

# Cloud Storage

Object storage for companies of all sizes. Store any amount of data. Retrieve it as often as you'd like.

New customers get \$300 in free credits to spend on Storage. All customers get 5 GB of US regional storage free per month, not charged against your credits.

- Deploy new storage capacity 99% faster than with on-premises environments. [Read the IDC report.](#)
- Replicate 100% of your data between regions in 15 mins or less. [Learn about Turbo Replication.](#)
- Understand what it means to have 99.999999999% annual storage durability [in this article](#)
- Learn how [customers](#) are building global businesses on Cloud Storage
- Start using Cloud Storage now with this [Quickstart guide](#)

## KEY FEATURES

### Reliable and secure object storage

#### Transition to lower-cost classes easily

Configure your data with [Object Lifecycle Management](#) (OLM) to automatically transition to lower-cost storage classes when it meets the criteria you specify, such as when it reaches a certain age or when you've stored a newer version of the data.

#### Multiple redundancy options

Cloud Storage has an ever-growing list of [storage bucket locations](#) where you can store your data with multiple automatic redundancy options. Whether you are optimizing for split-second response time, or creating a robust disaster recovery plan, customize where and how you store your data.

#### Easily transfer data to Cloud Storage

[Storage Transfer Service](#) offers a highly performant, online pathway to Cloud Storage—both with the scalability and speed you need to simplify the data transfer process. For offline data transfer our [Transfer Appliance](#) is a shippable storage

server that sits in your datacenter and then ships to an ingest location where the data is uploaded to Cloud Storage.

### **Archival storage you can actually use**

With low latency and a consistent API across Cloud Storage, the Archive and Coldline tiers deliver cold storage you can actually use. Tap your data archived in Archive or Coldline directly from applications with low latency, comparable to the other storage classes. When it comes to archival and business continuity, Archive and Coldline change what the industry can expect from cold storage in the cloud.

### **Storage classes for any workload**

Save costs without sacrificing performance by storing data across different storage classes. You can start with a class that matches your current use, then reconfigure for cost savings.

[Standard Storage](#): Good for “hot” data that’s accessed frequently, including websites, streaming videos, and mobile apps.

[Nearline Storage](#): Low cost. Good for data that can be stored for at least 30 days, including data backup and long-tail multimedia content.

[Coldline Storage](#): Very low cost. Good for data that can be stored for at least 90 days, including disaster recovery.

[Archive Storage](#): Lowest cost. Good for data that can be stored for at least 365 days, including regulatory archives.

## **All features**

Turbo Replication	An industry-leading premium feature that delivers a 15-min Replication Point Objective (RPO) for customers using dual-region storage. When enabled, 100% of writes are replicated to another region within 15 minutes. <a href="#">Learn more.</a>
Object Lifecycle Management	<a href="#">Define conditions</a> that trigger data deletion or transition to a cheaper storage class.
Object Versioning	Continue to <a href="#">store</a> old copies of objects when they are deleted or overwritten.

Retention policies	Define minimum <a href="#">retention periods</a> that objects must be stored for before they're deletable.
Object holds	<a href="#">Place a hold</a> on an object to prevent its deletion.
Customer-managed encryption keys	Encrypt object data with <a href="#">encryption keys</a> stored by the Cloud Key Management Service and managed by you.
Customer-supplied encryption keys	Encrypt object data with <a href="#">encryption keys</a> created and managed by you.
Uniform bucket-level access	Uniformly <a href="#">control access</a> to your Cloud Storage resources by disabling object ACLs.
Requester Pays	Require <a href="#">accessors of your data</a> to include a project ID to bill for network charges, operation charges, and retrieval fees.
Bucket Lock	<a href="#">Bucket Lock</a> allows you to configure a data retention policy for a Cloud Storage bucket that governs how long objects in the bucket must be retained.
Pub/Sub notifications for Cloud Storage	Send <a href="#">notifications</a> to Pub/Sub when objects are created, updated, or deleted.
Cloud Audit Logs with Cloud Storage	<a href="#">Maintain</a> admin activity logs and data access logs for your Cloud Storage resources.
Object- and bucket-level permissions	<a href="#">Cloud Identity and Access Management (IAM)</a> allows you to control who has access to your buckets and objects.