

# Nirvanix Cloud Implodes

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San Diego-based cloud storage provider Nirvanix announces it is to implode unless it finds help-- and gives customers all of 2 weeks to move their data before it shuts down.



Partner Aorta Cloud is already working on helping Nirvanix recover together with sister company Aorta Capital, with hopes to raise enough capital to run the storage provider in "sustain mode," (as in no new business) for at least of 2 months.

"Armageddon is about to happen," Aorta Cloud and Aorta Capital CEO Steven Ampleford tells the Wall Street Journal before admitting he has no idea what will happen to customers if they fail to recover their data by end September 2013.

Founded in 2007, Nirvanix sold itself as a high-end enterprise enterprise cloud storage vendor. It counts the likes of Fox Networks and National Geographic as customers.

Should rescue attempts fail Nirvanix may end up as a sorry warning for potential startups-- breaking into enterprise cloud-based storage is really hard if you're not an Amazon, Google or Microsoft.

Go [Nirvanix Rescue Package](#)

Go [Nirvanix Shuts, Leaving Storage Customers Scrambling \(WSJ.com\)](#)