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STORAGE & DATA TRANSFER

Put your archive data on ice with new storage offering

Geoffrey Noer
Product Manager, Cloud Storage

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Data storage provides a key part of the foundation for enterprise data infrastructure, including cloud-based workloads. At Google Cloud, we think that you should have a range of straightforward storage options that allow you to more securely and reliably access your data when and where you need it, without performance bottlenecks or delays to your users.

Having flexible storage options allows you to optimize your total cost of ownership while meeting your business needs. With Cloud Storage, this is accomplished with

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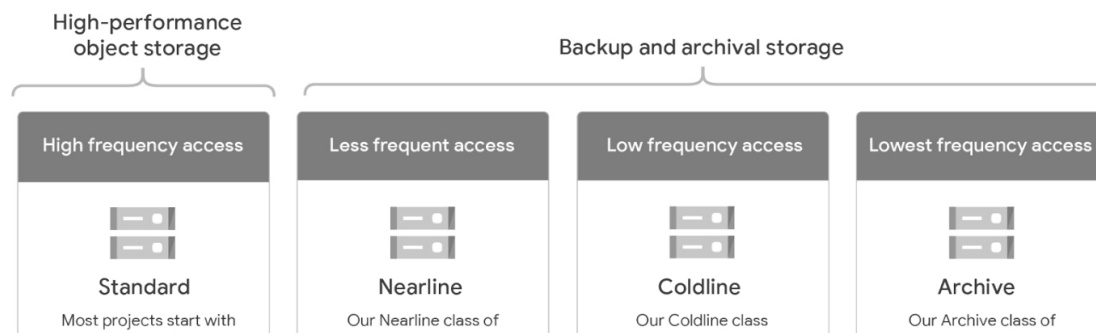
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replacement and other archival needs so they can reduce spend without compromising security and durability. Google Cloud has delivered on that. When enterprises have flexible, cost-effective storage choices, they're able to manage data efficiently and use resources wisely."

Unlike tape and first-generation cloud archive solutions, our approach eliminates the need for a separate retrieval process. Instead of waiting hours or days, the Archive class provides almost instantaneous (milliseconds) access to your data when needed. Access and management is performed through the same consistent set of APIs used by our other Cloud Storage classes, with full integration into Object Lifecycle Management. You get the same experience as our hot storage options and can tier content down throughout its lifecycle without adding complexity or giving up direct access to your data.

Here's an overview of how Archive fits into Cloud Storage classes:

High-performance object storage		Backup and archival storage		
High frequency access	Less frequent access	Low frequency access	Lowest frequency access
Standard	Nearline	Coldline	Archive
Most projects start with our Standard class	Our Nearline class of storage is fast	Our Coldline class of storage is fast	Our Archive class of storage is designed

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- Simple: Same API across all storage classes for access and management consistency. Fully integrated with Object Lifecycle Management, as reducing your storage TCO never goes out of fashion.

- Immutable: Applying Bucket Lock to a storage bucket in the Archive class can help you achieve WORM compliance for long-term data storage.

Using Archive to protect your data

We often hear that customers have large amounts of bulk data that needs to be retained due to regulatory compliance, as well as for data protection. Use the Archive class in conjunction with Bucket Lock to ensure that objects will be retained without modification for a period of time that you can choose. This is helpful to meet legal retention requirements in many industries, especially in healthcare and financial services. If maximizing availability and durability is a top requirement, consider Archive in multi-region or dual-region locations so that your data is stored geo-redundantly. In all locations and storage classes, we do checksum verifications at rest and in transit to ensure that a minimum of 11 9's durability will be met.

Industries that can benefit from Archive include:

- Education and science for research data
- Energy for seismic data sets

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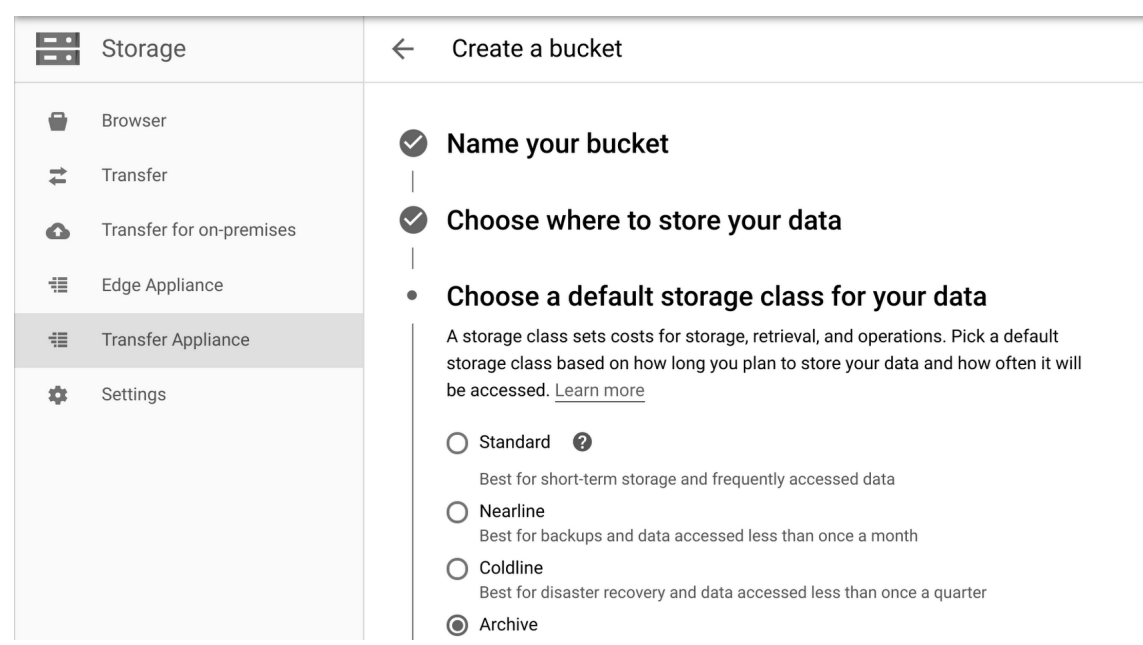
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One of the easiest ways to get started with Archive is to create a new bucket that defaults to the Archive storage class:

1. From the "Create a bucket" page, select "Create bucket"

2. Add a bucket name

3. Expand "Choose a default storage class for your data" and select "Archive"

4. Click "Create"

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