Mario Blandini Chief Evangelist of Drobo Inc. Explains the Easy to Use Storage Philosophy.

Drobo is simply “easy to use storage”. What does that mean? It’s simple; they make low cost storage devices using commodity hard drives that are so easy to use and simple to configure the instructions are on the inside cover of the device. With instructions no more than simple traffic signals.

Drobo are best known for their smaller capacity arrays and indeed over 200,000 customers now use them on a daily basis. The initial products sets were aimed squarely at the professional market where there is a requirement for large scale storage i.e. above the capacity of a single drive but without the expertise, bandwidth or time for offsite “cloud” storage. Typically these professionals are photographers, musicians and videographers both professional and serious amateur who do not want the hassle of large arrays or maybe do not possess the technical knowledge or interest to use the more sophisticated storage equipment otherwise available to service these requirements. What they get by using Drobo is storage they can direct attach to Mac or PC where they can keep all their stored assets (images, video, music etc.) all in one place whilst keeping them immediately accessible and with protected storage which means should a drive fail their data will still be available and immediately accessible. The value proposition here is clear!

There are two versions here, their 3.5” hard drive arrays being best known but Drobo have of late launched their 2.5” drive range the Drobo Mini. They remain very simple and easy to use though with drives being inserted directly into the system without a drive carrier and 30 seconds later the additional storage is available for use.

They have also now added their professional devices to the range now with an 8 bay and a 12 bay optional rackmount iSCSI SAN machines. The 12 bay system will accommodate both 3.5” hard drives and SSDs delivering an elegant mix of capacity and performance. The business issue of backup of critical business data is very well known and the Drobo package combining simplicity with ease of use means their contribution is focused on time saving in the professional IT space. Whilst Drobo focus on the sub 250 seat corporate environment, half of the Fortune 25 companies are using Drobo somewhere. So, in addition to the smaller enterprise client, Drobo is ideal for use in branch offices, departmental storage or lower tier storage.

All this adds up to a simple message, Drobo is protected storage anyone can configure!

Video interview here: <http://www.youtube.com/watch?v=DKYNaufWQZY&feature=youtu.be>