

# The Hidden Costs of Cloud Storage

3 Proven Methods to Cut Your Enterprise  
Cloud Storage Bill by up to 80%



# Introduction

## Control climbing storage costs

---

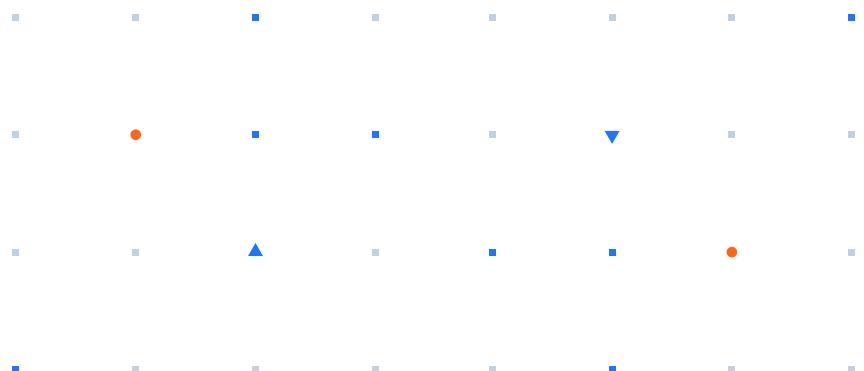
Moving to the cloud is becoming a necessity. Organizations need to increase support for remote workers and move business-critical applications to the cloud, all while cutting costs.

In many cases, cloud storage is a major roadblock for moving applications to the cloud. Applications need more storage every year and they require terabytes of data. You are at the mercy of your cloud provider. Also, applications often need performance from storage, in which cloud storage vendors will again require you to purchase more storage to gain performance.

In this eBook, we'll explore proven methods for cutting your cloud storage costs, without sacrificing performance.

Applications need storage, and if they require many terabytes,

you are at the mercy of the cloud storage vendor



# Cloud storage considerations

Cloud storage is one of the most expensive components of a cloud application, and cloud vendors are not motivated to reduce the cost of storage. Also, end users expect cloud applications to have on-premises performance, and cloud architects are in a constant battle to find the right level of performance for the lowest cost. Storage performance is a blend of throughput and IOPs and to get better performance, you can purchase faster, more expensive disks or buy more storage to spread the IOPs across more disks; in either case, your cost for storage increases.

Cloud storage solutions vary from inexpensive infrequent access to expensive ultra-fast disks:

---



## NVMe

Very expensive, high performance, and not intended for use with data that can't be replaced



## SSD

Premium cost, and delivers the best IOPS performance for traditional disk



## HDD block storage

Good value for cost and performance for both throughput and transaction intensive workloads at any scale



## Object storage

Inexpensive. Ideal for large amounts of data that scale to hundreds of terabytes and petabytes



## Method 1

# Evaluate your cloud storage strategy

**SSD block storage is affordable**, at around \$0.10/GB/Mo., but hard to turn into a well-managed file system. On the opposite end, cloud file system storage is easy to manage but expensive, at around \$0.30/GB/Mo. Because of this, many organizations choose to implement a Cloud NAS to use less expensive cloud storage with the ease, and manageability.

Cloud NAS has an overhead cost, unlike cloud file systems. With a Cloud NAS solution, you must pay for the NAS, the compute for the NAS, and the cost of storage from the cloud vendor. The break-even cost for NAS versus cloud file system storage is around 2-4TB depending on the performance requirements. After 4TB, the cost difference grows exponentially solidifying the case for a Cloud NAS.

But some Cloud NAS vendors have limitations on the amount of storage you can attach, requiring you to add in increments, upwards of 300TB at a time, even if you only need a single TB of storage. This incremental pricing model leads you to paying for large volumes of storage you're likely not going to use.

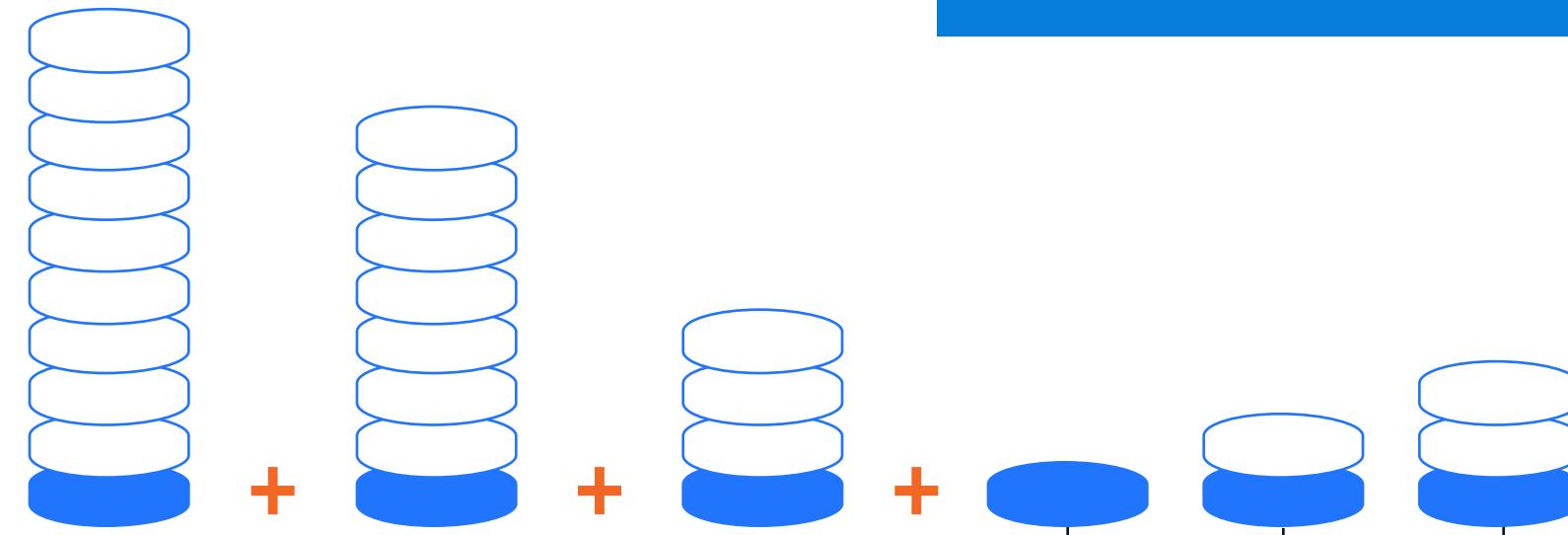
When evaluating your cloud storage strategy, consider solutions that offer the flexibility of different storage options, with enterprise NAS-like capabilities, without limitations on the storage you attach.

## Method 2

# Utilize NAS-like tools

Data is doubling every year, and cloud vendors are motivated to sell you more storage to keep up with growing storage needs. Cloud NAS vendors are motivated to reduce the cost of cloud storage and have different solutions to reduce the growing cost of your storage.

### Cost Optimization



**50TB storage**  
\$5,000/Month

**Deduplication**  
~20% savings  
\$4,000/Month

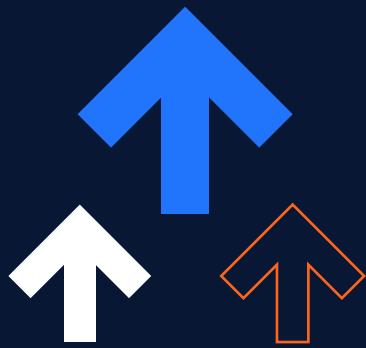
**Compression**  
~50% savings  
\$2,000/Month

**Tiering**  
~50% savings  
\$1,000/Month

20% SSD/80% HDD

# DATA IS DOUBLING

EVERY YEAR



## Method 2

### Utilize NAS-like tools

#### Data deduplication

NAS filer performs block by block comparisons to find redundancies, which are then eliminated, while a reference count of the copies is saved. Data deduplication can reduce cloud storage as 20-30% of cloud storage.

#### Data compression

Reduces the number of bits needed to represent data. The extent of the compression is dependent on the nature of the data. Data compression can reduce data sizes by 50-75% of cloud storage.

#### Storage tiering

Block-based storage tiering to move aging, infrequently accessed data from expensive high-performance block storage to less expensive block storage, based on customizable aging policies. Storage tiering can reduce the cost of storage up to 67%.

By utilizing these tools, and “un-bundling” the price of storage capacity and performance, **you can cut your cloud storage bill by up to 80%**, when compared to traditional storage vendors.



## Method 3

### Increase performance without adding storage

When you go to a traditional storage vendor to increase performance, their answer will always be to buy more storage.

With cloud file storage solutions, in order to get more performance, you're required to purchase more storage to spread the IOPs across more disks. In some cases, these vendors even require you to purchase faster throughput.

With some Cloud NAS vendors, to add more performance, you must upgrade the NAS, which means purchasing more storage, compute, and network performance.

**This translates to unpredictable costs**, as performance and capacity are bundled. These pricing models are effectively designed to force you to pay a Storage Tax on your data, by charging you for storage you won't use.

So how do you prevent the storage tax from happening and return to predictable cost models? You need to choose a storage solution that allows you to scale capacity up or down, without needing to add performance or buy storage incrementally.



# Buurst: A data performance company

---

Buurst is disrupting traditional storage. At Buurst, we're thinking about your data differently, so you can continue to grow and move your business forward. You need to move fast, and so does your data. We're not selling a storage solution – we're providing enterprise Cloud NAS tools and resources your organization needs to keep up with the rapid pace of change, without charging you a Storage Tax on your data. Our nimble, cost-effective data migration and performance management solution opens new opportunities and capabilities that continually prepare you for success. Get all the tools you need so day one happens faster and be amazing on day two, month two, and even year two.

At Buurst, we make your cloud decisions work for you – and that means providing you data control, data performance, cost-management with storage tiering, and security.

# Modernizing your cloud storage with Buurst's SoftNAS

Buurst's SoftNAS is a Linux-based virtual appliance that can connect to the cloud of your choice, VMware, Amazon Web Services, or Microsoft Azure, designed to provide you with a broad range of NAS-like capabilities such as:



## Optimized performance

Configuration variables allow you to control performance levels and get the best experience for your data



## Cross-zone high availability

Automatic cross-zone failover capabilities for a 99.999% uptime guarantee SLA



## Fast, seamless migration

Point and click file transfers for up to 200% faster migration speeds over high-latency and noisy networks



## Data control and security

Enterprise NAS-like capabilities on the cloud for optimized data control and security



## Controlled cloud costs

Data deduplication, compression, and storage tiering drives down cloud storage costs by up to 80%

# How Buurst is eliminating the Storage Tax

## What does “Storage Tax” mean?

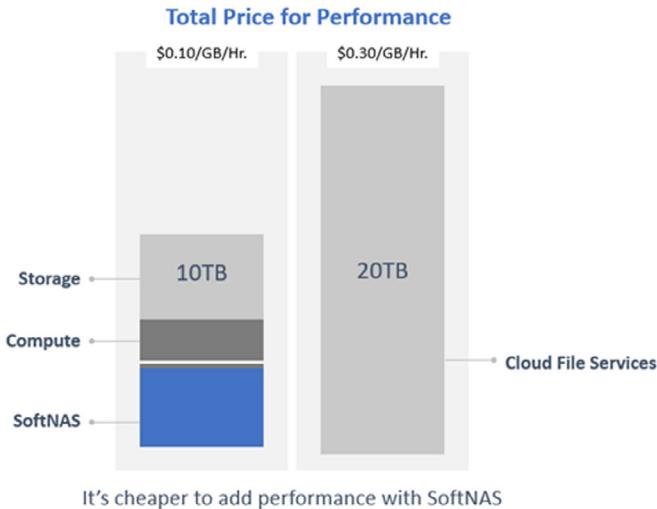
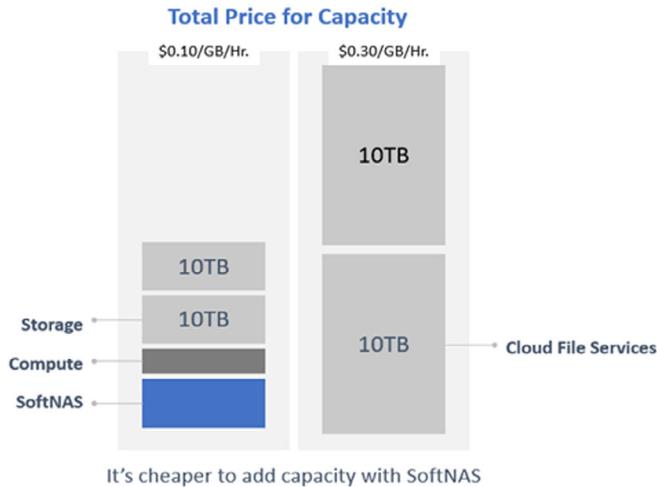
When you use a traditional storage vendor, they’re always going add a Storage Tax:

- **On your data** – charging you a second time for the storage you’ve already bought from your cloud vendor
- **On performance** – charging you for more storage, to get the performance you need
- **On capabilities** – charging you for premium storage to utilize NAS capabilities

## This is essentially a Storage Tax on your own data.

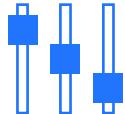
Buurst isn’t selling storage. Instead, Buurst is selling data performance, availability, cost management, control, and migration. Buurst’s disruptive pricing model charges a fixed fee, meaning the more data you have, the more cost-effective Buurst will be.

As illustrated in the diagrams to the right, adding performance and capacity with Buurst’s SoftNAS is more cost-effective than cloud file systems. With a native storage solution, adding performance requires more storage. Whereas with Buurst, you can simply add the necessary performance to the SoftNAS node, helping you meet strict SLAs and performance requirements without sacrificing cost. Similarly, when you need more capacity, you can simply add more storage without needing to adjust the SoftNAS node or compute power.



# Getting started

What if you could...



**Fine tune performance levels without being charged for your own data**



**Get high performance network connections while lowering the cost of your cloud storage**

With Buurst SoftNAS, you get data availability, control, cost-management, performance, and migration, without paying for storage.

Try softNAS at no cost



[Deploy on AWS](#)



[Deploy on Microsoft Azure](#)



[Get a performance assessment](#)