Maginatics Debuts MagFS, Breakthrough Storage Software Platform to Solve Capacity, Security and Access Challenges for Enterprise Data

The Associated Press

VMworld 2012, Booth #2434 -- Maginatics Inc., The Modern Enterprise Storage Company, today unveiled its MagFS software platform, the first offering to overlay cloud storage with a general-purpose distributed file system that is efficiently accessible by traditional and mobile devices. MagFS will support Amazon S3 at launch and will soon enable customers to choose their preferred cloud storage solutions. On-premises cloud support will include EMC Atmos, OpenStack Swift and others, while public cloud support will include AT&T Synaptic, HP Cloud, Microsoft Azure and others.

Due to exponential growth in unstructured enterprise data, businesses face critical challenges in efficiently storing the data and making it accessible anytime, anywhere on any device.

IT organizations can address these challenges by using MagFS to leverage cloud economics without sacrificing any measure of security or control. MagFS dramatically lowers total cost of ownership, increases business agility and simplifies enterprise data management. The world's only enterprise-grade, mobile-ready file sharing platform, MagFS increases productivity by allowing organizations to use both traditional and mobile devices to securely access corporate data from anywhere.

Advanced optimizations overcome latency and network bandwidth limitations, accelerating data access over distance. Full Active Directory, Lightweight Directory Access Protocol (LDAP), Kerberos integration and fine-grained AES-256 encryption provide an on-premises security model. Encryption is applied to all data in flight and at rest, including on every endpoint device. Encryption keys never touch the public cloud and are never stored outside the data center.

MagFS has been developed by a team of industry veterans who envisioned a platform that could complement existing enterprise storage technologies with seamless cloud connectivity, native mobile support and real-time file sharing at enterprise scale. MagFS integrates easily into existing storage environments and requires no changes to an organization's security or management workflows.

Jay Kistler, CTO, Maginatics: "IT is grappling with two huge disruptive forces -- the cloud and user mobility -- but the market has not responded with data access solutions that meet enterprise requirements for security, performance, availability and application compatibility. With MagFS we apply distributed file system

technology to fill that gap."

Ken Ringdahl, VP of Engineering, Desktone: "MagFS allows us to give our cloud-hosted virtual desktop customers the perception of infinite capacity by leveraging the cloud. VDI users require a choice of access models for data, either native or through a thin client. Maginatics enables us to offer both models in a single solution."

Roberto Dolci, CIO, System Logistics: "Most of our work is in engineering and requires us to develop multi-GB 3d CAD files. The ability to collaborate on these large files across our 26 branches around the world quickly and efficiently is paramount for us. So is the ability for our sales force to access the resulting drawings from any device while in the field. This is why we have been working with Maginatics since the product was in the alpha stage."

Maginatics will demonstrate the MagFS solution at VMworld® 2012, San Francisco, August 26-28, 2012 in booth #2434 using Amazon S3 as back-end cloud storage. Additionally, the company will showcase upcoming support for EMC Atmos in both private and public deployments (AT&T Synaptic and Telecom Italia) as well as HP Cloud and Desktone VDI solution.

AvailabilityThe MagFS solution will be available in September 2012.

About MaginaticsMaginatics is The Modern Enterprise Storage company. Its flagship offering, MagFS, is the first solution to allow enterprises and distributed mobile workforces to enjoy the benefits of cloud storage with the security, manageability and file system-level simplicity of traditional storage infrastructure. Additional information on the company and products can be found at www.Maginatics.com.

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