backup, a company spokesperson said.

The company, based in Bothell, Wash., has been a reseller/integrator of storage hardware and software from partners such as Agami, Sony and StoreVault for several years.

DataVault is the latest example of a much larger trend toward online storage services.

DataVault joins a cadre of online storage-service packages now becoming available not only to SMBs and individuals, but also to major enterprises. Verizon, LiveVault/Iron Mountain, MozyPro, AmeriVault, Hewlett-Packard, Space Backup/CA and MessageLabs have come out with various online storage packages in the last 12 to 18 months.

Subscription-based storage package

ISSI Data's DataVault is a subscription-based online data storage package powered by EVault, a wholly owned subsidiary of Seagate Technology, that requires no hardware. It features quick availability of data and real-time differential backups while providing offsite storage for long-term archival or disaster recovery, the spokesperson said.

Key features, according to the company, include: automated, disk-to-disk process; end-to-end encryption; data deduplication via Sepaton; Web-based, centralized management; tiered-storage structure; mirrored backups; full disaster recovery; comprehensive reporting; and operating system support.

Pricing information is available upon request, CEO Charlie Walsh told eWEEK.

"The primary thing that sets us apart from all the many vendors now offering online storage is we offer true enterprise-level services and support," Walsh told eWEEK. "Most online providers are designed for SMBs and consumers. We're one of those elite providers.

"Our primary objective is to offer the IT manager a broader, more sophisticated line of data storage solutions and our aggressive expansion into NAS - network-attached storage - , SAN - storage area network - , VTL - virtual tape library - , and now online storage with ISSI DataVault reflects this effort, especially in the Northwest, where ISSI Data is oftentimes the only reseller for key storage brands."

As SMBs discover that online server backup prices have declined in the last five years, the market for offsite, online storage is poised for significant growth, Walsh said. Gartner principal research analyst Adam Couture recently predicted double-digit annual growth for this segment

in a report released in March.

Repositioning as a full-service storage provider

Since 1984, ISSI Data has built its client base with a focus on storage media and barcode management services, the spokesperson said.

In 2006, ISSI Data began expanding its reseller operation to better address the storage needs of its comprehensive client base and the general market, the spokesperson said.

"Today, with the ISSI DataVault online storage launch, coupled with recent expansions into storage hardware and value-add services, the company has made a significant step forward in repositioning ISSI Data as a full-service data storage solutions provider," Walsh said.

In addition to repositioning its portfolio of solutions, ISSI Data is expanding its reseller program by adding sales engineers and increasing overall sales education and certifications.

"We understand that the storage market is rapidly changing, and our clients need and deserve access to an educated team that can help with everything from strategic storage planning, installation and configuration, to routine storage technology questions," Walsh said.

ISSI Data counts Microsoft, Countrywide Financial and Lockheed Martin, among others, as key customers.

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