EMA Vendor to Watch: Velostrata

Corporate Information

Velostrata's vision is to expand the use of public cloud resources for IT production workloads. They achieve this vision by reducing or eliminating current barriers to further cloud adoption while increasing operational efficiency and flexibility.

Based in San Mateo, California, with engineering in Netanya, Israel, Velostrata is a privately held company founded in 2014. The company exited stealth mode in July of 2015, and its cloud workload mobility solution entered general availability following a comprehensive BETA program on March 10, 2016. For more information, go to http://velostrata.com.
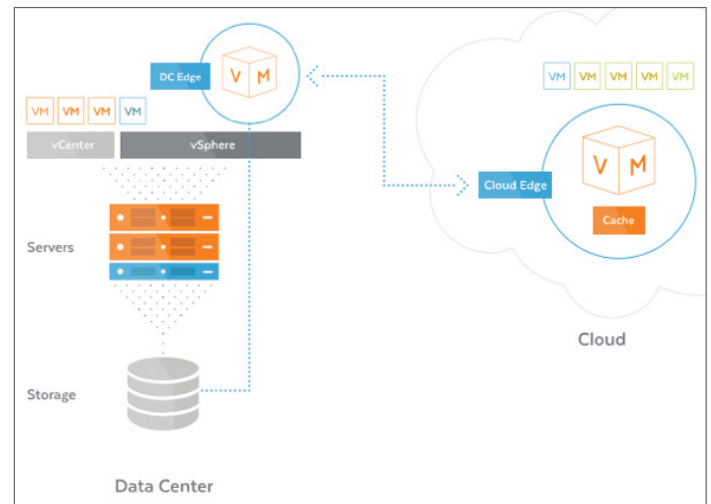
Value Proposition

Velostrata developed an advanced cloud workload mobility solution that decouples storage from compute resources. The method taken by Velostrata is to move processing to the cloud while controlling where data resides. This approach is different than other solutions, as Velostrata doesn't require any changes to the applications or management processes. The advantage of Velostrata's approach is that workloads can be moved to the cloud in minutes, with the option to avoid concerns about moving data offsite, the high cost of performance cloud storage and lengthy cloud data transfer times associated with moving storage. The result is a fast, easy migration of compute, while data can be moved over time, without performance degradation.

Enabled through the Velostrata plug-in for VMware vCenter, the administrator uses the console like normal, but now has a "run in the cloud" option. When invoking the cloud option, Velostrata decouples the local virtual machines from storage. Then it utilizes intelligent streaming to move the VM and the production workload to the cloud. A multi-tier cache is used along with deduplication to quickly stream the data needed to get the VM up and running. The balance of the data can be retained on-premises, and any modification to the production workload is transferred back on-premises as a background task. All of this occurs with no modifications to applications and full encryption of data to and from the public cloud. The beauty of Velostrata is that at any time, the VM and the applications can revert to on-premise with a single click, using the same vCenter interface. Velostrata currently works with VMware and Amazon Web services, and there are imminent plans to expand public cloud support.

EMA Perspective

Utilizing public cloud computing and storage are the primary initiatives of most IT organizations in 2016. Businesses are attracted by the self-service, on demand, and elastic provisioning characteristics of the cloud. However, many IT organizations limited cloud utilization to secondary data such as archive and backups. There is a desire to move more production workloads to the cloud, but barriers such as cost, complexity and security have limited adoption. Velostrata removes these barriers, enabling a flexible approach that facilitates quickly-moving production workloads to the cloud and back to on-premise as needs dictate. This capability enables capacity on demand, a low-risk approach to cloud migration, and a way for service providers to differentiate their services while permitting the onboarding of new customers within minutes. For taking a unique approach to enabling cloud value propositions while lowering risk and increasing efficiency, EMA wishes to name Velostrata as a Vendor to Watch.