

# Sales Kickoff StreamShift™

*Full Striim Ahead!*

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# Challenges

## Migration

- Zero downtime & zero data loss Database migration
- Non-intrusive role switch/Impact on production app & its users
- Not being able to modernize legacy on-prem apps
- Flexibility to migrate to anywhere between hybrid, private & public clouds
- Pay-as-you-go scalable model

## BCDR

- Cannot handle large volume of data from heterogeneous sources
- Lack of Database and Data warehouse agnostic Integration & replication
- Auto validation & data consistency
- Not able to test the DR often

## Other Complexities

- Silo efforts in data management
- Customized code, legacy schema objects, PL/SQL or T-SQL code
- Lack of in-house expertise to operate
- Expensive to maintain multiple solutions
- Not being able to provide self-service to end users

# Introduction

# Why Striim?

## Mission critical

Purpose built for mission critical apps

- Zero downtime & zero data loss Data replication & Migration
- Real-time data analytics & visualization
- High availability platform across zones & Regions

## Real-time

Real-time data management

- Data integration
- Migration
- Continuous Replication
- Analytics

## Comprehensive

Single solution to manage

- Integrates with legacy & modern apps
- Supports onprem, private, hybrid & public clouds
- Heterogeneous databases, data warehouses & data lakes
- Data analytics as it is being moved

## Cloud scale

Cloud native platform

- Infinite scale with microservices architecture on kubernetes
- High performance in-memory processing on distributed cache
- Non disruptive scale out as you go model



# StreamShift by Striim™

StreamShift is a fully managed real-time database migration service. You can securely migrate databases with zero downtime & zero data loss using simple user experience.

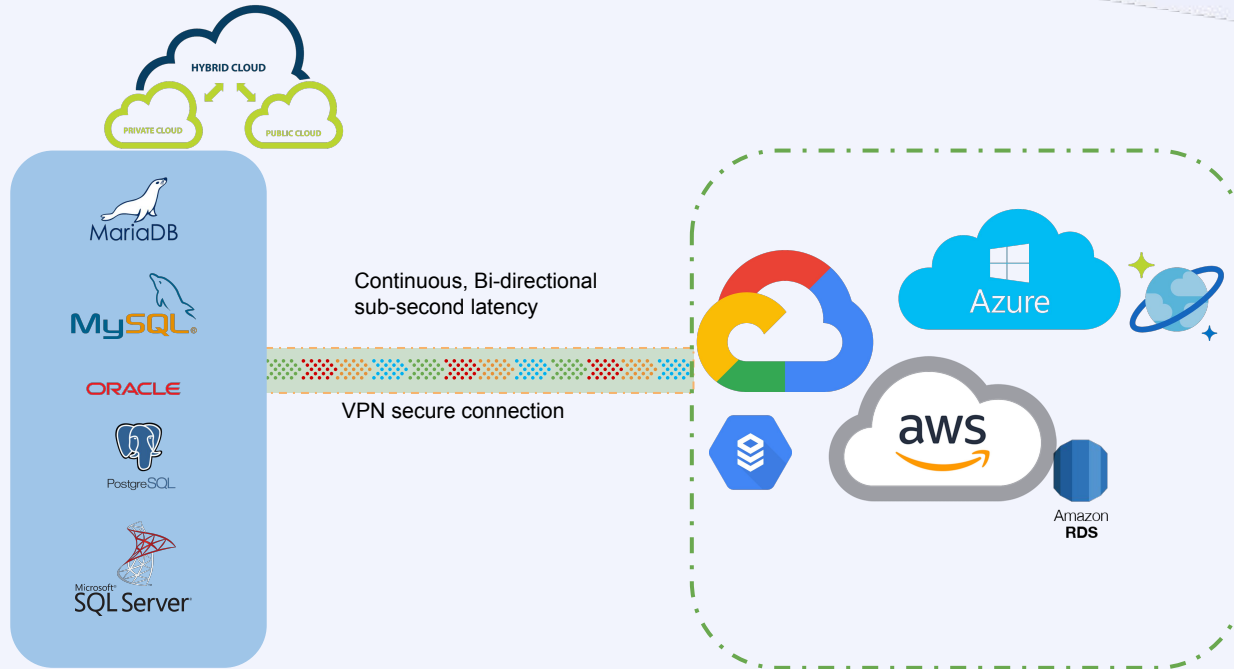
While migration is active, source database can be fully operational and target can be used for data insights, security check, Dev tests etc and switch roles seamlessly in DR situation.

## Benefits

- Simple to use & cloud native migration service. Run first migration job under 10 minutes
- Zero downtime & data loss, keep your application be running during migration
- Continuous ongoing sync & high availability support for DR
- Seamless role switch after migration
- Heterogeneous database migration
- Secure & highly available
- Location agnostic migration
- Low cost pay-as-you-go model service
- Choice to continue with real-time replication



# StreamShift architecture



# Positioning

Challenges

## Downtime required for migration

- Worried about the costs of production downtime while migrating to cloud
- Large scale to support large size database migration
- Non-intrusive migration for busy application & high IO DBs

## Data loss or corruption

- Ensuring the zero data loss while migrating
- Highly customized databases & schemas support
- Meeting data loss less, low latency business requirements

## Testing & DR

- Not able to ensure legacy on-prem application behaviour after migration
- Silo efforts in managing multiple DBs for Dev/Test use case
- Expensive patch, OS, DB version & DB optimization testing

Company differentiator

## Real-time Data migration

- Striim offers unique zero-downtime & zero-data loss migration solution
- Large volume of data from multiple sources conversion
- Striim offers expertise in change data capture for efficient data transfer

## Managed DB Migration as a service

- StreamShift by Striim™ is a unique fully managed DB migration as a service
- Flexible, low cost pay-as-you-go pricing model
- Service is fully managed by the industry experts
- Striim offers cloud data security with data encryption & secure connections

## Cloud adoption

- Modernizing the application & datacenter with flexible heterogeneous database source and target support
- Flexibility to convert legacy apps to latest services on the cloud
- Striim offers cloud freedom with Private, Hybrid and Public cloud support

Product differentiator

## Zero-downtime & High availability

- StreamShift offers low latency & High speed data conversion and migration
- StreamShift applies real-time changes on the target DB. That can be used for analytics, testing etc.
- With ongoing synchronization, cutover database and switching roles is seamless

## True location & DB agnostic service

- StreamShift offers heterogeneous DBs from various source and target DB combinations
- Freedom for users to migrate data between different clouds and on-premise locations
- Merging several database types to the target is fully automated

## Scaleout & High performance

- Striim's SaaS platform deployed as a container on Kubernetes for easy scale out and scale down as needed
- Scaleup & down for the high performance as needed
- StreamShift offer low latency data ingestions & transformations real time.



# Design principle

StreamShift service has built on Striim's enterprise SaaS platform designed with principles

## Simple & Automated

- Simple user intuitive UI for config, monitor & manage
- Fully automated database discovery, assess, transform & schema creation on targets
- Simple real-time conversion of complex database types to any supported target types

## Secure & Reliable

- Striim supports end-end encryption, data in-flight and at rest
- Secure SSH tunnel connections
- Automatic DB assessment and scores prior to migration
- Post migration validation
- Continuous & highly available targets

## Scale & Performance

- Distributed in-memory processing
- Non-intrusive streaming CDC for efficient transaction data
- Simple scaleout architecture
- Consistent performance SLA with large data volumes



# Simple & Automated

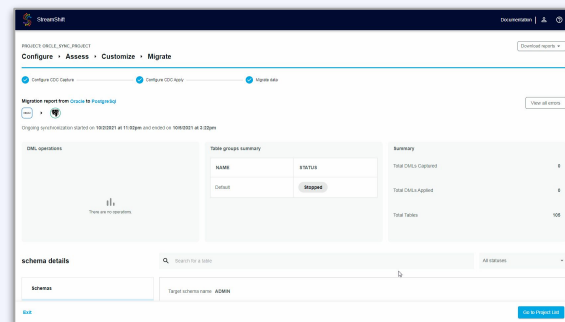
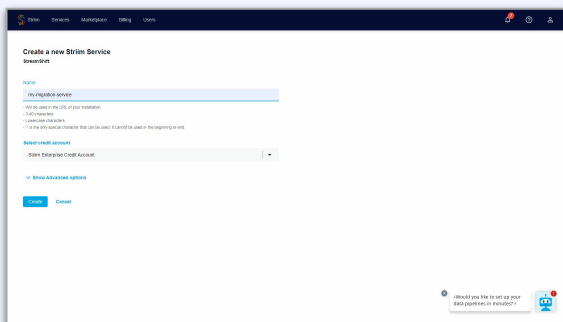
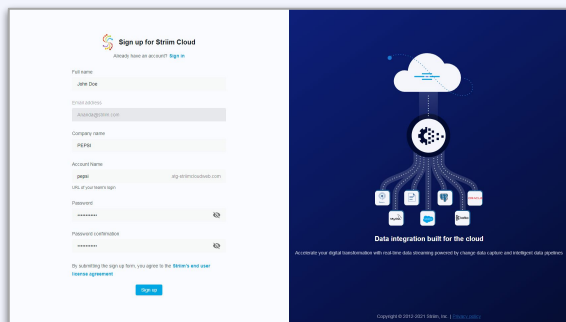
StreamShift service is a fully automated and simple to use UI & APIs to interact & integrate. Simple 3-step process.

Fully automated discover, assess, transform and target creation.

1. Signup from marketplace

2. Create migration service

3. Discover, Assess, Transform & Migrate



# Secure & Reliable

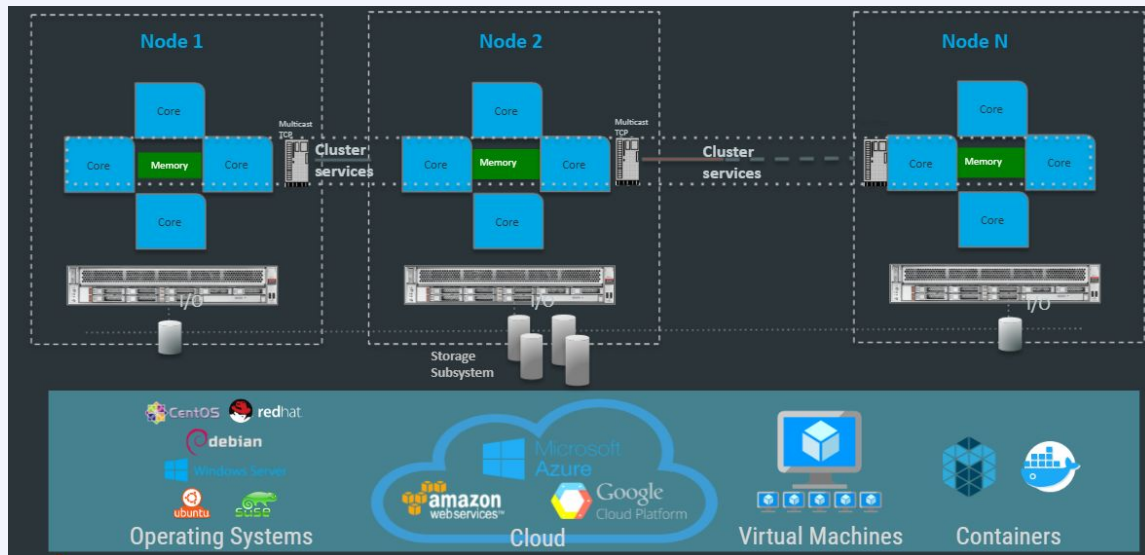
StreamShift service is an end to end encrypted in flight & at rest & compliant with industry security standards'

- Secure connections between on-premise and targets
- User configured retention policy for data retention & purging
- Role based access control
- Automatically discover, assess and convert DBs before migration
- Auto validation to ensure data integrity
- Continuous migration ensures highly available targets

# Distributed scale

StreamShift service is built ground up with scale out architecture

- Continuous collection
- Striim uses distributed cluster with Kafka
- Sharding\Scaling over large streaming data volumes
- Distributed In-memory processing of metadata & context data
- Striim has significant expertise in CDC technology for efficient data transfer & analytics
- Low latency sub-second data migration



# Value proposition

# Benefits

Database migration is a complex, time consuming and expensive process. Striim makes migration easy with its scalable & high-performant SaaS platform. Here are few benefits offered by Striim migration as a service.



## Zero downtime

- Real time & Zero downtime migration
- Zero data loss
- Key requirement for busy high IO intensive DBs
- Continuous collection



## App modernization

- Migrate legacy on-premise apps to latest technology
- Fully automated service from discover, assessment to schema conversion
- Seamless on-premise to cloud conversion
- Modernize physical app to micro service on container



## Heterogeneous

- Real-time conversion of similar databases to similar targets like Oracle to Oracle
- Migrate heterogeneous databases to any supported targets like Oracle to CloudSQL



## Economical

- Save costs by migrating to cloud database
- Fully automated service reduces silo efforts and TCO
- StreamShift offers pay-as-you-go model
- Flexible target DB type to reduce on-premise costs



## Location agnostic

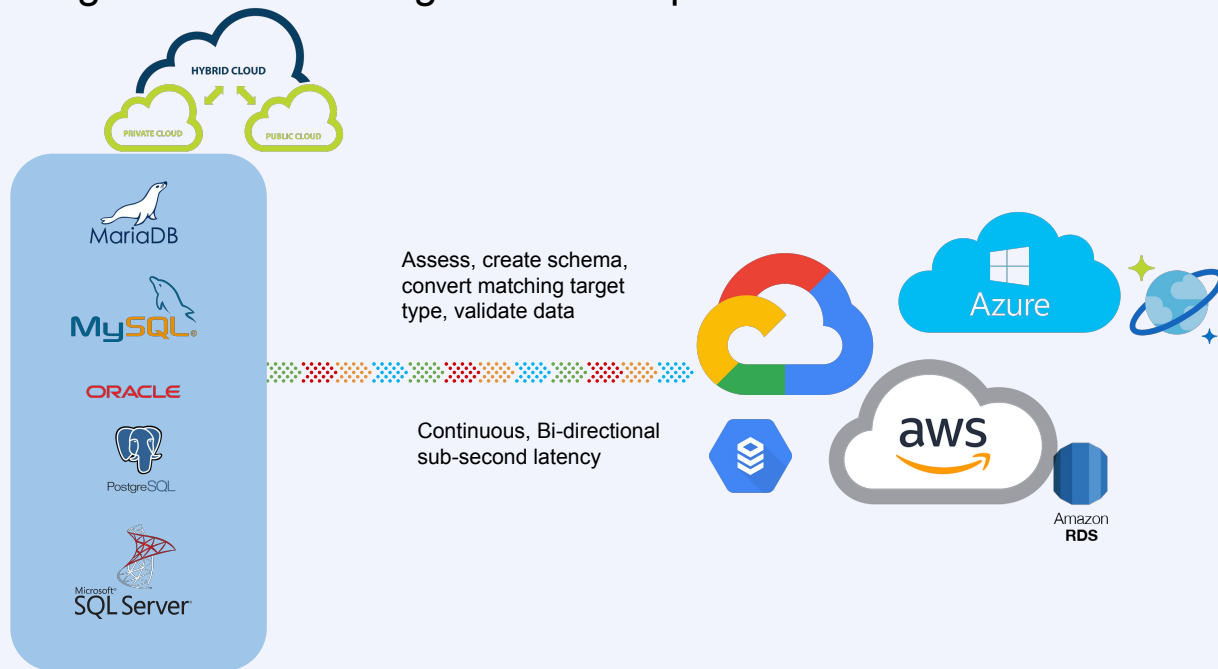
- StreamShift supports database migration from and to On-premise, Hybrid and Public clouds
- True multi-cloud migration service

# Use cases

# Heterogeneous source & targets

StreamShift supports wide range of databases and intelligently converts the target database types between homogeneous & heterogeneous setup

- Discover, Assessment score, & correction
- Schema conversion
- Auto-data type conversion
- Validation
- IL & ongoing sync with smart CDC
- Switch roles



# Cloud adoption

There are various reasons for business to adopt the cloud and the application migration to cloud is inevitable. Some of the cloud adoption challenges are addressed below

## Expensive

- High on-premise infra management costs
- Expensive silo data management efforts
- Latest technology needs
- Resources needed



## StreamShift

- Fully managed SaaS runs on selected cloud
- Pay for what you use
- Convert to cloud native service
- Fully automated & orchestrated migration

## Scale limits

- Large volumes of data
- Busy databases with high volume transactions
- Scaling out as needed
- Low latency business needs



## StreamShift

- StreamShift utilizes CDC Distributed in-memory processing
- Supports sub-second latency
- Infinite scale on cloud SQL

## Complex

- Downtime
- Complex databases & customizations
- Complex planning & testing process
- Ease of switching roles



## StreamShift

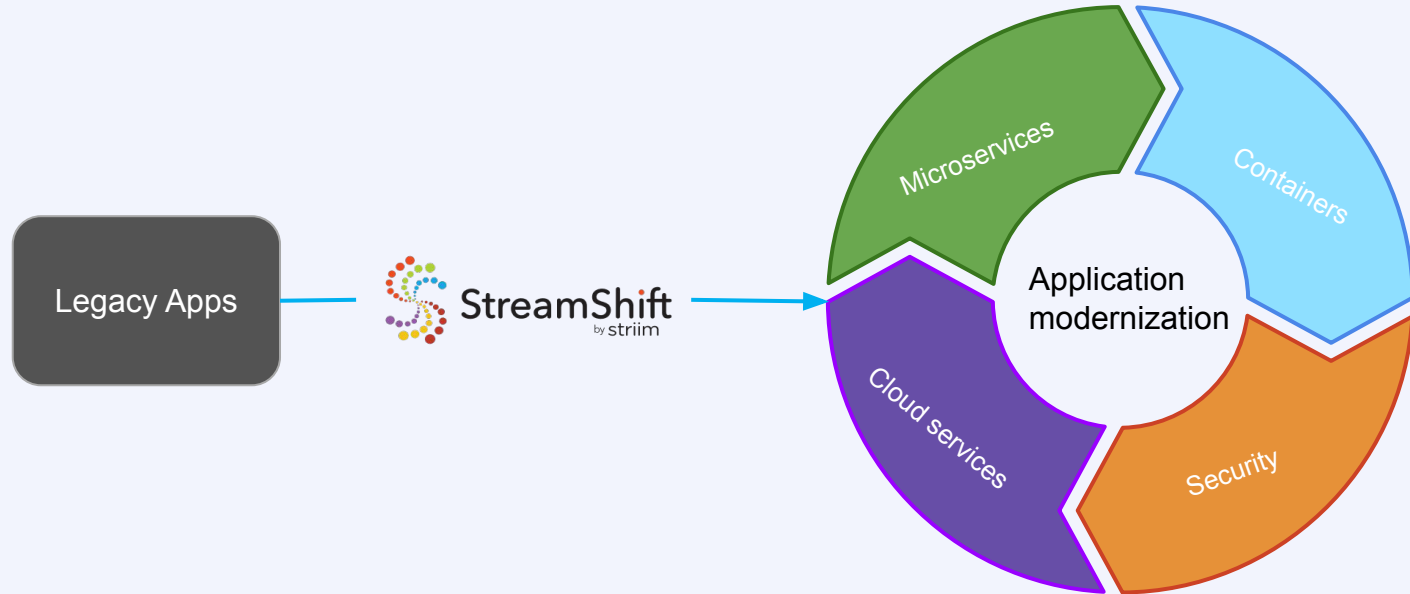
- Zero downtime & zero data loss
- Assess & transform to match the target DB
- Test target DB without interrupting the production



# Application modernization

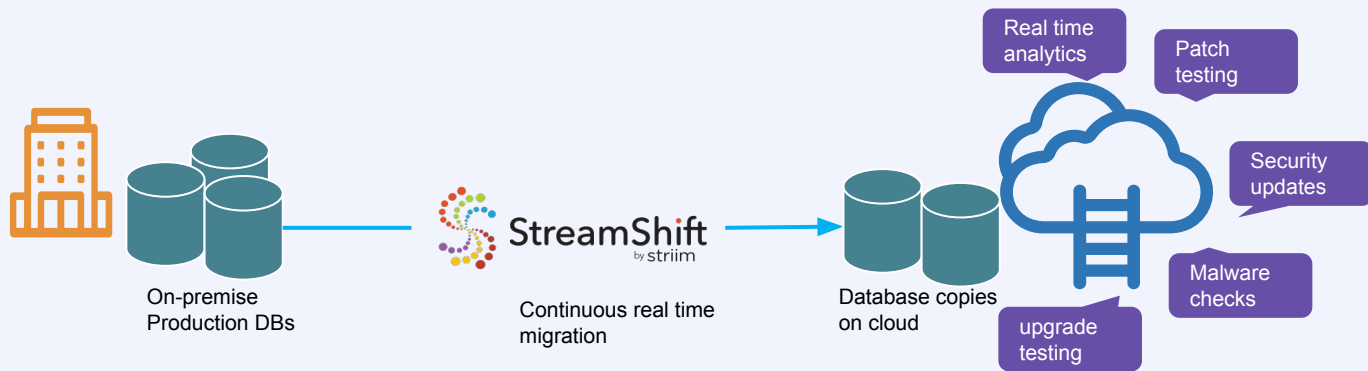
Technology debt is one of the biggest challenges faced by the organizations. StreamShift enables organizations to modernize their legacy apps by simply migrating the complex databases to native cloud RDS.

- Migrate DB running on physical server to container
- Create cloud microservices by migrating on-premise to cloud database
- Extend other cloud services as per your business needs



# Devtest

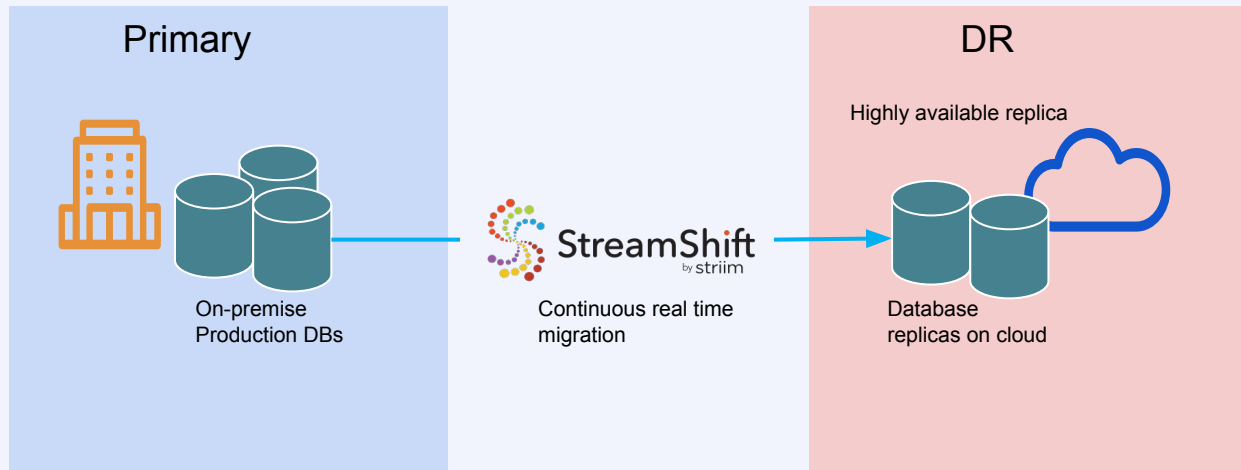
StreamShift lets you make use of the target DB which is real-time updated. So you don't need to access the production database server for Development\test and other operations.



# High Availability

With StreamShift low latency and continuous migration, user can achieve the database high availability on-premise, co-location and across clouds

- Continuous migration
- Low latency data transfer
- Zero data loss & eventual consistency
- Easy & seamless switch on DR

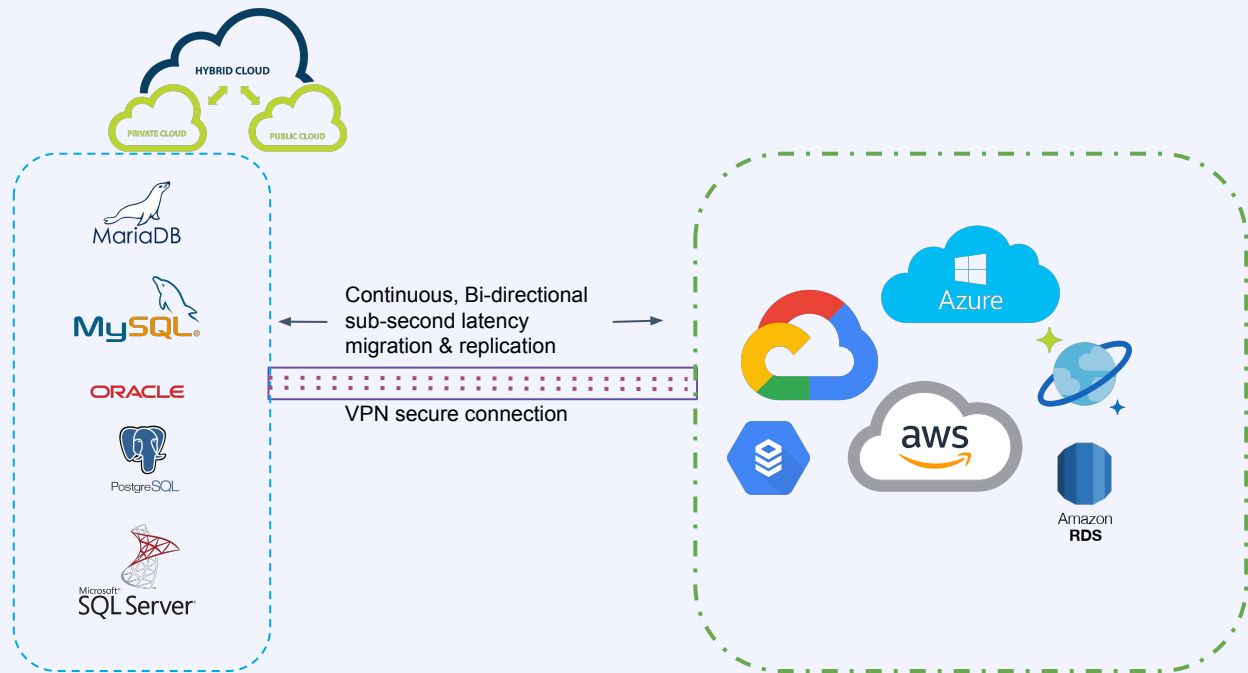


# Migration as a Service

Most users worry about moving the complex, busy and, large databases to cloud considering downtime, app consistency and recovery requirements

StreamShift by Striim™ offers

- Zero downtime
- Zero data loss
- Continuous migration/replication



Thank you!

