# OBJECT STORAGE DESIGNED FOR MULTICLOUD

No egress. No API charges. No friction.

s e a g a t e Cloud

# MULTICLOUD FREEDOM AS A SERVICE

# Cost-effective object storage designed for multicloud.

Enable multicloud freedom with Seagate<sup>®</sup> Lyve<sup>™</sup> Cloud—a simple, trusted, and efficient object storage solution for mass data. Predictable capacity-based pricing with no hidden fees for egress or API calls reduces TCO so you'll never be surprised by your cloud bill. Put your data to work with verifiable trust and ease of use at scale from the global leader in data management.

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# THE BENEFITS OF SEAGATE LYVE CLOUD



## MULTICLOUD FREEDOM

Transfer data seamlessly across public and private cloud environments without extra charges for egress or API calls.



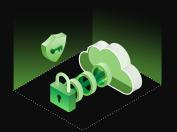
## PREDICTABLE TCO

Lower your cloud storage bill by as much as 70% with industry leading TCO.



## ALWAYS-ON AVAILABILITY

Access data anytime without costly delays thanks to best-inclass availability and durability.



## WORLD-CLASS SECURITY

Safeguard your data assets with the most stringent, globally recognized security standards.



## HIGH DATA RESILIENCY

Prevent data deletion, manipulation, and data integrity challenges with highly durable and immutable object storage that supports data protection and antiransomware strategies.



## VALIDATED PARTNER SOLUTIONS

Seagate works with industryleading providers to ensure seamless compatibility between Lyve Cloud and partner solutions and the best possible user experience.



## FRICTIONLESS DEPLOYMENT

Get up and running fast with userfriendly, S3-compatible application integration.



## MANAGED MIGRATION SERVICES

Eliminate data silos, migrate to cloud, and discover new business opportunities with fully managed data migration, media migration, and digitization.



## DEMONSTRATED EXPERTISE

Put your trust in Seagate's 40+ years of global leadership and data storage technology innovation.

# THE LYVE CLOUD ADVANTAGE FOR MULTICLOUD STORAGE

## Easily manage your data with Lyve Cloud's intuitive dashboard.

When it comes to cloud services, one provider simply can't do it all. That's why enterprises have been spreading their operations across multiple cloud providers. In theory, this should enable organizations to take advantage of provider-specific benefits and lower TCO. But with heavy fees for egress and API calls, multicloud in practice has resulted in data storage siloes and vendor lock-in.

Seagate Lyve Cloud provides costcompetitive object storage designed to tear down the barriers between clouds.

 $\rightarrow$ 

Read the White Paper

Watch the Webinar  $\rightarrow$ 

By combining services from multiple cloud providers and enabling data to move seamlessly between them without penalties for egress or API, enterprises can more easily connect their mass data sets to compute resources and various applications in the cloud.



# STORAGE WITH PREDICTABLE CLOUD TCO

## Reduce multicloud costs and cut storage TCO by 70+%.

Cost shouldn't be a barrier to storing and activating data at scale. Lyve Cloud delivers optimal TCO for mass data storage by eliminating costprohibitive extras that trap data in silos. Move data into, around, and out of Lyve Cloud without paying hefty fees for egress or API calls.

Calculate Potential Savings  $\rightarrow$ 

| FEATURE                           | PRICE            |
|-----------------------------------|------------------|
| Data Storage                      | Pay per Terabyte |
| Data Retrieval                    | Included         |
| Data Ingestion                    | Included         |
| Read/Write Operations             | Included         |
| Archive Retrieval                 | Included         |
| Expedited Data Access & Retrieval | Included         |
| Data Egress                       | Included         |
| API Calls                         | Included         |
| Anytime Data Deletion             | Included         |
| Expert Support                    | Included         |

# HIGHLY AVAILABLE ALWAYS-ON OBJECT STORAGE

Seagate is confident in Lyve Cloud's ability to meet customer service level agreements regarding data availability and durability. If customers aren't satisfied with Lyve Cloud's availability, they have the freedom to move their data wherever they want without costly add-on charges.



CRAFTED FOR 99.99% AVAILABILITY.

OPTIONAL MULTI-SITE REPLICATION.

MORE THAN 11 9S OF DATA DURABILITY.

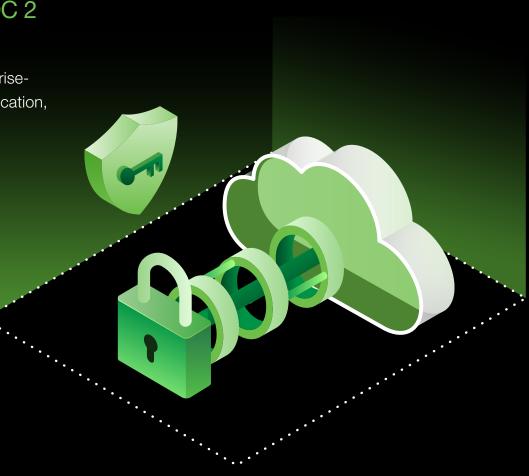
Read the White Paper  $\rightarrow$ 

# WORLD-CLASS SECURITY FEATURES

Lyve Cloud's commitment to data security is demonstrated by its ISO 27001 and SOC 2 certifications.

Safeguard your data with ransomware protection, enterprisegrade identity management support, automatic data replication, and data encryption at rest and in flight.





# HIGH DATA RESILIENCY

The integrity of your data is our priority. Defend your data from unwanted modifications and meet data storage regulatory and compliance requirements with ease with immutable object storage.

## WHAT IS OBJECT IMMUTABILITY?

- Object immutability is a feature that prevents data from being changed or deleted.
- Users can specify how long they'd like their data to be immutable for with compliance retention mode.
- Versioning allows for data to be updated without getting corrupted or erased.

## WHY IS IT IMPORTANT?

- Immutable storage enables ransomware protection to safeguard data from deliberate attacks.
- Immutability ensures data will not be accidentally changed, deleted, or overwritten.
- Businesses across industries rely on data protection for compliance, recovery, and more.

## HOW DO WE DELIVER?

- Secure retention mode options for object immutability enable users to specify data retention times for each S3 bucket.
- Simplicity and ease of use empower users to take control of their data protection.
- Audit logs maintain detailed records of activity to support compliance and track suspicious activity.

### Defend Against Ransomware:

### Watch the Video $\rightarrow$

Read the Brief  $\rightarrow$ 

## Meet Compliance Requirements:

Watch the Video  $\rightarrow$ 

Read the Brief  $\rightarrow$ 

# TRANSPORT SECURITY

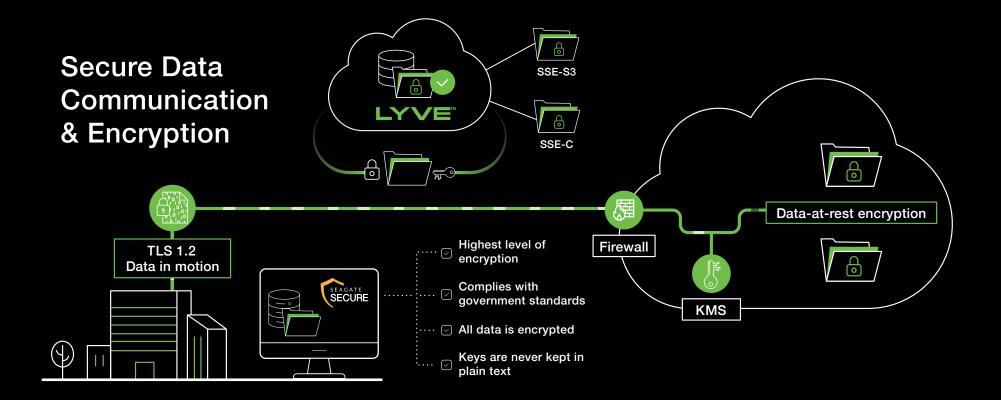
Lyve Cloud enforces standard TLS 1.2 with 256-bit advanced encryption standard (AES) Galois/Counter Mode (GCM)—otherwise known as AES-256-GCM—to establish secure communications to the customer. As an authenticated encryption algorithm, GCM provides proven security of the symmetric-key cryptographic cipher that has wide adoption for its performance.

## Secure Data in Transit



# DATA ENCRYPTION

A key security feature of Lyve Cloud is that all data is encrypted before it's stored, regardless of whether it's encrypted at the source. There is no option to dial back the protection.



# SECURITY FEATURES

#### Certifications: End-to-end security assurance of people, process, and technology.

| ISO 27001 Certification  | Comprehensive audits of our people, process, and technology, conducted by independent, third-<br>party auditors, provide assurance that Lyve Cloud meets the most stringent, globally recognized data security standards.  |  |
|--|--|--|
| SOC 2 Certification  |  |  |
| Data Durability  | More than 11 nines   |  |
| Data Replication   | Active-Passive between any site and at S3 Bucket level   |  |
| High-Availability Failover   | Active-Active within the same region   |  |
| Data Immutability  | Object Immutability with specified data retention for compliance and ransomware protection   |  |
| Data Encryption: All data encrypted at every step of the way, ensuring your data is yours and yours alone. |  |  |
| Encryption Algorithm   | 256-bit advanced encryption standard (AES) Galois/Counter Mode (GCM) AKA: AES-256-GCM  |  |
| Data in Flight and Key Management  | End-to-end communication over secure channel using TSL 1.2 (AES-256-GCM)   |  |
| Encryption Key Management System<br>(KMS)  | Server-side encryption (SSE-C): Data is encrypted using client-provided key<br>Servicer-side encryption (SSE-S3): Data is encrypted with unique Lyve-Cloud-provided key generated<br>by the KMS using a cryptographically secure pseudo-random number generator (CSPRNG) |  |
| Identity and Access Management (IAM)   | Support for multi-factor authentication, federated login using customer's identity provider, and multiple levels of roles for users to allow granular access to product features   |  |
| Multitenancy   | Complete data separation and management of separate customer clients   |  |
| Audit Logs   | Access to Lyve Cloud immutable audit logs to see all user audit logs and activities, enabling identification of malicious activities   |  |

# FRICTIONLESS DEPLOYMENT

Seagate Lyve Cloud's S3-compatible interface connects seamlessly with leading tools and applications.

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Read the White Paper



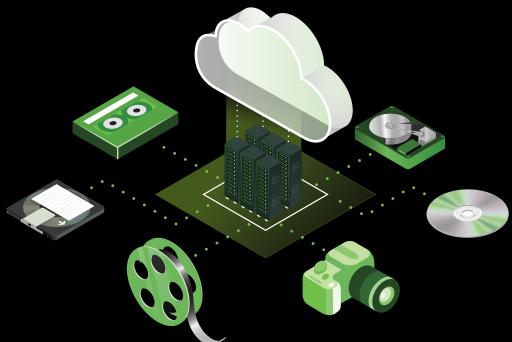
# LYVE CLOUD ADDITIONAL SERVICES

Lyve Managed Migration

# OLD DATA, NEW TRICKS

## Take the guesswork out of data placement with fully managed migration services.

Access and activate legacy content more efficiently with Lyve Managed Migration services. Designed for use with Lyve products and services, Managed Migration services help enterprises maximize their data's potential globally and in real time with data migration, media migration, and digitization. Discover new revenue streams and business opportunities, meet compliance requirements with ease, and never worry about physical storage fees or technology upgrades again.



Learn More  $\rightarrow$ 

Lyve Cloud Archive

# ACCESS YOUR ARCHIVE WITHOUT PENALTIES

Simple, cost-effective object storage for occasional data access.

Get instant access to archive and secondary data for applications that don't require constant or persistent data access with Seagate Lyve Cloud Archive. Designed for archival use cases in multicloud environments—including secondary backup copies, data lakes, tape archive replacements, and more—this secure content repository removes hidden costs and storage-tier complexity to empower direct data access with lower multicloud TCO.



Learn More  $\rightarrow$ 



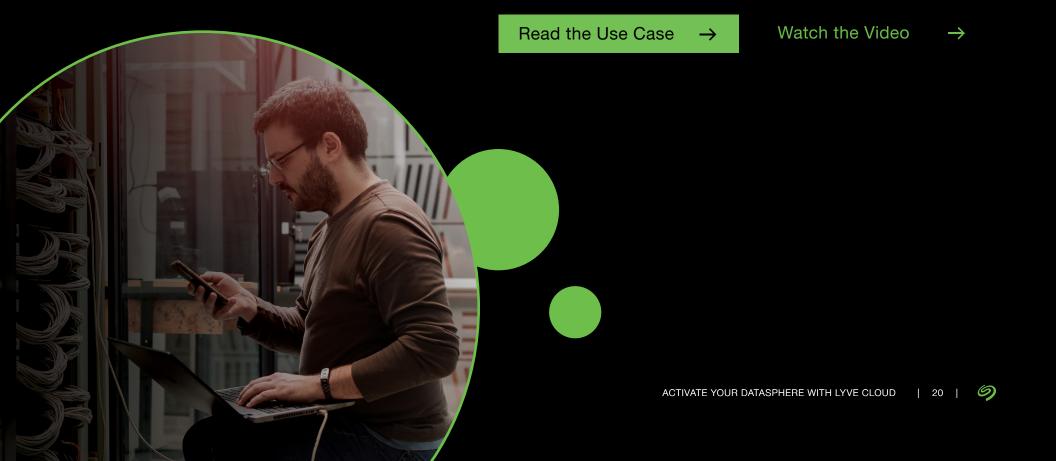
# USE CASES

Seagate's S3-compatible Lyve Cloud is positioned for multiple data-intensive use cases—including backend for backup and archive, big data analytics, and several others across industry verticals.

# SAFEGUARD BACKUP DATA

## Store all backups in a highly available repository with predictable storage costs.

Losing data to human errors, disaster events, or ransomware can destroy entire businesses. Will yours be one of them? Fortify your 3-2-1-1 backup strategy with always-on cloud storage. Multiregion availability, replication, and object immutability make this storage-only cloud an ideal repository for backup storage and disaster recovery that complements your existing multicloud strategy. Get world-class security, proven reliability, and predictable storage costs—all at the best value per terabyte.



# DO MORE WITH LEGACY BACKUP DATA

Modernize your backups with an alwayson cloud storage repository.



Your legacy data is brimming with opportunity, but data silos and obsolete storage media are holding you back from tapping into it. Let us migrate all your digital and analog media to a highly available storage-only cloud for you. Consolidating legacy data in a single repository improves security, compliance, and access while making it easier to retrieve and monetize.

Read the Use Case ->



# ANALYZE BIG DATA IN THE CLOUD WITHOUT BIG FEES

## Support big data analytics and deep learning across edge, core, and cloud.

Put mass data generated by IoT devices, application logs, transaction data, and more to work with your choice of compute for S3 workloads. Reliable, secure, and highly available, this object storage enables frequent access to large data sets without cost-prohibitive

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Watch the Video

extras-bringing predictable economics to big data analytics, MLOps, data engineering, and AI while complementing your existing multicloud strategy.

# BRING EFFICIENCY TO PRODUCTION WORKFLOWS

## Store your footage in a cloud that's always on, even when the cameras aren't.

Is your video and image data being siloed by inefficient infrastructure? Deploy easyto-use cloud storage for increasingly higher resolution media while paying only for the capacity used. This scale-out repository integrates seamlessly with postproduction applications and AI-enabled technologies so you can easily access data for activation and reuse. Improve media production workflows and remote collaboration for distributed media teams with always-on availability and object immutability for ransomware protection.

Read the Use Case  $\rightarrow$ Media and Entertainment Video  $\rightarrow$ Film Digitization Video  $\rightarrow$ 





# DEPLOY SCALABLE VIDEO MANAGEMENT SYSTEMS AND VIDEO SURVEILLANCE AS A SERVICE SOLUTIONS

## Meet changing requirements for video data recording and analytics.

Access live and recorded video data from anywhere on demand and retain data securely and efficiently for as long as you need with a hybrid or hosted video surveillance as a service solution. End-to-end user access control and ransomware protection safeguard evidentiary data while capacity-based pricing eliminates cost-prohibitive fees. Seamless connection to S3-compatible solutions supports guaranteed retrieval of critical data while enabling analytics that drive business value.

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Read the Use Case

Watch the Video

# LYVE MOBILE

# Mass-capacity mobile edge storage and data transfer service for your enterprise.

Lyve Mobile is a high-capacity edge storage solution that enables businesses to aggregate, store, move, and activate their data. Scalable, modular, and vendor agnostic, this integrated solution eliminates network dependencies so you can transfer mass data sets in a fast, secure, and efficient manner. With on-demand consumption delivered as a service, you order and pay only for the devices you need, when you need them.

# MOVE DATA TO THE CLOUD ON YOUR TERMS

## Lift and shift mass data to the cloud without rethinking your IT infrastructure.

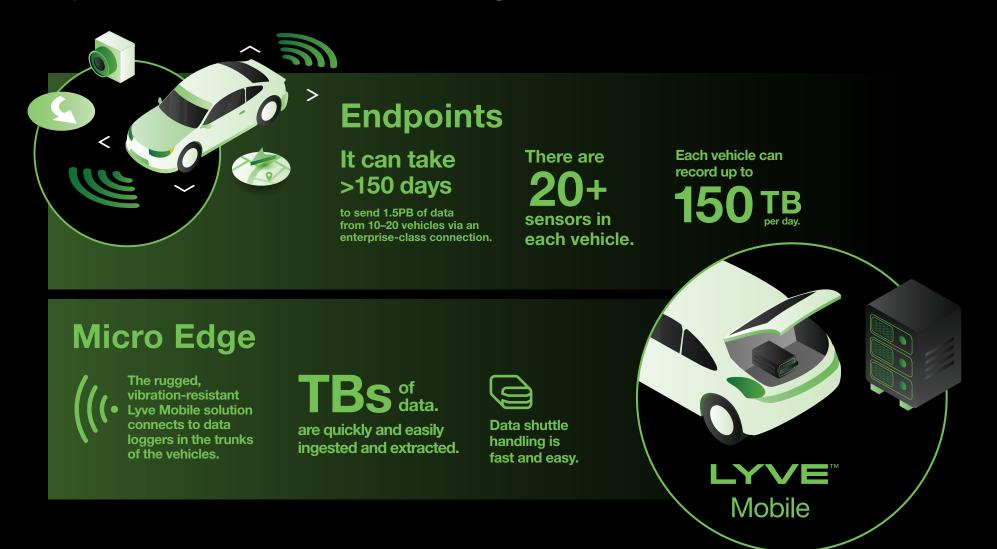
Sending mass data over the network isn't always an option. Accelerate time to value by moving data from remote locations to your cloud or data center without waiting for the network to catch up—never compromising data security and integrity in the process. Seamless integration with existing data center infrastructure simplifies deployment and eliminates heavy upfront costs. Consumption-based pricing optimizes TCO for your evolving transfer requirements.

Learn More  $\rightarrow$ 



# MASS DATA ON THE GO

Capture and ingest test data from autonomous vehicles in a fraction of the time when compared to traditional data transfer technologies.



### Put AV Data Where It Has the Most Value

## Metro Edge



Data can be stored in Lyve Cloud S3 storage for backup and archive.



Reuse data later to meet compliance requirments and extract additional value with data analytics, AI, and ML.



## Macro Edge



Keep data on 77 0 77 0 77 0 77 0 premises with costoptimized storage systems powered

by mass-capacity Exos<sup>®</sup> and Nytro<sup>®</sup> drives for secure data processing workflows and backups.

## **Multicloud**



Improve AI and safety of future autonumous vehicles.

A

Improve ML tools with captured data.



# READY TO TALK TO AN EXPERT?

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