



Tech Data Sales Cards for Sales Professionals

# IBM Aspera

The turbocharger for data transfer



# The Product Solutions



IBM Aspera  
Transfer Service



IBM Aspera  
in the Cloud



IBM Aspera  
for SharePoint



IBM Aspera  
on demand for Azure

## Elevator Pitch

### » The customer situation

Users and teams have to collaborate over long distances on a daily basis and distribute, share and exchange several terabytes of large data sets. Data volume, speed and reliability are decisive competitive advantages.

Existing Internet technologies based on TCP cannot keep up. Aspera is the first choice if you are reaching the limit of file size for file sharing solutions (often 15-20 GB). Aspera also scores internationally. For many other shared technologies, it is problematic to send data to the Far East.

With Aspera, data transfer is secure and reliable. The storage connection is also freely selectable with Aspera - regardless of whether it is Azure Blob, locally installed Object Storage or High Performance File System.

### » The Solution

With the IBM Aspera File Transfer solution, large

amounts of data can be transferred, shared and synchronized at high speed. And all that regardless of file size, network conditions or distance. The Aspera portfolio ranges from a simple browser client to a complete enterprise synchronization solution.

### » The USP

The core of the Aspera solution is the patented „Fast Adaptive Secure Protocol“ (FASP) for data transmission. This greatly minimizes latency times and maximizes flow. The result is transfer times that are many times faster than standard FTP or HTTP.

### » The Customer benefit

The data transfer between companies and their customers or between company locations takes place at maximum speed and with optimum security. The data is always where it is needed. This enables projects to be completed on schedule, sales to be achieved faster and work efficiency to be increased.

# 5 Arguments

– that are convincing in customer talks

Do your employees have difficulty exchanging large amounts of data and individual files internally or externally? Do long and unreliable data transfers via FTP, HTTP or HTTPS occur frequently?

Even very large giga byte single files or whole directories with millions of files can be transferred quickly, safely and reliably with Aspera. This is done via WANs worldwide without negatively affecting the rest of the network traffic.

Do you use cloud solutions to share data? How do you ensure fast and secure data transfer to and from the cloud?

IBM Aspera offers high flexibility in use: on-premise, in the cloud or in any hybrid combination.

Based on an open standard cryptography, Aspera enables secure ssh user authentication, fast data encryption and data integrity verification.

Are you consolidating data processing sites to reduce operational costs?

Highest transmission efficiency via large Distances are the basis for centralized data centers, maximize capacity, and reduce the need for regional data centers.

How do you back up your data? Do your disaster recovery solutions meet your Recovery Point Objective (RPO) and Recovery Time Objective (RTO) goals?

RPOs & RTOs can be significantly reduced. This makes it possible to continue business-critical applications even in the event of a disaster.

Replication and synchronization of cryptic data takes place reliably via global WANs. Business continuity and disaster recovery sites can be selected based on cost efficiency, security, and other practical considerations.

Are you looking for a universal, flexible solution for data transfer?

IBM Aspera can run on existing Hardware and software infrastructures as well as on unmodified standard IPs. Software Development Kits (SDKs) and API interfaces make it possible to embed IBM Aspera in desktop, web or mobile applications.

# Added Values for the customer

Aspera users report the following process improvements and return-on-investments:

## » Powerful synchronization

Thanks to the extremely high throughput and maximum transmission speed, 40 terabytes of data per day for example can be synchronized at a bandwidth of 5 Gbps.

## » Cost Savings

High-speed, long-distance data transfer eliminates the need to build an additional data center, which is estimated to save \$1 million in costs.

## » Productive data transfer

Transfer times have been drastically reduced compared to TCP-based solutions. For example, a standard FTP server requires between 10 and 20 Gbps for a bandwidth of up to 10 Gbps hours to transfer 10 GB of data within Germany. With IBM Aspera, the data is transferred in 8.4 seconds, regardless of the geographical distance.

## Pricing Example

### Sample Configuration of IBM Aspera High-Speed Transfer Server and Faspex 100 Mbps

PA p/n	Product description	List Price
<b>Minimum Configuration</b>		
D1VWULL	IBM Aspera High-Speed Transfer Server 100 Mbps Install License + SW Subscription & Support 12 Months	37,345 €
D1A25LL	IBM Aspera Faspex Application Install License + SW Subscription & Support 12 Months	14,475 €
D1C7QLL	IBM Aspera Console Application Node Install License + SW Subscription & Support 12 Months	14,475 €
<b>Total price € (license + 1 year of S&amp;S)</b>		<b>66,295 €</b>
<b>Best Practise Configuration –PROXY for SECURE DMZ deployment &amp; ORCHESTRATOR for AUTOMATION &amp; INTEGRATION</b>		
D1A1VLL	IBM Aspera FASP Proxy Install License + SW Subscription & Support 12 Months	19,975 €
D1DNVLL	IBM Aspera Orchestrator Enterprise Application Install License + SW Subscription & Support 12 Months	39,951 €
<b>Total price € (license + 1 year of S&amp;S)</b>		<b>126,221 €</b>

without Aspera



with Aspera



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