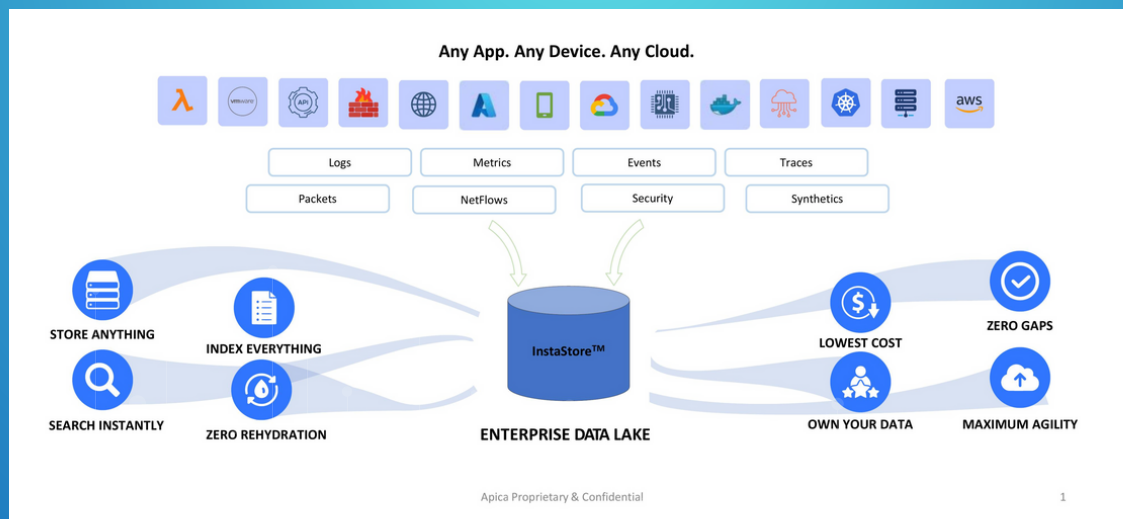


# InstaStore- Simplifying Data Management



# Introduction

The rapid evolution of technology has transformed the way organizations manage and store data. However, with the convenience and scalability offered by cloud data management and storage, there comes a host of challenges.

In this datasheet, we will explore the major challenges associated with cloud data management and storage and discuss how Apica's data storage solution helps to overcome them.

InstaStore, developed by Apica, is an innovative storage solution tailored to address the unique requirements of modern high-volume business environments.

## What Is InstaStore?



InstaStore is a modern object storage solution designed to tackle the complexities associated with data storage in high-demand environments. It operates seamlessly on top of any object storage infrastructure, providing adaptability to existing technology stacks.

InstaStore's real value is its ability to simplify data management and access while eliminating the overhead typically associated with data storage. When integrated with LAKE (Apica's Data Lake platform), it delivers greater data access speed and versatility, making it an asset for organizations dealing with high-volume data in modern business environments.

Let's have a quick look at the major challenges in modern data storage architectures:

- **Overcoming Scale-Related Issues:** Traditional observability architectures often grapple with storage-related problems when dealing with massive data volumes. These issues encompass running out of storage space, responding to node failures, and handling storage recovery.

- **Challenges of Tiered Storage:** Implementing tiered storage solutions, meant to alleviate these problems, frequently adds complexity without immediate benefits. This can divert valuable resources away from addressing core business challenges.
- **The Hidden Storage Burden:** Like the concept of "Shadow IT," where unapproved technology solutions are used within organizations, there is a hidden "storage burden" that organizations bear. This burden is related to the time and resources spent on storage operations rather than focusing on essential business objectives.

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*Apica's primary objective with InstaStore is to remove storage operations as a hindrance to observability platforms. InstaStore introduces a "Zero Storage Burden" approach, ensuring that storage overheads are eliminated from day one and onward.*

*- Ranjan Parthasarathy (CSO)*

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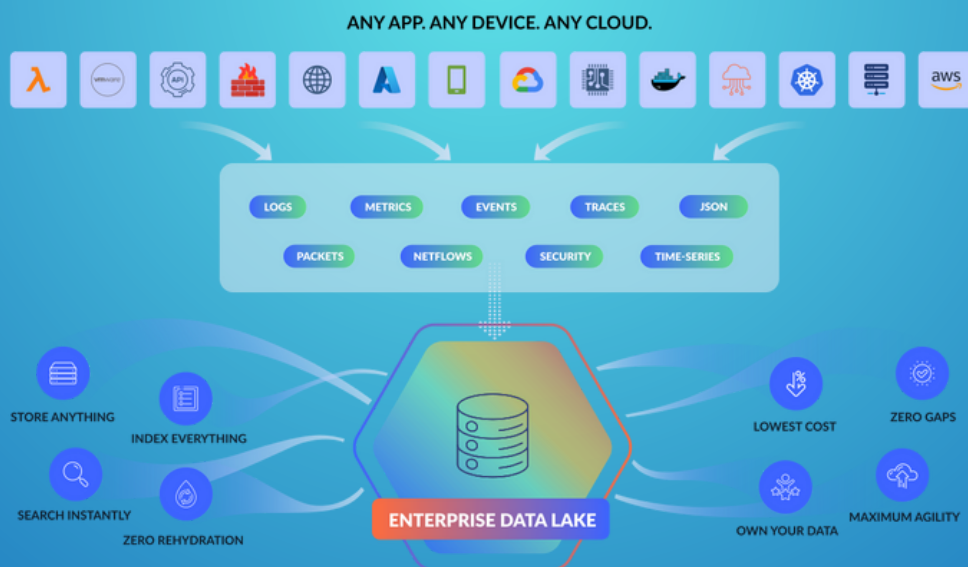
InstaStore represents a significant departure from conventional data storage practices, offering several key advantages, such as:

## Key Features of InstaStore

1. **Simplicity and Efficiency:** Simplifies data storage by eliminating the need for a secondary storage tier. It operates as the primary storage layer, reducing complexity and eliminating storage management overhead.
2. **Query Capabilities:** All data stored in InstaStore is fully indexed, making it instantly searchable, comparable, and suitable for real-time mining. This enhances the ability to retrieve valuable insights from the data.

3. **Speed and Performance:** Ensures consistent performance, whether dealing with old or new data. It offers rapid Time to First Byte (TTFB), enabling quick data access.
4. **Time Travel:** Provides the capability to access historical data, allowing users to go back in time and replay previous data to any target system. This feature is particularly useful for historical analysis.
5. **Data Ownership:** With InstaStore, organizations maintain complete ownership and control of their data. Data remains the property of the organization, rather than Apica.
6. **Open Data Format:** Employs an open data format, eliminating vendor lock-in and ensuring compatibility with future technologies.
7. **Flexibility:** Seamlessly adapts to environments of any size, from small setups to large and complex systems.

## The LAKE Integration



Apica's LAKE complements InstaStore by enhancing data access speed and enabling columnar data retrieval, resulting in data access that is twice as fast.

It enhances the overall experience in the following ways:

- LAKE serves as a repository that combines data storage and processing capabilities, facilitating rapid data retrieval.
- LAKE allows organizations to retain master data from all their data sources, ingesting and storing every byte of observability data on InstaStore at object storage prices. This enables uniform access to unfiltered master data and data optimized for specific target systems in real-time.
- Built-in forwarders in LAKE ensure that master data is readily available in downstream applications, providing additional context and utility to the data.

## Bottomline

Cloud data management offers numerous advantages, but it also presents significant challenges. Security, compliance, data transfer, cost management, data redundancy, and vendor lock-in are hurdles that organizations must address to make the most of cloud computing.

Apica's InstaStore solution is a smart storage system that makes life easier for businesses. It's designed to work well with all your tech tools and takes the headache out of storing data.

Moreover, when you combine InstaStore with Apica's LAKE, things accelerate. The synergy helps you find and use your data twice as quickly, making it even more useful.

In a nutshell, InstaStore and LAKE serve as your dependable Sherpas in the challenging terrain of data management, allowing you to maximize your data's potential without the concerns of security, regulations, and other complications.

***Curious to learn more? Let's connect for a quick conversation.***