Kaminario At A Glance

TEAM
250+ employees led by experienced management team drawn from EMC, IBM, Compellent, Pure, HP, Oracle

LOCATION
Headquartered in Boston, MA; R&D in Israel, Offices in London, Paris, Seoul; Support Centers in US and EMEA with global support reach

PRODUCT
K2 All Flash Array – fully integrated hardware/software platform

TECHNOLOGY
Focused on software-defined architecture innovation and open collaborations with best of breed hardware providers

CUSTOMERS
Global 2K Enterprise and larger SaaS/Online Businesses

PARTNERS
Channel focused business with 200+ partners signed on to Kaminario ACCELERATE Partner program

INVESTORS
$218M from Sequoia, Pitango, Globespan, Mitsui, Lazarus, Seagate, Waterwood
SaaS and on-demand apps represent the next great storage infrastructure challenge.

SaaS adoption is the dominant enterprise cloud strategy.
Spectrum of as-a-service and on-demand use cases

**Enterprise Apps-as-a-Service**
- CRM, ERP, HR, travel & expense, financials, marketing, collaboration, ...

**FinTech**
- Online banking, trading, brokerage, payments, data, analysis...

**Hosted Private Cloud**
- Dedicated private cloud resources hosted by service provider

**eCommerce**
- Online retail portals from pure-play ecommerce or extension of traditional retail

**HealthTech**
- EHR, practice management, claims processing, mobile health

**HPC/ Big Data**
- Speech recognition, bioinformatics, genomic research

**IT-as-a-Service**
- On-prem private cloud supporting enterprise applications

**IoT**
- Next gen as-a-service businesses for smart city, smart industry, connected health, smart grid
Characterizing the as-a-service infrastructure...

Real Time Analytics are cornerstone

Minimum latency is table stakes

Mixed workloads are the norm

Scalability is fundamental

Agility of infrastructures must match agility of apps
Modern Datacenter Tech Marketing

Focus, Focus, Focus.

- Focus on SaaS/On-demand
- Manage CAC and LTV
- Account Based Marketing
- Channel-first go-to-market