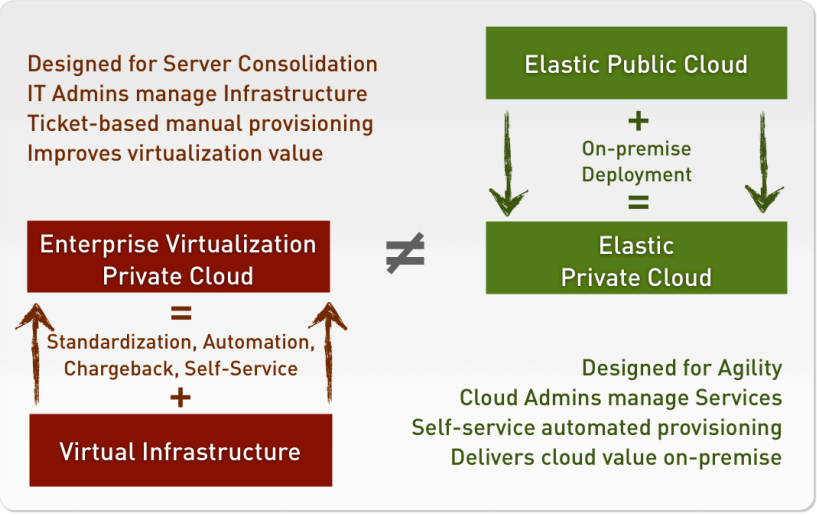
Enterprises across all sectors are leveraging on-premise, Infrastructure as a Service (IaaS) clouds based on OpenStack™ to increase agility and drive competitive advantage. Whether it's big data processing, mobile & web application delivery, or agile infrastructure for application development teams, enterprises are deploying this elastic cloud infrastructure as an alternative to costly and complex enterprise virtualization systems and to power cloud-architected dynamic apps that would otherwise need to be hosted in a public cloud.

Elastic Clouds represent a New Model for IT Service Delivery

Very little in elastic clouds can be traced back to enterprise virtualization in the data center. Elastic clouds represent a new IT model created out of necessity by the biggest of Internet players such as Amazon, Google, Facebook and Twitter. They simply needed a new way to operate IT with high efficiency at an unprecedented scale. They leveraged and extended open source software running on scale out, non-proprietary infrastructure to support the dynamic applications powering their businesses.



Early drivers for enterprise virtualization focused on server consolidation to increase hardware utilization rates. Enterprise virtualization is very different from elastic clouds exactly because it sought to encapsulate and preserve the complexity of existing enterprise stovepipes (all the silos of hardware, software, network and storage), and in doing so, it requires expensive and often redundant hardware / software and a high level of effort to deploy and maintain.

In contrast, the elastic cloud model focuses on agility. It throws legacy complexity out the window in favor of simple, modular services. The elastic cloud model reverses the enterprise virtualization paradigm by making applications responsible for their own fault tolerance to enable extremely scalable and reliable applications that run on industry standard hardware with simplified operations.

Delivering Agile, Self-Service Infrastructure On-premise Mitigates Shadow IT

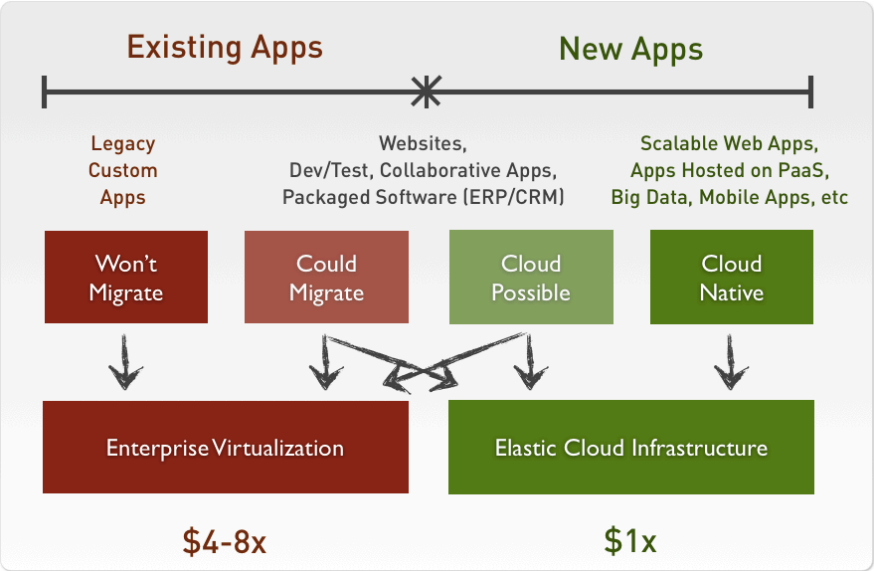
Seeing the agility delivered by elastic clouds, development teams and line of business owners are increasingly bypassing internal IT departments to self-provision public cloud resources, often creating significant governance, compliance and operational risks for the company at large. These IT customers are naturally following the path of least resistance to getting their objectives met and their products to market faster.

The most effective way to mitigate this risk is to put cloud computing on the menu with the full support of IT – and provide customers with compatible options for both public and private cloud infrastructure along with clear guidelines on when to use them. The notion of emulating public cloud service providers is at the heart of Cloudscaling's mission to transform shadow IT from a governance problem into an IT innovation driver.

The Cloudscaling Open Cloud System (OCS) is a turnkey private cloud solution that can deployed in a week, supported 24x7x365 by a team of cloud experts, scaled over time to match demand and then upgraded with each OpenStack release. OCS is the only cloud system that is both architecturally and behaviorally compatible with leading public clouds like Amazon Web Services and Google Compute Engine. As a result, OCS enables seamless application deployment and management across hybrid cloud environments.

Deploy Your Apps to the Best Fit Infrastructure

The most common adoption model is to deploy an OCS elastic private cloud in your data center alongside the existing enterprise virtualization infrastructure, and then deploy applications over time into the best fit environment for each application's requirements.



Cloudscaling OCS represents net new infrastructure that supports your evolution towards a dynamic computing environment without compromising security, reliability, control or cloud economics.

Going forward, OCS delivers a new kind of agility by making it easier to move workloads securely between public and private clouds. You can flexibly deploy applications to the best fit infrastructure, burst to public clouds as needed on demand, and distribute application services across multiple clouds for availability and security.

With OCS, it's now possible to have the best of both worlds - access to public cloud services and an elastic private cloud that sits in your data center, under your control, offering all the agility of AWS and GCE.

cloudscaling

45 Belden Place
San Francisco, CA, 94104
Main: +1-877-636-8589
International: +1-415-508-3270
www.cloudscaling.com

openstack CLOUD SOFTWARE

Cloudscaling is the trusted source for information on OpenStack and together with the community is making OpenStack more production-grade. For more information, please visit www.openstack.org.

Common Use Cases

Modernize the Data Center

Deploy a cost-effective and highly elastic private cloud that can handle the dynamic, scale-out demands of today's applications.

Mitigate Shadow IT

Provide an equivalent private cloud alternative to public cloud infrastructure to prevent developers and application owners from working around IT governance.

Enable Public Cloud Compatibility for Hybrid Deployments

Flexibly deploy and manage applications across public and private cloud infrastructure with consistent performance and behavioral fidelity while leveraging common tools and processes. No retraining or re-architecting is required.

Empower Agile Development

Provide DevOps teams with agile, API programmable infrastructure to modernize the way you manage development and deployment.

Support Big Data On-premise

Deliver infrastructure that can scale out to support the high capacity requirements of Big Data apps to extract intelligence from unstructured datasets.

Implement Platform as a Service

Accelerate application development, deployment and operations across your language and framework of choice.