

Startup Profile | PANZURA

Panzura is a recognized, independent leader in hybrid, multi-cloud data management. Founded in 2008, the company redefined Network Attached Storage with a hybrid cloud model that made cloud accessible to enterprise companies. Its patented software-defined data management solution efficiently, securely, and intelligently delivers complex workloads at the edge, providing deep, AI-driven data management across the globe

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Consolidating onto AWS extends our reach, since the majority of our customers already run AWS. Our ability to accelerate our offerings in the market and give customers flexibility and choice of how they procure, provision, and consume solutions is a significant advantage. Our culture of innovation is also a natural fit with AWS.”

James Seay, Chief Services Officer, Panzura

Customer Challenges

Panzura was two years into a five year, multi-million-dollar commitment with a cloud provider that provided the platform for all applications. This provider fell short on three critical dimensions that hindered strategic growth aspirations: support for products with a SaaS revenue model, lack of go-to-market partnership resources, and security requirements demanded by public sector customers. AWS worked with Panzura on a plan to increase co-sell efforts and funding, migrate and modernize their infrastructure, and deploy SaaS on AWS as part of a multi-year agreement.

Customer Benefits



25% cost savings driven by migration



Improved data governance and privacy



75% reduction in the amount of capacity required to store data



Quicker delivery of high-value product capabilities

Reasons for Migration

- **Broadest market reach:** Expanded global reach through AWS Marketplace and co-sell resources
- **Migration support programs and resources:** Value and responsiveness of AWS account teams
- **Most comprehensive and performant infrastructure:** Portfolio expansion enabled by AWS ML services stack
- **Comprehensive security and compliance support:** Security requirements necessary for public sector customers

AWS Solution

Panzura went all-in on AWS with DataFS, Data Services, and Smart Apps. The cutover to Amazon EC2 compute and S3 storage services provide the core infrastructure backbone. Amazon SageMaker now provides ML-supported analysis, auditing, and compliance support. The AWS migration solution was supported by a formalized strategic partnership investment, AWS Startup Migrate Program resources, and the systems integration work of LogicWorks, an AWS Premier Partner. In combination, Panzura chose to pursue an all-in migration to AWS, signing a five-year deal allowing AWS the opportunity to dive deeper on a joint go-to-market and software-as-a-service (SaaS) transformation.

AWS Services



Amazon EC2



Amazon Enterprise Support



Amazon S3



Amazon SageMaker