

PrimaryIO is a start-up based in Silicon Valley that develops solutions to dramatically increase application performance in the most cost effective and least disruptive way imaginable. We believe that application performance will be solved through software-defined data services that are dynamically applied and intuitively managed via policies for both bare metal and virtualized servers. PrimaryIO makes this vision a reality.

## Customer Pain We Solve

Big data, web and database applications are stressing the limits of traditional IT architectures because storage performance has not kept pace with compute capabilities. Eliminating this bottleneck has become a top priority for IT organizations globally. PrimaryIO provides software solutions to dramatically increase application performance. Our software dynamically accelerates primary data and I/O for business critical workloads by efficiently utilizing server-side flash, while at the same time avoiding costly server and storage upgrades.

## Our Technology

PrimaryIO's unique Application Performance Acceleration (APA) technology (patents pending) intelligently deploys policy based acceleration profiles based on important application components to deliver maximum I/O performance with minimum resources. Database transactions stored in tables, indexes that speed up queries or the most important web pages to a business are just a few examples. Tier 1 databases supported include Oracle, SQL Server, MySQL, and MongoDB, which can all be optimized to run up to ten times faster without any modifications to the application.

## Our Products

### PrimaryIO APA™ - Application Acceleration Software

- Deploys on Linux, Windows, VMware or Cloud (AWS, etc)
- Utilizes existing server & storage investment
- No system restarts or downtime
- No modifications to application
- Hardware independent
- Works with any SATA, SAS, or PCIe SSD

### Performance Benchmark Results:

- 18X over HDD SysBench MySQL OLTP workload
- 15X over HDD YCSB MongoDB analytics workload



PrimaryIO Voted Top  
10 Coolest Startups



Top 10 Storage Startups  
to Watch in 2015

## Quick Facts

**Founded** 2012

## Headquarters

716 Laurel St #11, San Carlos, CA 94070

Other Locations in Pune, India -  
Vienna, Austria

## Leadership Team

Lorenzo Salhi, CEO and Founder  
(SVS Inc, STEC Inc, SimpleTech)

John Groff, COO and Founder  
(Playbig, PARAGON Technical)

Murali Nagaraj, CTO and Founder  
(VERITAS, BYGSoft Technologies)

Dilip (DMR) Ranade, Chief Architect  
(Veritas, Microsoft)

Glenn Rhodes, CMO  
(NetApp, VERITAS, CA Technologies)

## Advisors

Gopal Sharma  
(Data Wise Systems, Cisco, Veritas)

James Candelaria  
(Cisco, Whiptail)

Alex Miroshnechenko  
(VMware, Virsto, Veritas)

Ronnie Vishishta  
(eASIC, LSI)

Steven Wolfe Pereira  
(VP, Brand Strategy & Marketing at Oracle)

## For Inquiries:

[www.PrimaryIO.com](http://www.PrimaryIO.com); [enquiry@PrimaryIO.com](mailto:enquiry@PrimaryIO.com);  
[EMEA@PrimaryIO.com](mailto:EMEA@PrimaryIO.com)