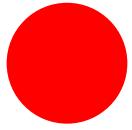
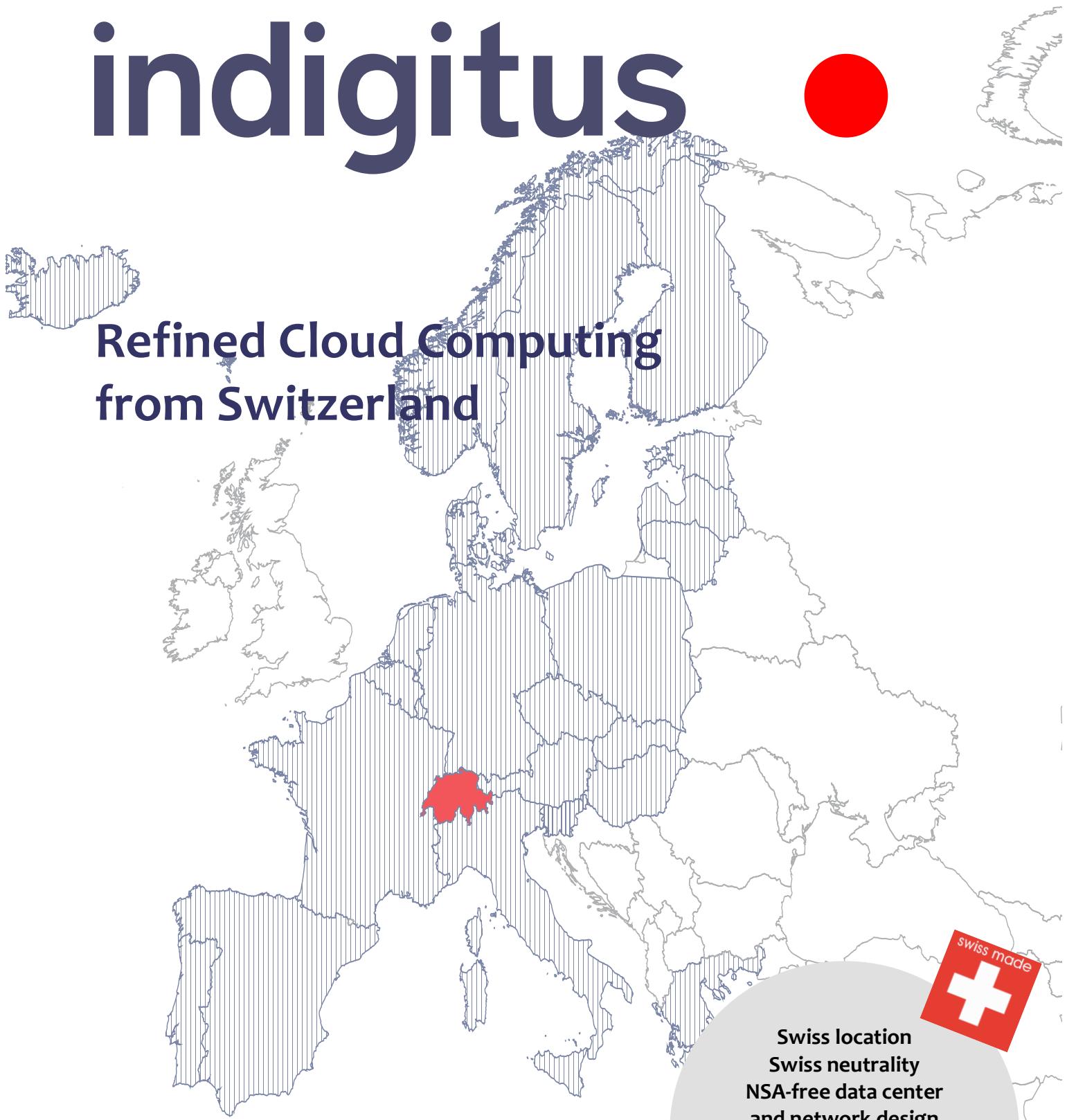


indigitus



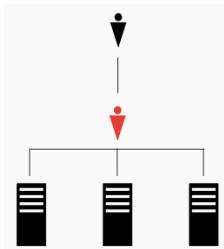
**Refined Cloud Computing
from Switzerland**



**Swiss location
Swiss neutrality
NSA-free data center
and network design
OpenStack and
API based
Free expert support
EU compliant**

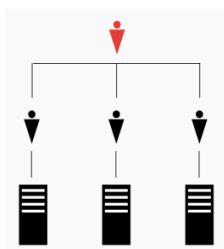
Why you should read this

You are running a couple of dedicated servers and want to optimize cost, scalability and flexibility?



Welcome – we have the right solution for you, and we want to learn from your needs and requirements. Let's start with a simple one-server-equivalent for testing and then let us help you to shift over production step by step. Start forming your own private cloud with adding networks. Identify the right amount of instances, instance size and the appropriate architecture directly with our experts.

You are running an IT or IT related business, like a SaaS or a mobile app startup?



Then we are sure you already considered using cloud computing, but potentially lacked a European solution to comply with legislation, or simply are not satisfied with the horrifying bills that you get from well-established cloud oligopolists at present. Identify the right size and setup directly with our technical experts.

You are even running servers on premise or in collocation – for yourself or your customers – and want to get rid of CAPEX and failure risks?



Let us help you to overcome the legacy and turn your business into fun. No more sleepless nights – the installation is simply running, and you can focus on the additional value you bring to your customers by installing and maintaining their software and cloud setup. No worries – you have still root access and are the master of your installation. We don't interfere – but give you APIs to control your setup and root access to your instances.

What makes us your unique IaaS partner

- We combine the security level of an OpenStack-based private cloud environment with the benefits of a physical shared infrastructure.
- This enables us to offer you secure cloud computing at an unequaled affordable pricing level – at least 1/3 lower than AWS pricing!
- Additionally we provide you with a full-blown OpenStack API for even more convenient individual use of our IaaS platform, i.e. to build a hybrid cloud by combining it with an existing private cloud environment. The good thing: Our OpenStack API standard prevents you from vendor-lock-in.
- Just like Amazon or Facebook, we base our high-demand compute environment on latest Quanta hardware.
- Our FINMA certified Swiss data center has no NSA strings attached.
- In addition, we are delighting you with fast downstream and upstream IP connections via our premium European uplink partners.



How we see the world



Our Mission

We want to deliver what experienced European IT-Admins, Sys-Integrators and SaaS providers lack: A pan-European high-class, highly flexible, highly scaling private-cloud-on-public-infrastructure solution that works easier than AWS and better than established web-hosters' legacy solutions, while being clearly competitive on pricing.

Cloud Computing

In pure business terms, cloud is essentially a flexible, scalable, pay-per-use model for the way IT services are delivered and consumed, typically through short-term contracts. With its pay-as-you-go model, cloud moves many IT costs from capital expenditure to operating expenditure; its “elastic model” means available IT capability can be flexed to mirror changing business demand; and it enables consumers of IT to have much greater transparency over their costs.

(Definition: Fujitsu)



Our core benefits

Adaptable.

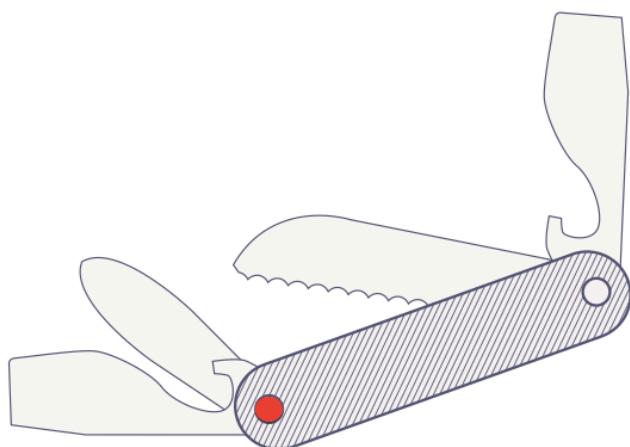
- Pure OpenStack API
- Precise pricing – you know what you pay before you start your resources
- FINMA approved data center
(*Swiss Financial Market Supervisory Authority*)
- Untampered Swiss neutrality since 1515

Flexible.

- IaaS Cloud Computing offer
- Pay-per-use prepayment
- No upfront CAPEX investments
- Cost effective due to shared infrastructure

Empowering.

- Rapid instance deployment (<20 seconds!)
- Latest Quanta server hardware
- Full control via web-based control panel and rest-API
- Dedicated expert support, free of charge



Data Protection and the Data Schengen Area

Data residency and legal jurisdiction

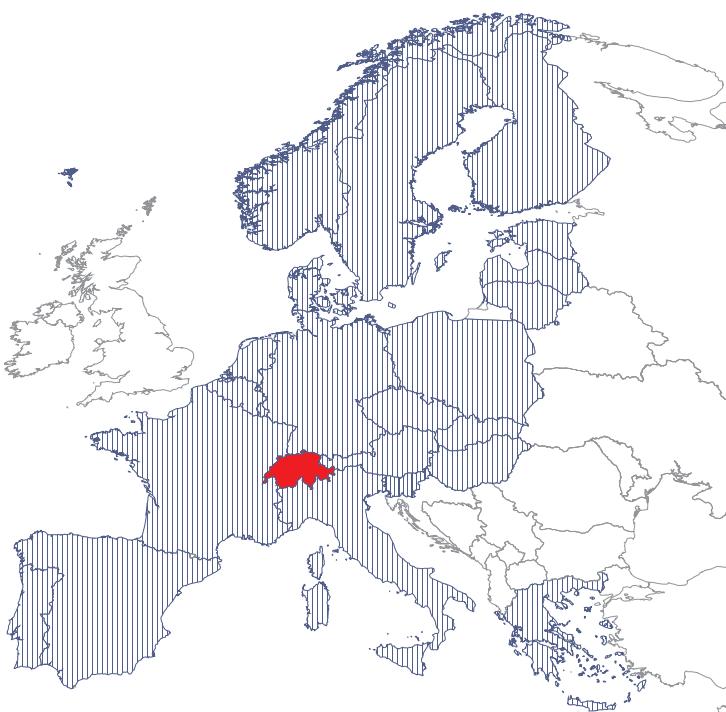
Any business information stored outside its country of origin is subject to the commercial laws of the country in which it is held – and not the country in which it was created. Most organizations therefore decide to keep their data in the country of origin to ensure that the local country law still applies. This means, European data is enforced to remain in Europe – and not with one of the overseas cloud hosters like Amazon, Google, Rackspace or HP.

USA's Patriot Act seen with EU eyes

USA's Patriot Act is a concern for private enterprises and government departments alike: it states that data managed by a US corporation can be accessed by the US government, regardless of where it is located. This means, even a European data center location (like Amazon "Europe West" in Ireland) does not mitigate the dangers evoked by the Patriot Act, if the company has its headquarters in the US.

The legislation in Germany as a reference

"On the privileging of commissioned data processing can only be recourse when the cloud computing provider is based in the EU or the countries of the European Economic Area (EEA), and the data is processed there as well (§ 3 para 8 BDSG). On data processing in other states, the conditions for data transmission must be given and the **cloud computing** provider must rule an **adequate level of data protection**. If the **EU Commission** did not certify adequate level of data protection to individual states (as **certified for Switzerland**, Canada and Argentina), several measures come into account, resulting in detail in § 4c BDSG. "



Reading recommendations:

European Parliament:

The US surveillance programmes and their impact on EU citizens' fundamental rights

http://www.europarl.europa.eu/meetdocs/2009_2014/documents/libe/dv/briefingnote_/briefingnote_en.pdf

Bundesamt für Sicherheit in der Informationstechnologie (BSI):

Eckpunktepapier Sicherheitsempfehlungen für Cloud Computing Anbieter

https://www.bsi.bund.de/SharedDocs/Downloads/DE/BSI/Mindestanforderungen/Eckpunktepapier-Sicherheitsempfehlungen-CloudComputing-Anbieter.pdf?__blob=publicationFile

Technical Description

Powerful Processors



Indigitus is running on powerful Quanta Servers. One indigitus compute unit (ICU) is a unit of CPU capacity that describes the amount of compute power that a virtual core has available to it.

$\frac{1}{2}$ ICU is roughly equivalent to the minimum of 1 logical core (a hardware hyper-thread) of a **Xeon® processor E5-2650 V2** (20M cache, 2.60 GHz).

Network connection and design

Indigitus provides a total of **20 GBit/s external network** connectivity for the beginning, prepared to grow smoothly up to 800 GBit/s if need be. This is combined with a consistent cross-machine bandwidth based on **10 GBit/s internal connectivity**.



Indigitus uses its own fiber backbone based on a cross-redundant Juniper router setup and redundant uplink connections with European top carriers like **Deutsche Telekom**.

The whole network design and the network partners are chosen to avoid any interference with NSA / GCHQ or US-based companies as much as possible, to ensure security, neutrality and compliance.

Secure Data Storage



Indigitus provides redundant, fast and reliable storage based on **OpenStack Ceph file system**.

Data is logically replicated smartly within the file system and physically organized in a way that avoids data loss in the unlikely event of underlying device failures.

Data center and location

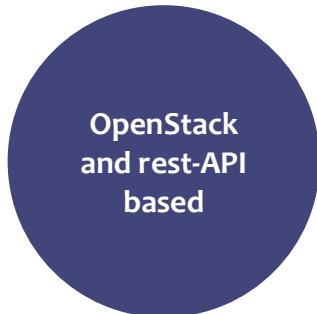


Indigitus cloud services are hosted in our own separate environment in a high-class **FINMA (Swiss Financial Market Supervisory Authority) certified**, purely Swiss data center.

The data center is located near Zurich in Switzerland, running under Swiss legislation within the "Data Schengen" area.

State-of-the-art backbone routers, recent and redundant cooling and UPS systems in addition to Diesel power generators ensure **cutting-edge security** to ensure that our servers will continue to operate regardless of external conditions.

Features



Our IaaS service is based on pure **OpenStack**, which enables you to **easily migrate** and combine existing private cloud environments or to combine your private cloud infrastructure with our scalable cloud infrastructure.

You can handle your whole indigitus cloud environment via our terrific **web-based control panel** and / or directly via rest-calls to our **API**, which is based on OpenStack commands.

Being based on OpenStack, the new de-facto standard for private clouds, you do not need to fear any vendor-lock-in with indigitus, as you could move to another OpenStack offer or to your own cloud environment at **any time with no hassle**.

During our friendly user test, we offer you direct and **uncharged access to dedicated experts** (DevOps from our team) to help you to analyze your needs, set up your private cloud environment, and give you guidance for migration scenarios.

Dedicated Expert Support

We want to learn from you, that's why we want to be as close to you as possible. Use this extraordinary advantage to make your step into the cloud (or to step over to a real **European cloud**)!



With our **control panel** you are able to manage settings and configurations painlessly. You have full cost control already during configuration - even before starting any resource.

The screenshot shows the indigitus control panel interface. At the top, there are navigation links for 'Project Name', 'Messages' (3), 'My Account', 'Support', and 'Sign Out'. Below this is a header with 'indigitus' and a red dot, followed by '3 Messages', 'My Account', 'Support', and 'Sign Out'. The main area is titled 'Create a new instance' with a 'Back to instances' link. A text input field says 'Give your instance a name'. Below it is a 'Basic Setup' section with a 'Select Image' dropdown. The 'OS Images' tab is selected, showing icons for Ubuntu, Redhat, Fedora, CentOS, and Debian. To the right, there are resource statistics: 'New Instance Rate: € 70 /hour', 'New Project Rate: € 790 /hour', 'Time Remaining: 3d 22hrs', and a '+ Add credits' button. A large 'Start' button is at the bottom right.

Pricing Model

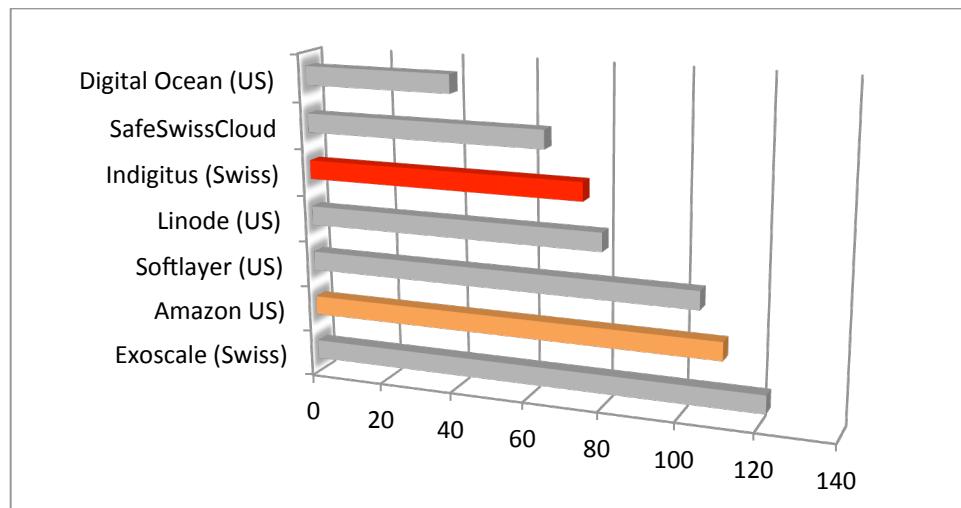
During our friendly user test, **all services are free of charge**. Indigitus will negotiate individual extension of the grace period with you, depending on your contribution to service optimization.



There are no minimum contract terms, you just register once for free and pay per use.

Unlike most other serious cloud players, we are going to provide a clear view on all applying cost **before** you start any instance or other resource (we call it “pay slip”).

Additionally, we include many cost items like IP or I/O traffic in the general resource price and don't charge extra for it afterwards. This gives you **full cost control** and enables you to calculate project cost upfront.



Comparison made on a standard machine of 1 vCPU, 4 GB RAM, 40 GB volume.
Amazon charges additional traffic / IO cost, which are not even shown here.
Amazon pricing is quite similar to Google Cloud, HP Cloud etc.

Fuel up your resources with Digits

On our platform, you fuel resources with “Digits”. Digits only get burned when consuming services, so you only pay for what you really use. We bill you as granular as **by started hour** of a consumed service. So you are able to stop and to augment your resource at any time you need to.

Payment is done upfront: You buy a certain amount of Digits (and, yes, **mass discounts** apply: The larger the chunk you buy, the lower the price!), you check-out and pay via credit card (other payment methods to be introduced at later stages). Once bought, you can consume the Digits at any time. Only when you don't run any resource for more than 12 months we will start asking you to show up again, and if you don't react, we are going to close down your account and delete remaining Digits.



Pay-per-use

Cloud configuration

To set up a proper cloud environment, you want to incorporate several instances (like web server, application server, data base server) to your cloud.

Unlike others, we aim to make configuration of loadbalancers, firewalls, network and subnets an easy task!

Also assignment of floating and static IP addresses to particular servers or load balancers, or setting up end-to-end secure connections is made rather easy.

You have two options for configuration: Either using our web control panel or via API access to enable automated cloud management.

Our Management Team



CEO: Damian Schmidt

Former CEO at STRATO, Europe's 2nd largest webhost (~100 mEUR revenue), subsidiary of Deutsche Telekom. Held several leading roles in the German ICT industry.



CIO: Jan Wilhelm

Results-driven leader with a 15+ year career
Innovative projects at Europe's largest webhost 1&1, SAP, T-Systems, Siemens, Moconso and Living Mobile.



CTO Data Center Infrastructure: André Oppermann

Founder of Equinix Switzerland
Experienced Data Center expert
Certified as ATD Accredited Tier Designer by the Uptime Institute



CFO: Denis Bräuer

Entrepreneurial mind with over 10 years of progressive professional experience in Controlling & Finance across Switzerland & Germany - International Finance Lead for Belkin / Linksys Networking, Small Medium Business & Enterprise.

Our Associated Experts



John Sotiropoulos, Raythos Interactive Ltd., London

Expert for Product Vision & Development, Innovation and IP, Agile Development, High Performance & Availability expert; PRINCE2 Certified Practitioner (APMG), Certified Product Owner (Scrum Alliance)



Wilhelm Boeddinghaus, iubari GmbH, Berlin

CCIE #25603, JNCIS, IPv6 Forum Certified Network Engineer (Gold), Member of German IPv6 Council, board member of BCIX, former Head of Core Routing of Strato AG

Service Level Agreement

You've seen in the technical section that we've done a lot of efforts with premium partners to ensure high uptime. Nevertheless, we recommend to use the friendly user test phase for non business-critical applications, like new projects, test and sandbox servers, and learn together with us about platform stability and reliability.

During our friendly user test, we will still work on optimizations on our platform and OpenStack installation. This is why we don't provide any SLA during our friendly user test – though aiming for a full-blown 99.99% technical uptime. Which means that we try to inform our friendly users timely before we deploy new stuff – and that's why we don't charge you anything during this phase.

We plan to have a matured platform in place by October 2014, with full SLA agreements at market standards.

