



StorPool
DISTRIBUTED STORAGE

StorPool Storage

@

IT Press Tour 2026, Sofia, BG

StorPool Storage - The Leader in Modern SDS

Agenda:

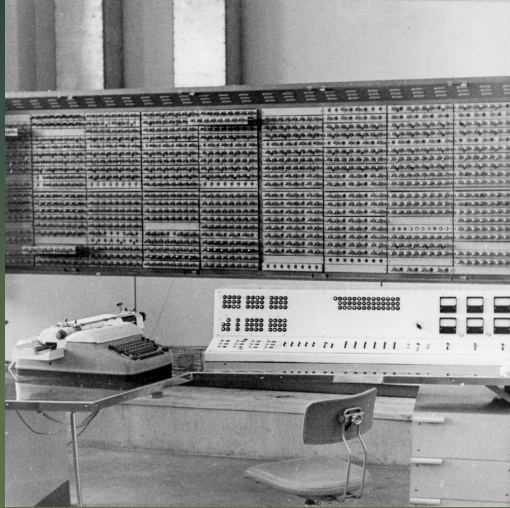
0. **StorPool company overview and brief history (15 min)**

1. **Trends we see today and how StorPool addresses them (45 mins):**
 - 1.1. VMware exit
 - 1.2. EU data sovereignty & sovereign clouds
 - 1.3. AI
 - 1.4. HW prices hikes & supply crunch implications

2. **Notable case studies and looking forward (15 mins)**
 - 2.1. Cases where StorPool excels
 - 2.2. SDS is a new operating model
 - 2.3. Entire business optimization

3. **Q&A (15 mins)**

0. StorPool company overview and brief history (15 min)



SILICON VALLEY OF THE EASTERN BLOC

StorPool Storage - The Leader in Modern SDS

**Founded in
2011**



Modern and
Proven

1M+

End-Users
Globally

30+

Countries of
Deployment

**Self-funded,
Profitable
& Growing**

StorPool in a Nutshell



★ The Leading Block-Storage Software Platform

- Ultra-fast, highly-reliable, linearly scalable, block-storage software platform as a service
- 30+ Countries of Deployment on 5 continents

★ Production proven and hardened since 2012

- Hundreds of the most demanding deployments
- Serving 1+ million end users globally

★ Founder-owned, Profitable and Growing Vendor (R50+ company)

- 14+ years in business, ~60 people in Bulgaria & USA
- StorPool is the trusted storage solutions leader for demanding private/public clouds

★ Mission: Create a better world through better data storage & management

- StorPool accelerates Human activities by storing & processing data more efficiently

StorPool: The Leader in Modern block-level SDS

Next-generation storage software platform (SDS). Best-in-class in several ways:



- **Platform:** multiple protocols, performance tiers; primary, secondary & off-site
- **Speed:** $\leq 0.1\text{ms}$ latency; up to 100+mIn IOPS
- **Availability:** 99.999+% (over 5 nines), measured/actual!
- **Scalability:** from 10TB to 50+PB, online, with workloads running on top
- **Feature rich:** all while delivering a high-end SAN data management features
- **Backups & DR:** built in backup & Disaster Recovery (VolumeCare & DR Engine)



Non-disruptive everything - capacity and performance scaling, hardware replacement and refreshes, updates



Infrastructure as Code solution integrated with VMware alternatives in the KVM ecosystem - Oracle Virtualization, CloudStack, OpenStack, OpenNebula, Proxmox, Kubernetes & more.



Focus on modern IT & cloud-native environments: SDS, SDI, SDDC, HCI; Replacing traditional SAN or all-flash arrays, and other inferior storage software (e.g. VMware vSAN, Dell PowerFlex, IBM Ceph, ZFS, etc.)

StorPool Data Storage Platform: components and service wrapping

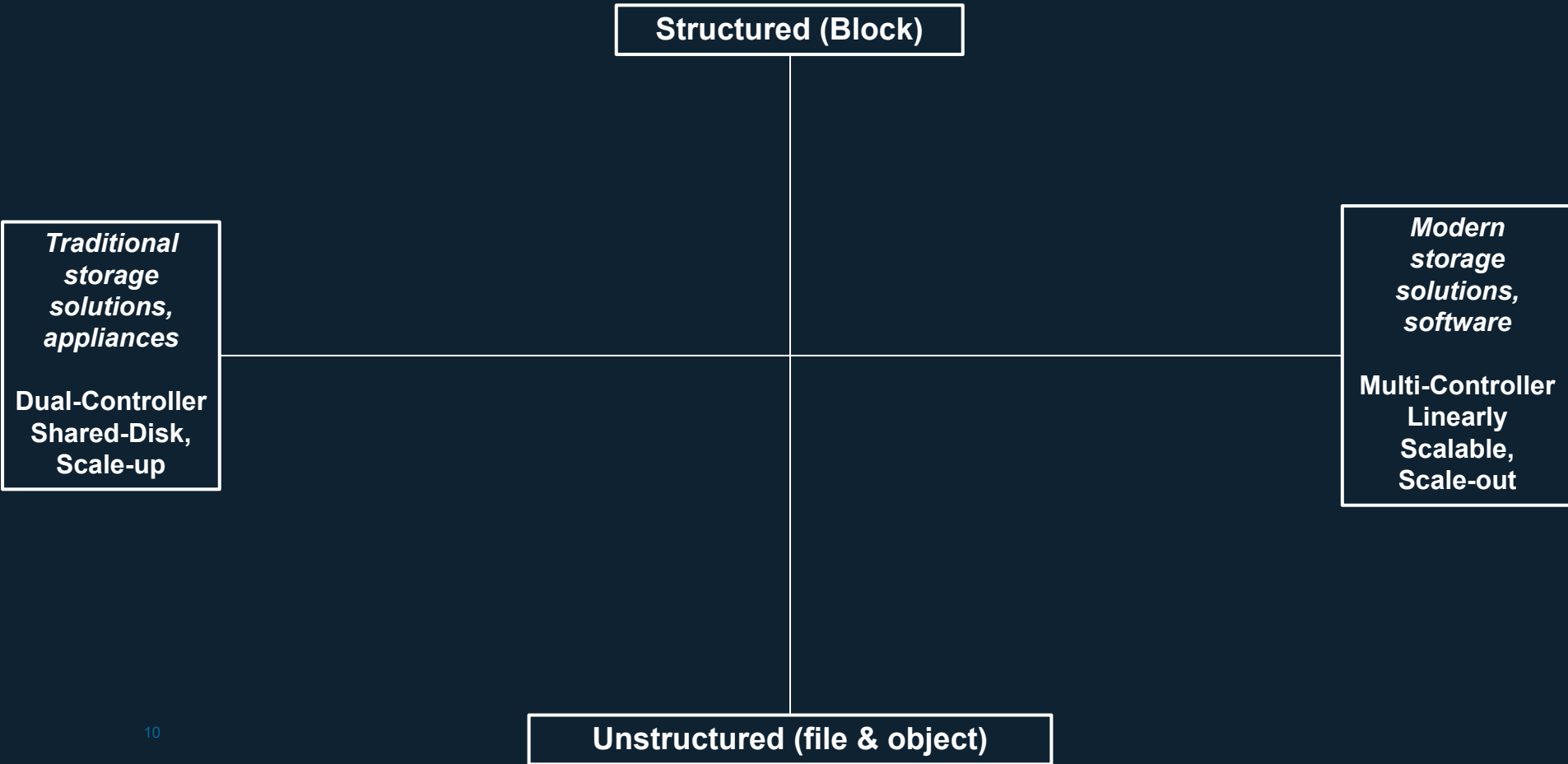


With a [Fully Managed Service \(FMS\)](#) / [Storage as a Service \(STaaS\)](#) wrapping

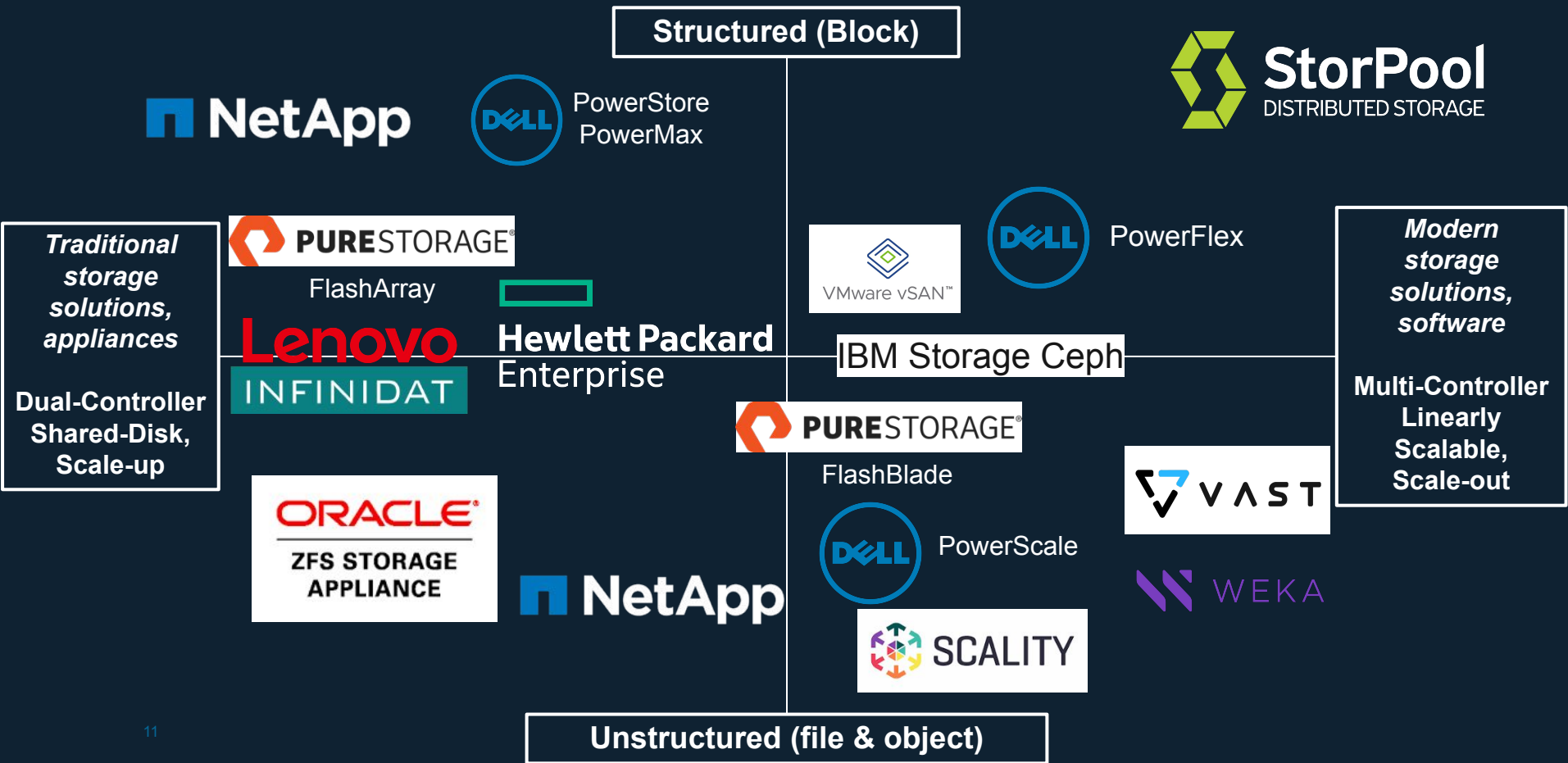
Recent awards, recognitions & certifications



Market Segmentation: appliances vs. software



Market Segmentation: appliances vs. software



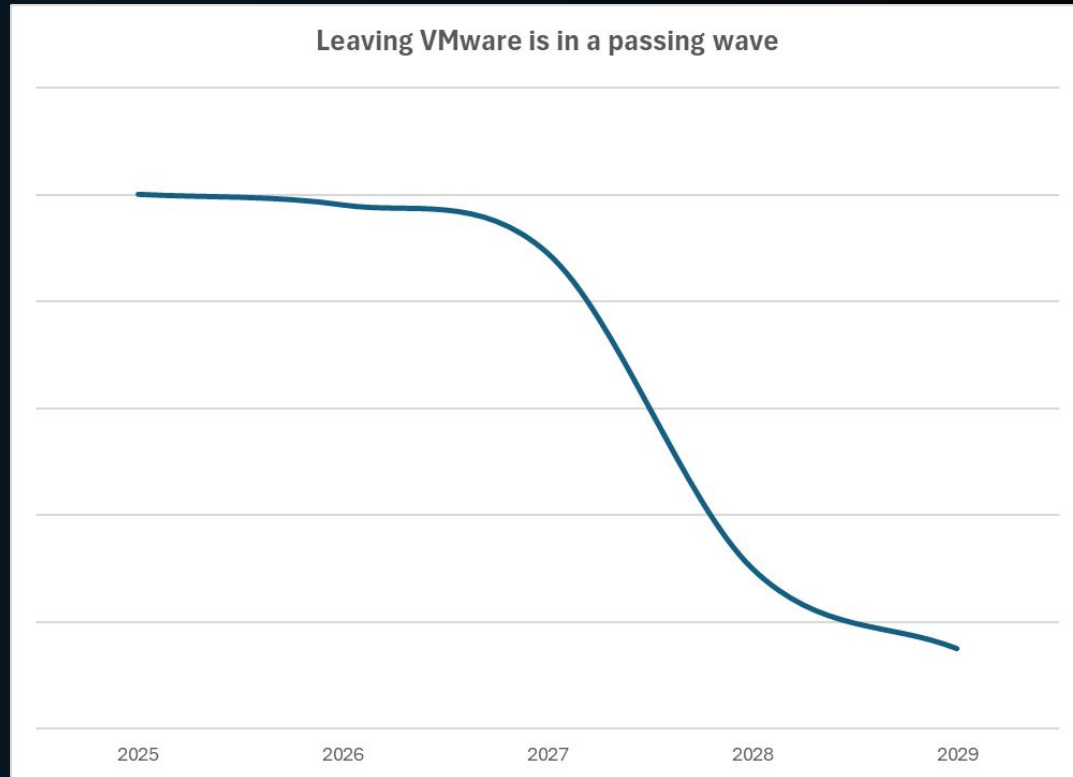
1. Trends we see today and how StorPool addresses them (50 mins)

Trend 1

The VMware Exit (Exodus)

Capturing the off-VMware wave: time is now!

Replacing VMware: an **urgent** topic. We expected most migrations to happen in the next 1-3 years:



What do VMware customers desperately need?

1. **A solid on-prem virtualization stack at a fair cost** (assume trade-offs)
 - *An entire end-to-end stack with **unified functionality & full support***
 - ***Avoid replatforming** (hyperscale cloud / containerization) - requires expensive and time consuming rewrite / re-architecture*
2. **Fair cost and lower lock-in – avoid going bankrupt**
3. **Delivered by a trusted, reliable partner**
 - Enterprise-grade, mission-critical support of the entire stack, SLA
 - With the **most-critical functionality** for their specific use case
 - With workflows & auxiliary services - **backups, DR, migration**

StorPool in off-VMware context (1)

The VMware vSAN alternative in the KVM stack

Software-Defined Storage for business-critical Environments

Alternatives to the VMware software stack in the KVM stack

Layer

Service Management

**Cloud Orchestration / Cloud
Management Platform (CMP)**

Virtualization Management

Hypervisor & OS

**Storage Software:
SDS & HCI**

Network Software (SDN)

**Backup,
Disaster Recovery**

Alternatives to the VMware software stack in the KVM stack

<u>Layer</u>	<u>The components of VMware software-defined stack (VCF)</u>
Service Management	Service Portal Built by the Service Provider, vCloud Director
Cloud Orchestration / Cloud Management Platform (CMP)	VCD (vCloud Director)
Virtualization Management	vCenter
Hypervisor & OS	ESXi / vSphere
Storage Software: SDS & HCI	vSAN, Dell PowerFlex, IBM Ceph (or a SAN / AFA)
Network Software (SDN)	VMware NSX
Backup, Disaster Recovery	Veeam, Zerto, Cohesity

Alternatives to the VMware software stack in the KVM stack

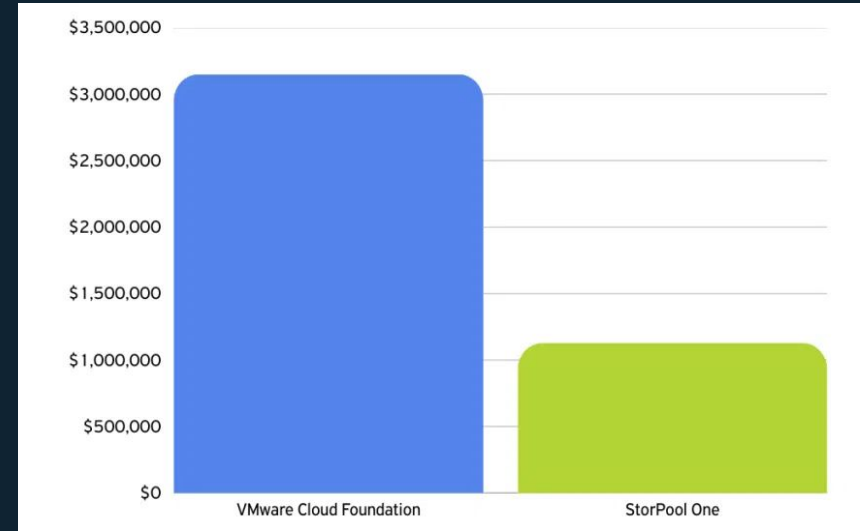
<u>Layer</u>	<u>The components of VMware software-defined stack (VCF)</u>	<u>Alternatives in KVM software-defined stack</u>
Service Management	Service Portal Built by the Service Provider, vCloud Director	Custom Service Portal, WHMCS, Hostbill, Morpheus Data, etc.
Cloud Orchestration / Cloud Management Platform (CMP)	VCD (vCloud Director)	OpenStack, CloudStack, OpenNebula, HPE VME
Virtualization Management	vCenter	(Some CMPs cover both layers) OLVM, Proxmox
Hypervisor & OS	ESXi / vSphere	Linux KVM (AlmaLinux, Debian, Oracle, RedHat, Rocky, Ubuntu, etc.)
Storage Software: SDS & HCI	vSAN, Dell PowerFlex, IBM Ceph (or a SAN / AFA)	StorPool Storage
Network Software (SDN)	VMware NSX	Linux Bridge, OvS, OVN, etc.
Backup, Disaster Recovery	Veeam, Zerto, Cohesity	StorPool VolumeCare , StorPool DRE

Alternatives to the VMware software stack in the KVM stack

<u>Layer</u>	<u>The components of VMware software-defined stack (VCF)</u>	<u>Alternatives in KVM software-defined stack</u>
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Hypervisor & OS	ESXi / vSphere	Linux KVM (AlmaLinux, Debian, Oracle, RedHat, Rocky, Ubuntu, etc.)
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StorPool in off-VMware context (2)

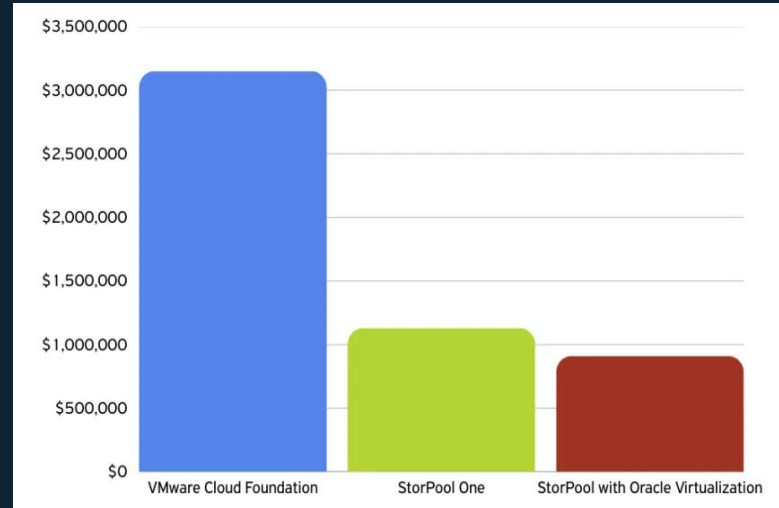
Meet StorPool One



Period	VMware Cloud Foundation	StorPool One
5-Year Total	\$3,149,280	\$1,127,196
5-Year Savings vs. VMware	-	\$2,022,084 (64%)

StorPool in off-VMware context (3)

Meet StorPool + Oracle Virtualization



Period	VMware Cloud Foundation	StorPool One	StorPool Storage with Oracle Virtualization
5-Year Total	\$3,149,280	\$1,127,196	\$908,602
5-Year Savings vs. VMware	-	\$2,022,084 (64%)	\$2,240,678 (71%)

StorPool in off-VMware context - summary

One VMW problem, 3 StorPool solutions



StorPool, VMW vSAN replacement

Integrated with every major stack in the Linux / KVM ecosystem

- ✓ CloudStack
- ✓ HPE Morpheus VME
- ✓ Kubernetes & Kubevirt
- ✓ OpenNebula
- ✓ OpenStack
- ✓ Oracle Virtualization
- ✓ Proxmox
- ✓ Support for VMW, MS Hyper-V, bare metal



StorPool One

Turnkey KVM platform. A full VMware replacement — compute, storage, and management — in one integrated stack.

- ✓ Complete vCenter replacement
- ✓ StorPool ultra-fast distributed storage (sub-100µs latency)
- ✓ Fully managed: design, deployment, 24/7 monitoring
- ✓ Built-in HA, live migration, DR with 15-min RPOs
- ✓ HCI, disaggregated, or mixed — no storage silos
- ✓ Open source orchestration — zero vendor lock-in

64% less

5-year TCO vs. VMware Cloud Foundation (1,800 cores)

ORACLE

Partner

StorPool with Oracle Virtualization

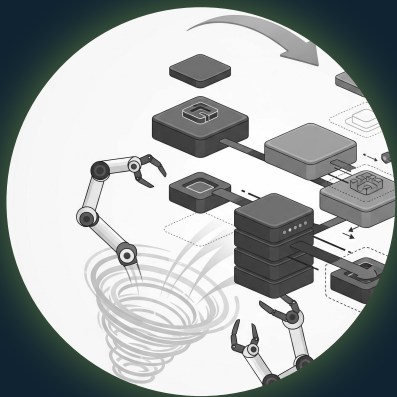
Enterprise-grade KVM with Oracle Linux Virtualization Manager. Ideal for organizations that need commercial-vendor support and Oracle ecosystem alignment.

- ✓ Oracle Linux Virtualization Manager (vCenter equivalent)
- ✓ StorPool ultra-fast distributed storage (sub-100µs latency)
- ✓ Oracle support + StorPool Fully Managed service
- ✓ Seamless upgrade path — decouple storage from compute
- ✓ HCI, disaggregated, or mixed — no storage silos
- ✓ Open source orchestration — zero vendor lock-in

71% less

5-year TCO vs. VMware Cloud Foundation (1,800 cores)

VMware exit Playbook



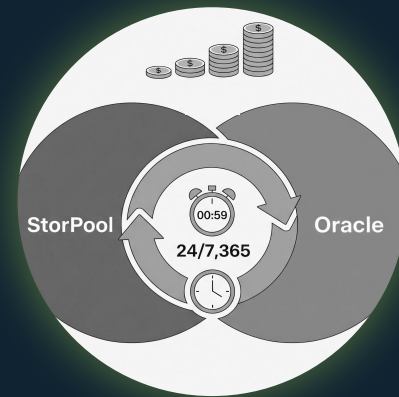
Replace VMware On-the-Fly

Quick deployment, efficient dual-run, and automated migrations for minimal downtime



Lower Total Cost of Ownership

Lower overall costs, while reducing vendor lock-in and increasing IT efficiency and agility



Run on a Fully Supported Stack

24/7/365 support, SLA and consumption based pricing model

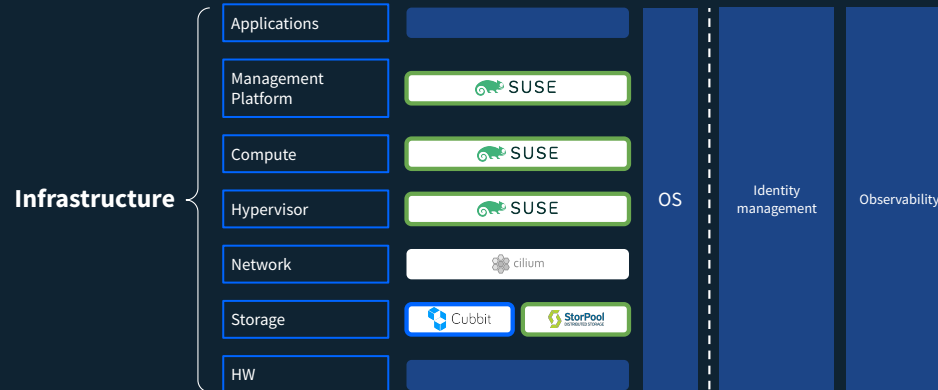
Trend 2

(EU) data sovereignty & sovereign clouds

Trend 2 - EU data sovereignty & Sovereign clouds

StorPool solutions:

1. Best-in-class European storage company. Not US.
2. Entire Sovereign Cloud designs.
3. EuroStack Pack initiative:



Trend 3

AI

Trend 3 - AI

StorPool solutions:

1. Storage for Inference, RAG & vector databases
2. Powering AI workloads & services (e.g. GPUaaS):

Discover full stack ai

Flexible. Scalable. Production-ready.

Our Full Stack AI platform combines powerful infrastructure, intelligent software, and expert support to help you deploy AI at scale—fast. Whether on-prem or in the cloud, we deliver everything you need to launch, run, and grow your AI applications with confidence.

Universal Deployment

Deploy anywhere. Scale effortlessly.

From liquid-cooled Tier IV datacenters to edge-ready on-premise racks, our infrastructure adapts to you.

Preloaded with IG1 AI OS, CUDA-optimized Linux, and K8S by IG1, our systems orchestrate AI workloads across multi-cloud and hybrid environments with ease.

Modular, secure, and fast to deploy—your AI is live in minutes, not months.

[More Info](#)

Software

All-in-one AI control. Zero friction.

From model deployment to live performance orchestration, our software suite simplifies it all. Deploy any LLM, RAG, vision model, or custom app through seamless workflows, built-in monitoring, and API-ready pipelines.

Gain powerful observability, automated optimization, and full-stack integration—without complexity.

[More Info](#)

Service

Expertise on demand. Results that scale.

Our AI engineers work side-by-side with your team to design, deploy, and optimize tailored AI environments.

Every deployment is monitored 24/7 and continuously improved by our Site Reliability experts.

Secured by IG1 AI OS and built-in compliance, we ensure your platform stays fast, stable, and future-proof.

[More Info](#)

Examples:

1. <https://www.ig1.com/genai>
2. <https://www.cloudalize.com>
3. <https://redmond.ai/>

Trend 4

Hardware price hikes & supply crunch implications

Trend 4 - hardware price & inavailability

StorPool solutions:

1. Running brownfield deployments
2. Extremely light - HCI, using some 10-15% of the CPU & RAM
3. Freeing up storage resources from Ceph, ZFS and the other
4. Reducing wear on SSDs: 16% for 5 years of running DBs
5. Converging 20+ Physical components to 7
6. Running ~3000 VMs in 10 servers*

* VM specs used for the calculations: vCPUs 2, CPU Oversubscription 3x, RAM 4GB, Provisioned Storage 100GB, Storage Oversubscription 2x.

2. Notable case studies and looking forward (10 mins)

Use Cases where StorPool uniquely excels



VMware Exit: 1 vendor 3 offerings

1. The vSAN of the KVM stack
2. StorPool One (entire stack)
3. StorPool+Oracle Virtualization (entire stack)



Competing SDS replacement

The prime upgrade from other Software-Defined Storage (SDS) alternatives:

VMware vSAN, Dell PowerFlex, IBM Storage Ceph and others.



TCO (Total Cost) Optimization across the board

Optimizing the cost across the entire business: including staff, hardware, utilities, DC costs.

P&L optimization and profit margin expansion.



Competitive SAN/AFA replacement

Replace storage arrays from Dell, NetApp, Pure Storage, IBM with StorPool + standard servers.

Beat competitors on capabilities and price/performance.



Data Center Consolidation & Sovereign Clouds

Consolidate & refresh datacenter equipment by implementing a Software-Defined Datacenter / Infrastructure designs (SDDC/SDI). Build Sovereign clouds.



Software HCI Infrastructure

StorPool + standard hardware deliver Hyper-Converged Infrastructure (HCI) stack replacing Nutanix, Scale Computing, Dell VxRAIL/VxRACK, etc.

SDS is a new operating model

From Appliances

Traditional IT

Silos

Tickets

Work by hand

Function separation

Lower resource utilization

8x5

To Software

Modern / Hyper-scale IT

Shared resources

APIs, self-service

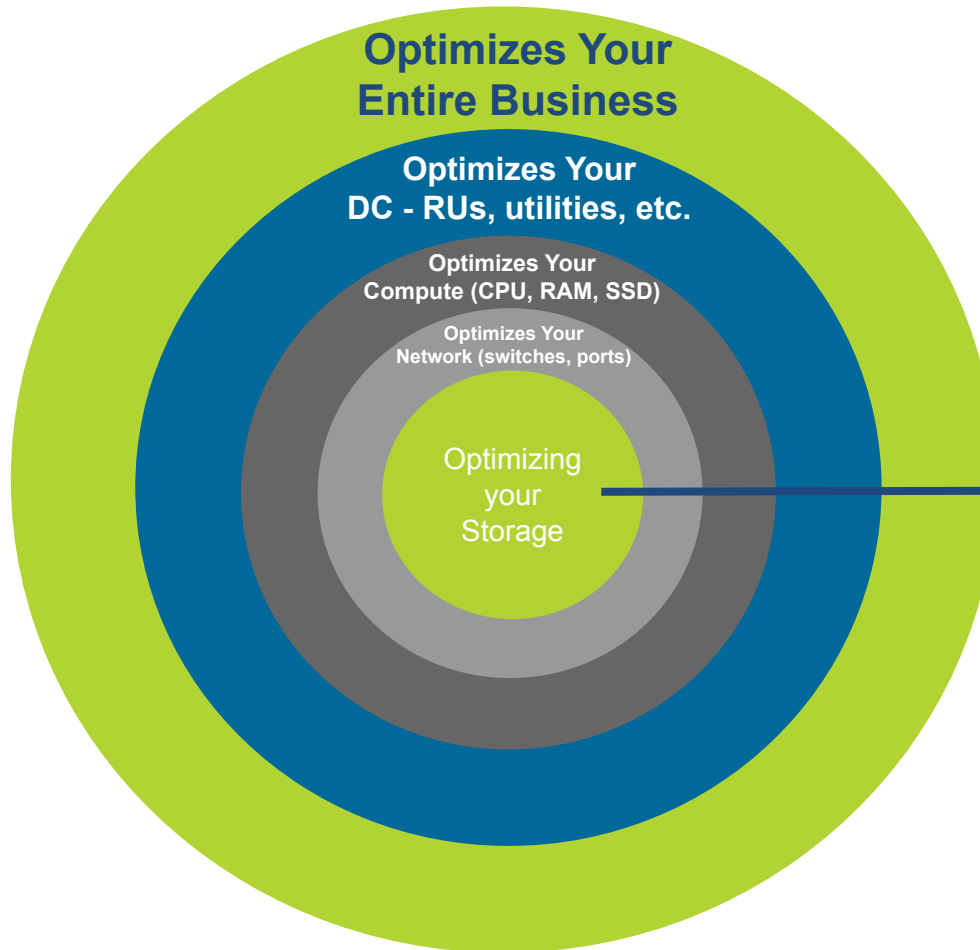
End-to-end automation

DevOps, SRE

High resource utilization

Always on, 24/7

The Unique, Relevant & Timely Value of StorPool



Data is at the core. Extremely fast storage can change the entire economics of running IT, from the core-out.

This leads to overall profit / margin expansion for the entire business.

The Unique, Relevant & Timely Value of StorPool

Optimize Your Entire Business

Atos:

Eliminated downtime &
hardware refresh cycles

CloudSigma:

15% margin increase

Dustin:

From 50 people managing storage down to 5

Krystal / Katapult:

The Fastest Public Cloud

NameCheap:

60% Higher Per-rack
VM density

SELECTED CUSTOMERS



RUNNING WORKLOADS FOR





The ultra-fast & effortless block storage platform built to optimize the entire data center

Q&A



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StorPool Storage

Get in Touch: info@storpool.com