



## **BridgeSTOR Announces CRUNCH™ for Virtual Machine Image Deduplication to Tape or the Cloud**

***Stores VM Images in Deduplicated Form Offsite on Tape or in the Cloud; Offered as a Virtual Appliance without CAPEX Charges***

**Poway, Calif – October 23, 2012** – BridgeSTOR, LLC, the company Advancing Deduplication to the Cloud, today announced release of the [CRUNCH™ Virtual Deduplication Appliance](#) for deduplicating VMware, Hyper-V and other virtual machine images for storage on tape or in the Cloud. CRUNCH enables server virtualization users to store deduplicated images offsite for disaster recovery, archive and other long term data retention applications. CRUNCH substantially reduces offsite data storage capacity requirements and costs, reduces 3<sup>rd</sup> party monthly physical storage charges, reduces tape cartridge transportation charges, reduces the number of tape cartridges that need to be purchased and maintained while reducing tape management time and operational expense.

“CRUNCH is based on BridgeSTOR’s 2<sup>nd</sup> generation Data Deduplication File System (DDFS™), a breakthrough in cloud-enabled data deduplication that operates at both the file and sub-file (data block) level” says John Matze, CEO, BridgeSTOR, LLC. “CRUNCH and DDFS result from a significant development effort by an industry-leading team of deduplication experts.”

CRUNCH effectively reduces the off-site storage requirements of all data types, but highlights specialized algorithms that recognize the unique characteristics of virtual machine images (VHD, VMDK, VDI and others). When a virtual machine image is encountered, [DDFS](#) automatically invokes these specialized algorithms to maximize the deduplication of these data types. The CRUNCH algorithm not only deduplicates across collections of VHD, VMDK, VDI and other virtual machine images of the same type, but also deduplicates across dissimilar virtual machine image types.

Deduplicated data stored on tape can be further reduced in size through compression and can also be encrypted (compression and encryption are performed by the tape drive) to minimize the cost and complexity of storing critical data offsite.

Other key DDFS features include [NearTime™ Deduplication](#), [ProtectedCloud™ Security](#), [SHA Exchange™ MAN/LAN/WAN replication](#), [Global Deduplication](#) and an unlimited number of Data Recovery Points. Finally, deduplicated virtual machine images retained on local disk can be natively mounted, enabling immediate data recovery.

BridgeSTOR is releasing CRUNCH based on the urgent and acute need for this capability expressed by the Company’s virtual server customers.

Virtual server users will soon be able to download an evaluation copy of CRUNCH from the company’s website. This capability will be announced in a future press release.

CRUNCH is offered through a BridgeSTOR [Deduplication as a Service \(DaaS\)](#) subscription. Using DaaS, a user signs up for a period of time, receives value over that period and then, at the end of the subscription period determines whether or not to renew. DaaS customers pay only for the services provided.

The DaaS business subscription model does not require that the service be in the Cloud or delivered via the Cloud. BridgeSTOR’s DaaS offering includes on-premises Virtual Deduplication Appliances,

installation assistance, software, service, support and upgrades in functionality including expanded Cloud connectivity and interoperability.

BridgeSTOR's DaaS approach is not capacity based nor is it sensitive to the number and/or type of virtual machine images you elect to deduplicate, the server hardware on which the virtual appliance is run, whether you use the tape cartridge or Cloud output options, whether you elect to use ProtectedCloud Security™ or any other feature.

The DaaS model is easy to understand, monthly charges are low and fixed, there are no upgrades nor are there additional features that are not included in the base monthly charge. There are no hidden charges or surprises and there are no "up-front" or one-time charges. No CAPEX is required because DaaS is a pure OPEX offering.

CRUNCH subscription fees start at \$200 per month per virtual appliance. Contact BridgeSTOR sales for further detail.

### **BridgeSTOR, LLC**

BridgeSTOR, LLC, headquartered in Poway, CA, near San Diego, is advancing the technology of data deduplication to bridge the gap between the data center and offsite storage. The company is extending the boundaries of data deduplication into virtual machine disaster recovery and archive, optimized virtual data transfer to the Cloud and the long-term retention of deduplicated data on magnetic tape. BridgeSTOR makes virtual machine data protection, disaster recovery and data archive simple, affordable and accessible to businesses of all sizes. The company brings data deduplication to both cloud storage and magnetic tape using on-premises Virtual Deduplication Appliances and the innovative "Deduplication as a Service" (DaaS) OPEX-only cost model to deliver a data protection experience that overcomes the limitations of traditional storage and networking. The company's website is: <http://www.BridgeSTOR.com>

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