

# **ElasticHosts**

Flexible servers in the cloud

**The Growth Of Cloud and  
How You Can Offer Cloud Server Hosting  
To Your Customers**

[www.elastichosts.co.uk](http://www.elastichosts.co.uk)



## Growth of public cloud

**“Spending on public IT cloud services will exceed \$40 billion worldwide in 2012, and this will grow to around \$100 billion by 2016”.**

*International Data Corporation (IDC) forecast, Sep 2012.*

Evidently more and more businesses are looking to take advantage of cloud and the cost and overall efficiency it provides. With cloud servers being highlighted as a high growth area, the channel needs to be able to offer cloud servers or they risk missing out on a vital revenue opportunity and losing existing customers to the big name clouds. However, the challenges of launching a cloud offering are the expense and time that it takes to develop. Not only do you need to take into account the capex required to buy the necessary hardware and data centre capacity, but you also need the skill set to design and manage such a flexible, agile service. Resellers that recognize this are starting to partner with established cloud providers to white-label their services, so that they can both retain existing customers and appeal to new ones specifically looking for cloud based services.

## **Start offering cloud servers today**

**By becoming a White-Label Reseller of ElasticHosts you can offer cloud servers without having to invest the time, money or resources to set the business up from scratch.**

UK-based ElasticHosts have successfully been selling on-demand, instantly scalable cloud servers since 2008 and have now expanded to 6 independent locations across the UK, US, Canada and Hong Kong (coming soon). Their stable business, global presence and expertise make them the ideal partner for launching your own brand cloud.

Their virtual cloud servers, based on Linux KVM virtualization, offer all the power and control of a traditional hosted server whilst giving the user an unmatched combination of instant flexibility, ease of use and cost efficiency.

The cloud service is fully self-managed and customers have the freedom to run the OS and applications of their choice, as well as having free choice of CPU and RAM allocation. Pricing starts from £30 per month and users can choose to pay by the hour or save by committing to a monthly subscription.

## Is this suitable for me?

**Yes. As IT infrastructure moves to the cloud, cloud servers are replacing physical servers and becoming an essential product to offer and part of many IT solutions. Here are just some examples of who can benefit from offering private label cloud services rather than referring customers to an external cloud provider:**

- **MSP, VAR, SI.** Managed Service Providers, Value Added Resellers, System Integrators and Solutions Providers are increasingly offering and managing cloud delivered services for their clients. Rather than recommending third-party cloud providers, you can now offer your own private label cloud, own the entire customer relationship and share in the infrastructure revenues.
- **Hosting resellers** need to offer cloud services to keep up, but to find it harder to resell cloud servers than traditional VPS or dedicated servers, since delivering self-service cloud to the end-user requires a sophisticated end-user interface, not just WHMCS. Private label cloud allows you to rebrand the entire ElasticHosts experience and offer cutting-edge cloud server products with attractive revenue share.

- **Hosting providers, telcos and data centre operators** without an IaaS cloud infrastructure offering are under increasing pressure to launch one. Private label cloud lets you launch immediately without hardware capex and start building a customer base. Once you have built scale, we can later transition you to running a cloud on your own hardware in your own data centre using our ElasticStack cloud platform.
- **Independent Software Vendors (ISVs)** are increasingly offering their software as a service over the internet, supported by servers running in the cloud. If end-customers need access to the underlying cloud servers as well as the software, then private label cloud lets you offer them this access under your own branding.
- **Hardware resellers or distributors** are under pressure with customers buying more cloud services and less physical hardware. Private label cloud enables you to offer the new products that your existing customers want and build a recurring revenue base.

## How does it work?

**The ElasticHosts White-Label Reseller Program enables you to fully rebrand our cloud hosting products and offer them to your customers, under your brand:**

Offer private label cloud servers to your customers

Receive 30% of recurring hosting revenues, with no data centre costs

Launch immediately, after simple online rebranding process

Your customers and sales leads get full self-service access to a rebranded version of the ElasticHosts control panel, where they can create and manage their own cloud servers. The cloud platform automatically monitors, quotas and bills their use, taking payments from their credit cards into your merchant account, Google Checkout account or PayPal account.

Your sales team have fully visibility into customer activity, and your support team have administrator access to help your customers manage their accounts. You would handle first-line sales and support for your customers, and ElasticHosts would support you for second-line queries.

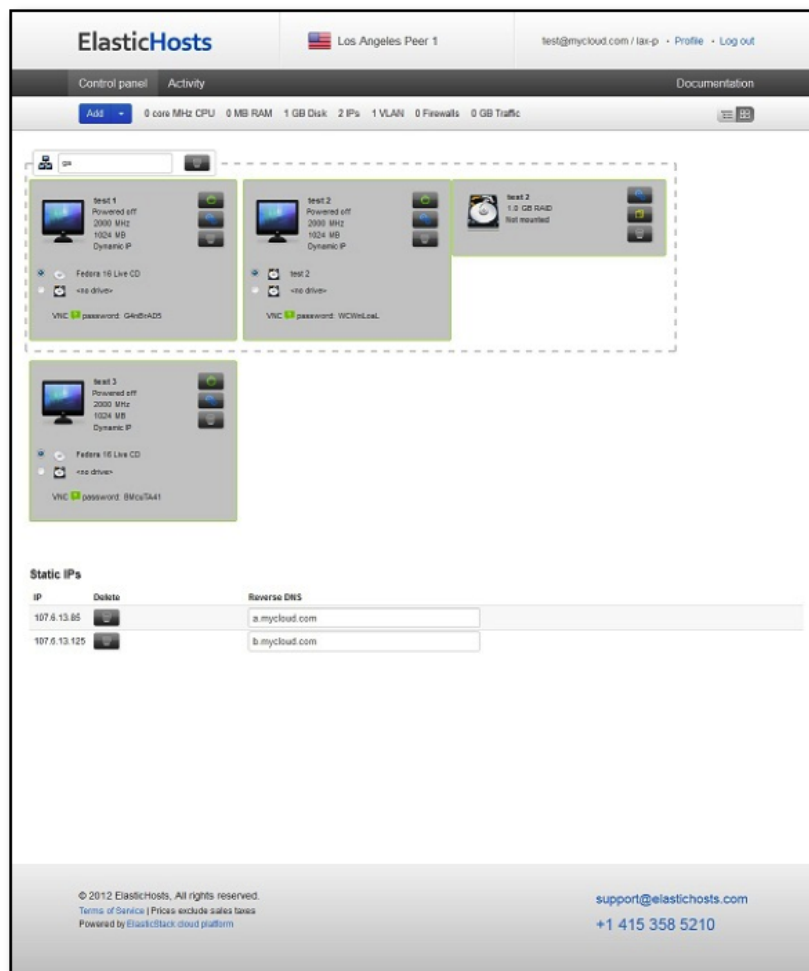
You would rebrand the site using simple online forms, and ElasticHosts' on-boarding team will support you during this initial phase.

## What will my cloud look like?

**The ElasticHosts White-Label Reseller Program allows you to fully rebrand our cloud server products for resale to your customers.**

Rebranding can be as simple as entering your company name and uploading a logo, or alternatively you can completely customize the look and feel by uploading custom HTML, images, CSS and JavaScript.

### *Standard ElasticHosts Control Panel*



The following screenshot shows a simple rebrand, where the reseller has simply entered their company name and uploaded a logo. Basic rebranding such as this can be done achieved within an hour without a specialist web designer.

### *Control Panel: Simple Rebrand*

The screenshot displays the 'my cloud' control panel interface. At the top, the 'my cloud' logo is on the left, 'Los Angeles Data Center' with a US flag is in the center, and user information 'test@mycloud.com | is' with links for 'Profile' and 'Log out' is on the right. Below this is a navigation bar with 'Control panel', 'Activity', and 'Documentation'. A status bar shows resource usage: 'Add + 0 core MHz CPU 0 MB RAM 1 GB Disk 2 IPs 1 VLAN 0 Firewalls 0 GB Traffic'. The main content area features a 'DC' dropdown and three server cards. Each card shows a monitor icon, name (test 1, test 2, test 3), status (Powered off), specs (2000 MHz, 1024 MB, Dynamic IP), OS (Fedora 15 Live CD), drive status (<no drive>), and VNC access (password: oQUG2efJ, GuZQ0Y50, 00KBA2Hz). A 'Static IPs' table at the bottom lists two IPs with their corresponding Reverse DNS entries.

| IP           | Delete | Reverse DNS   |
|--------------|--------|---------------|
| 107.6.13.205 |        | a.mycloud.com |
| 107.6.13.229 |        | b.mycloud.com |

© 2012 My Cloud. All rights reserved.  
Terms of Service | Prices exclude sales taxes  
Powered by ElasticStack cloud platform

support@mycloud.com  
+1-000-000-0000



The following screenshot shows an advanced rebrand, where the reseller has uploaded custom HTML, images, CSS and JavaScript to dramatically change the look and feel of the control panel. Advanced rebranding such as this can be achieved within a day or two by a web designer.

### *Control Panel: Advanced Rebrand*

The screenshot displays a custom-branded control panel for 'My Cloud'. The header features a sunset background with the 'My Cloud' logo. Navigation links include 'Control panel', 'Activity', 'Billing', 'Subscriptions', and 'Documentation'. The user is logged in as 'test@mycloud.com'. A status bar shows resource usage: 4000 MHz CPU, 2048 MB RAM, 6 GB Disk, 0 GB SSD, 2 IPs, 1 VLAN, 0 Firewalls, 0 GB Net, £0.032/hr, and 371 days left.

The main content area shows a list of servers under 'VLAN 1':

- test 1**: Started 2012-09-17 17:31:17, 2000 MHz, 1024 MB, 10.0.0.11 (traffic), 1G CD, <no drive>, VNC password: VlnKl0u0h.
- test 2**: Powered off, 2000 MHz, 1024 MB, Dynamic IP, VNC password: MTyHtGmZ.
- test 2**: 3.0 GB Disk (RAID), Not mounted.
- test 3**: Started 2012-09-17 21:33:51, 2000 MHz, 1024 MB, 10.0.0.6 (traffic), VNC password: bsHtCmiv.
- test 3**: 3.0 GB Disk (RAID), Mounted.

The 'Static IPs' section shows a table:

| IP       | Delete | Reverse DNS   |
|----------|--------|---------------|
| 10.0.0.4 |        | a.mycloud.com |
| 10.0.0.7 |        | b.mycloud.com |

The footer contains navigation links, copyright information (© 2012 My Cloud), and contact details (support@mycloud.com, +1-000-000-0000).

## What's in it for me?

**For just a nominal one-off set-up fee of £500 and a monthly fee of £100 to cover maintenance and updates and support, we provide our cloud services to you at a 30% discount.**

The table below shows a compelling return on investment. You would start to profit after selling just 10 of the smallest sized servers.

*ElasticHosts White-Label Reseller Program: ROI*

| Avg. monthly server price | # Servers sold | Profit per month |
|---------------------------|----------------|------------------|
| £35                       | 10             | £5               |
| £35                       | 100            | £950             |
| £35                       | 1000           | £10,400          |
| £50                       | 10             | £50              |
| £50                       | 100            | £1,400           |
| £50                       | 1000           | £14,900          |
| £100                      | 10             | £200             |
| £100                      | 100            | £2,900           |
| £100                      | 1000           | £29,900          |

## How to join?

Call **+44 (0)207 183 8250** to discuss your cloud plans,  
or  
email **[sales@elastichosts.com](mailto:sales@elastichosts.com)** and our sales team will be in touch.

We recommend that all White-Label Resellers also take advantage of our free trial to see how it works:

**[www.elastichosts.co.uk/cloud-hosting/free-trial](http://www.elastichosts.co.uk/cloud-hosting/free-trial)**

For details of ElasticHosts other reseller and referral schemes, visit our website:

**[www.elastichosts.co.uk/cloud-reseller-hosting/](http://www.elastichosts.co.uk/cloud-reseller-hosting/)**