

CloudFounders
Innovators in Cloud Technologies



Your way into the Cloud

Build Your Own Cloud with Cisco UCS
and CloudFrames® vRun®



Agenda

- Introduction
- Cloud – Opportunity
- Cloud – BYOC or Resell
- CloudFrames® vRun® for BYOC
- CloudFrames® vRun® deep dive
- Use Cases
- Pricing examples
- Next Steps

Introduction



■ CloudFounders® brings together leading experts from the world of cloud, datacenter and IT services for the last 12 years.

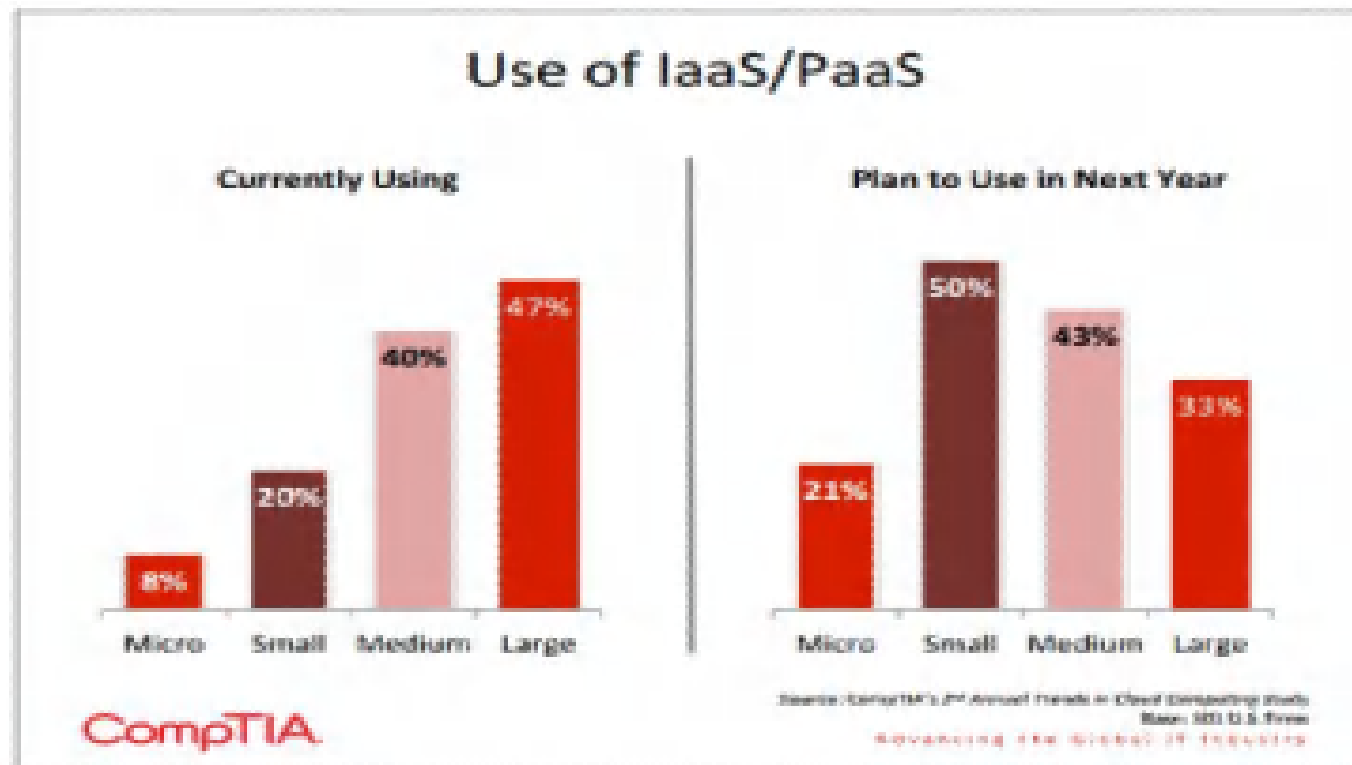
■ The CloudFounders® platform differs from other “cloud builders” by delivering technology components with a simpler setup process and lower management overheads.

■ CloudFounders® focuses on the IT Channel and OE businesses

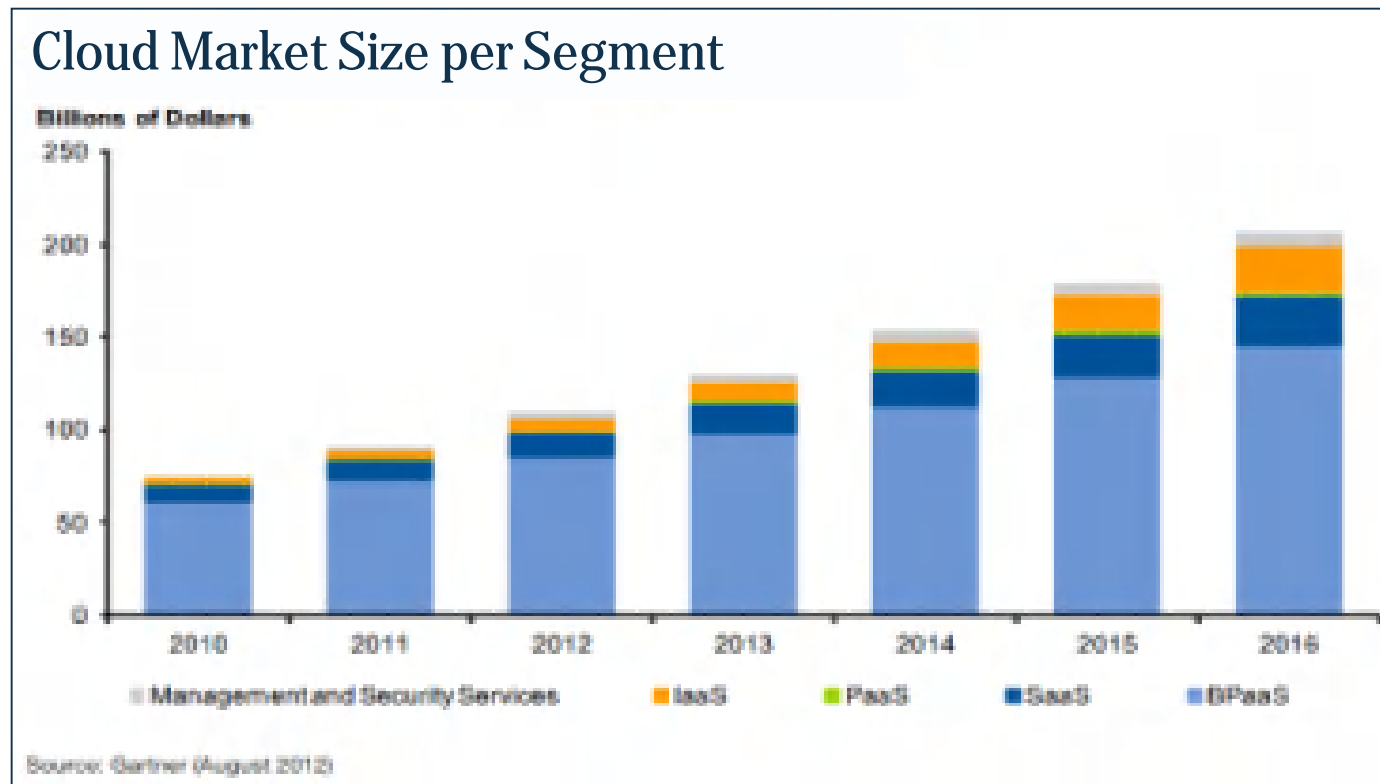
Cloud – Opportunity



Cloud Opportunity - Demand



Cloud Opportunity - Market Size



Opportunity for the VAR, SI channel

- Certain Horizontal Apps move to SaaS e.g. E-Mail, Unified Communications
 - No recurring revenue opportunity for the channel
 - Some money in migration, professional services
 - Better to resell Starbucks Coffee as compared to Office365 ??
- IaaS opportunity among SMB, mid-tier customers who want a cloud BUT:
 - Want it in their office or in a data center with someone they trust
 - Have custom LOB applications
 - Need it as a managed solution – IT as a service
 - Value minus pricing model and not cost plus – 60% + margins
- IT companies with own cloud command strong value for their companies
 - Rackspace – 6x revenue
 - ioMart – 4x revenue
 - Hosted Solutions – 6x revenue

Cloud – BYOC or resell



Cloud – BYOC or Resell

- BYOC – Pros

- Margins
- Customer stickiness
- Differentiation

- Resell – Pros

- Zero capex
- Ease

- BYOC – Cons

- Cost
- Integrate different products
- Significant Capex

- Resell – Cons

- Lose customer control
- Give up margins

Introducing

 **CloudFrames®**  **vRUN**  **CISCO**



Introducing CloudFrames®

CloudFrames® vRun® is purpose built for the Cisco Unified Computing Systems. It adds perfectly to the combined infrastructure that the Cisco UCS servers are offering.

With CloudFrames® vRun® you convert your Cisco UCS server into your own powerful, flexible converged virtualization infrastructure offering a unified IAAS platform at your own premises or at any other hosted location.

Traditional BYOC vs. CloudFrames®

Traditional BYOC

- Servers
- SAN
- Storage Networking
- SSD Caching
- Backup and Replication
- VM orchestration
- Multi-tenant networking

CloudFrames®

 Cisco UCS server +

 CloudFrames® vRun®
Software

CloudFrames® **RUN** Still not Clear?

All of this in
one single 2U Server



CloudFrames® - 3 models

Offer your own hosted IaaS

Single appliance that has all the needed functionality – put in data center of your choice or with our vRun Certified Hosting Partners

Offer an on-premise private Cloud

An on-premise private cloud offer has no security issues whatsoever and is a good fit for most SME. For Business Contingency reasons you would however have to add the “off premise” component

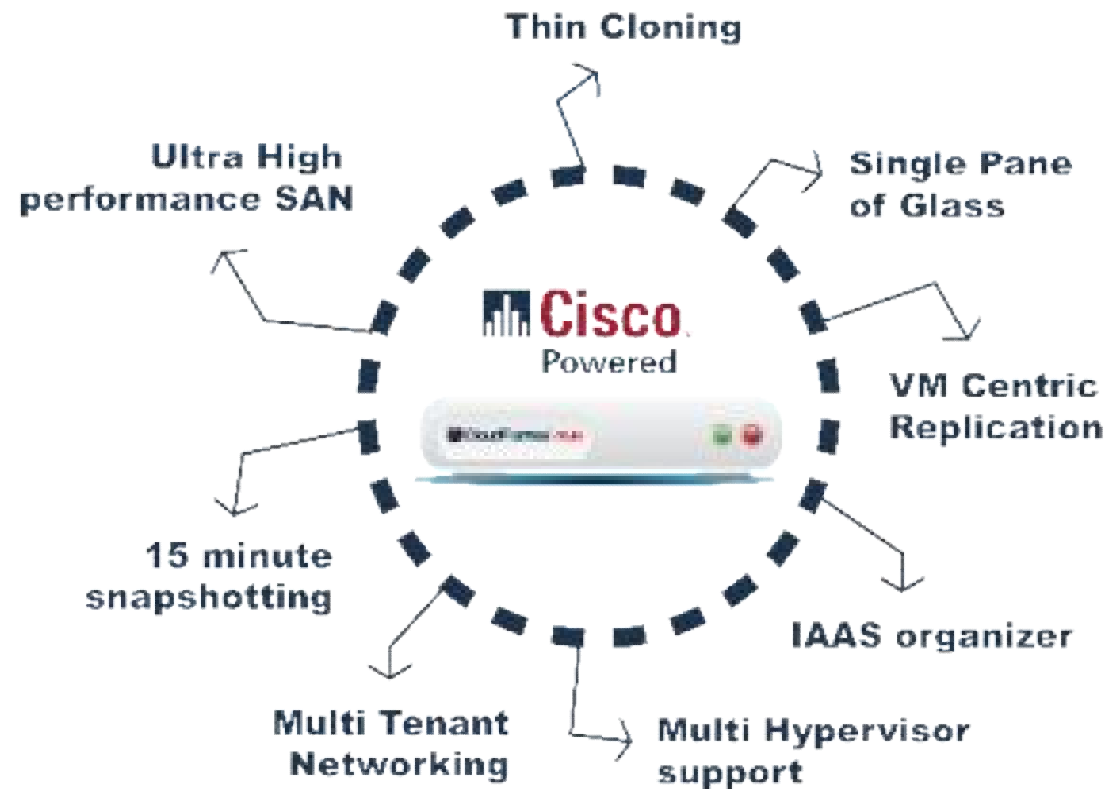
Use best of both worlds and use a Hybrid Cloud model

Why not offer a model that enables private on-premise clouds, takes care of the “off-premise” component AND allows you to host your customer’s workloads.

Deep Dive



CloudFrames® **RUN** Features

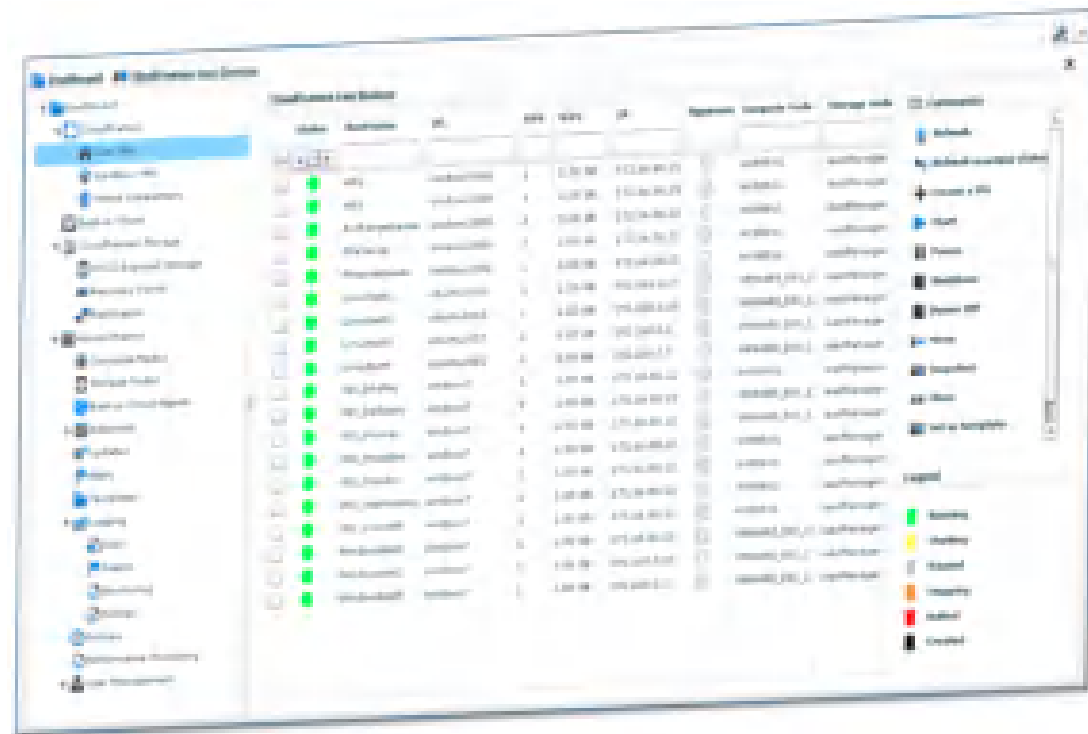


Built for Cisco UCS

CloudFrames® **vRUN** HighLights

Ease of Use

No specific skills required prior to migrating to CloudFrames® vRun®. All functionality is available through one single point-and-click GUI.



CloudFrames® **vRUN** HighLights

Ultra Fast Storage

 CloudFrames® vRun® Storage architecture is based on a revolutionary architecture (Erasure Coding) and holds a multiple tier caching principle.

 CloudFrames® vRun® Storage architecture evaluates the importance of its own data and shuffles it around the different caching tiers resulting in an ultra fast IO performance.

 **40,000 IOPS out of one single server!**

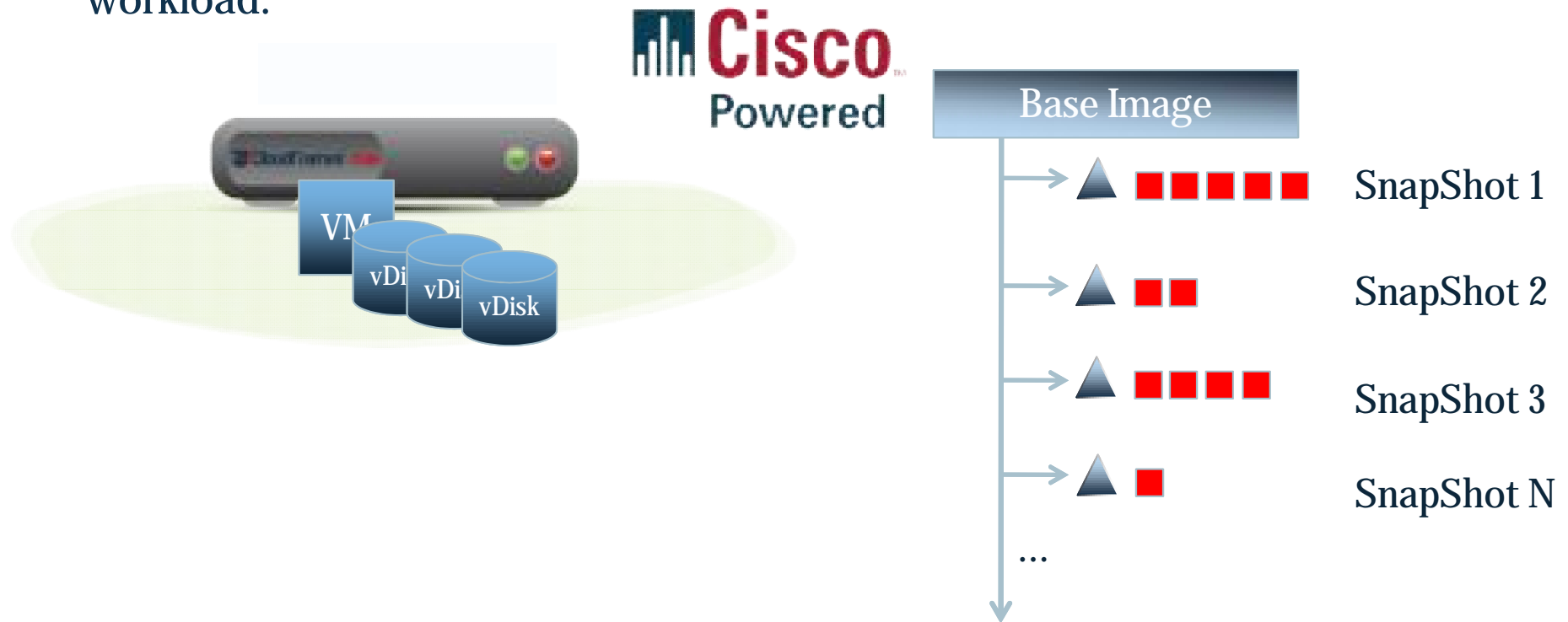
No Boot Storm is big enough for CloudFrames® vRun®



CloudFrames® HighLights

Virtual Machine based Backup with Retention

CloudFrames® vRun® automatically creates restore points and retention policies for selected Virtual Machines. No need to backup your complete workload.



CloudFrames® **vRUN** HighLights

Virtual Machine Based Replication

 CloudFrames® vRun® offers replication per Virtual Machine. No need to process SAN2SAN replication like other vendors are implying.

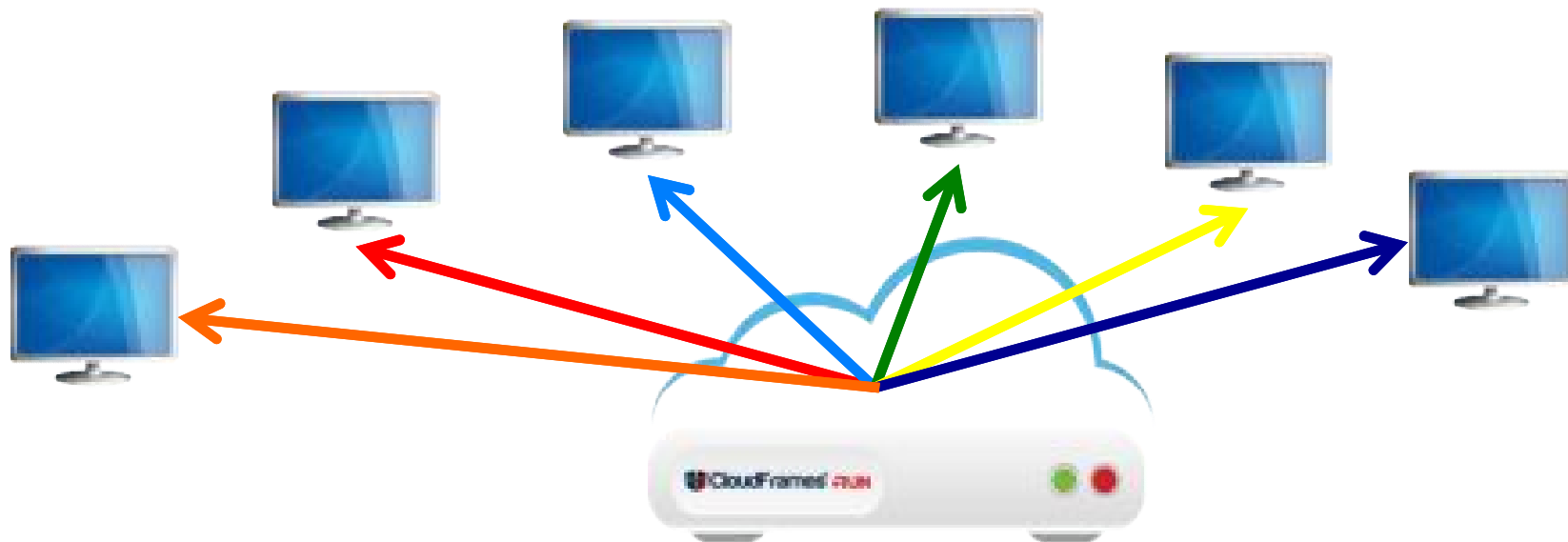
 Virtual Machine based Replication across the Globe! Both LAN and WAN replication supported.



CloudFrames® vRUN HighLights

Multi Tenant Networking

CloudFrames® vRun® enables grouping of Virtual Machines in multiple isolated VLANs.

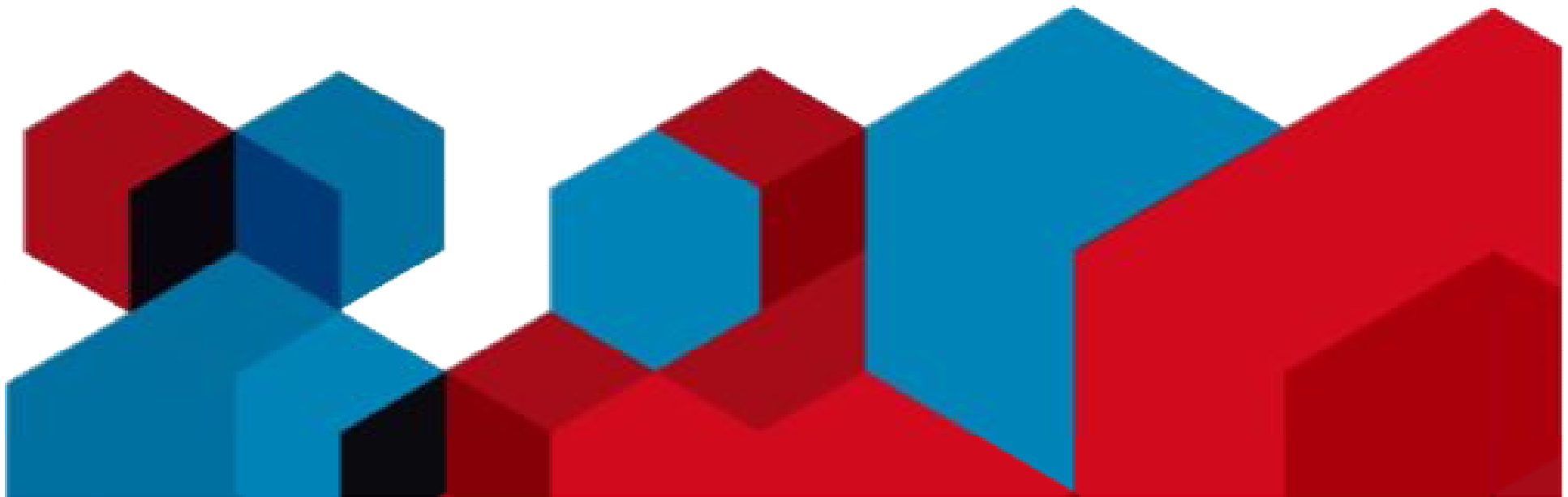


CloudFrames® **vRUN** What is it?



- Remove all the clutter out of your office and **converge all your IT**
- CloudFrames® vRun® = Your office in **one single Cisco UCS server**
- All **Enterprise functionality** available through one single pane of glass.

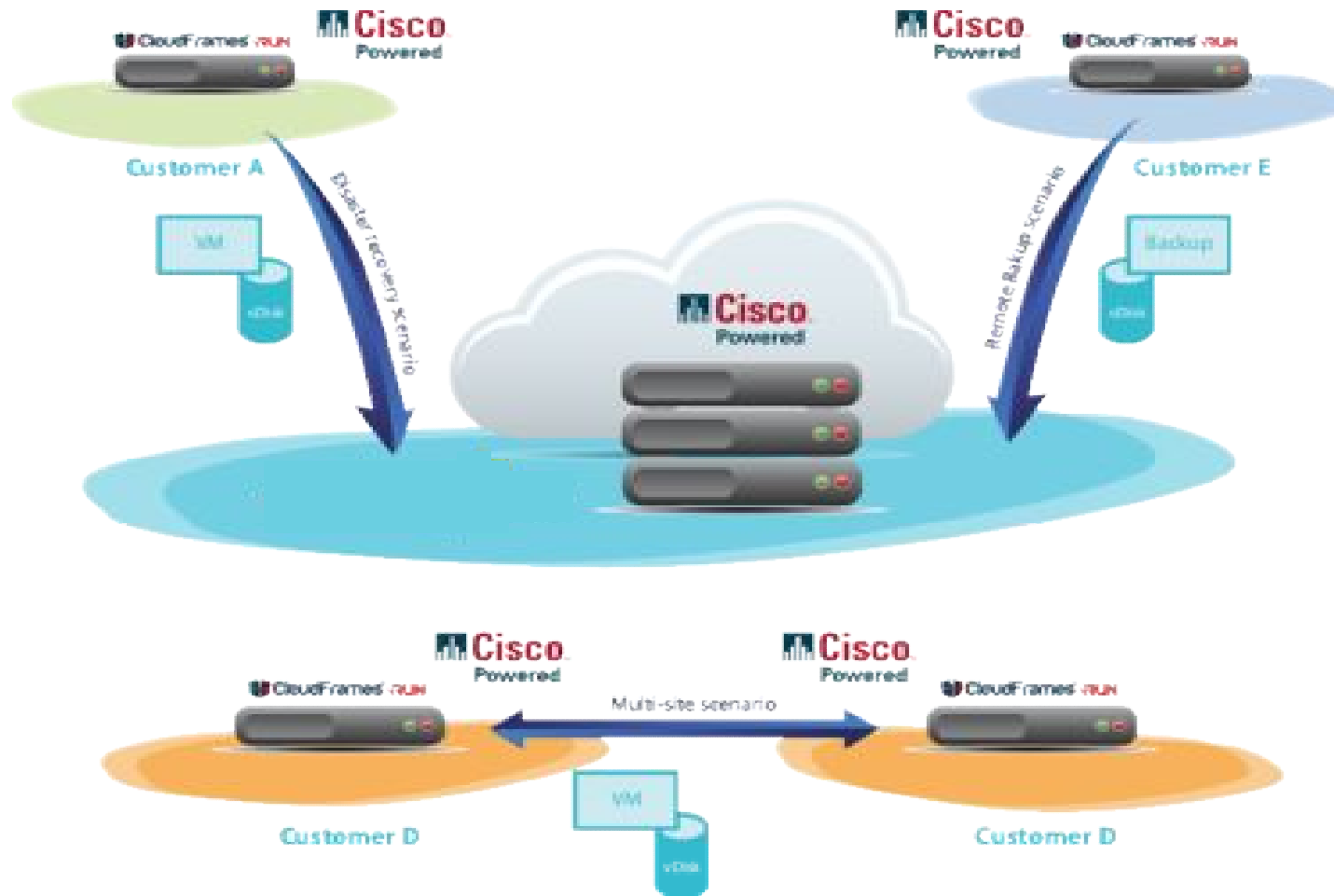
Demo



UseCases



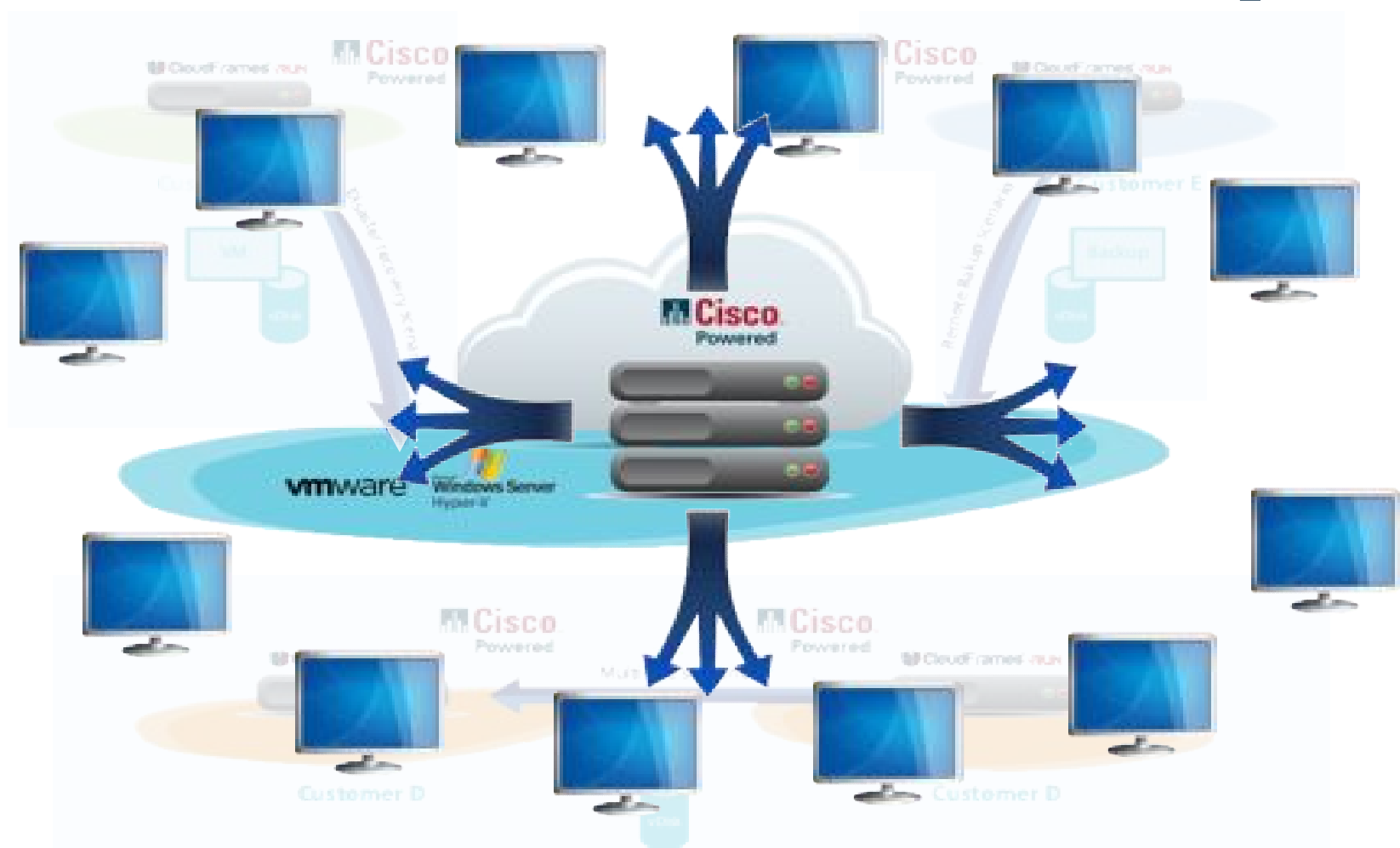
CloudFrames® **vRUN** EcoSystem



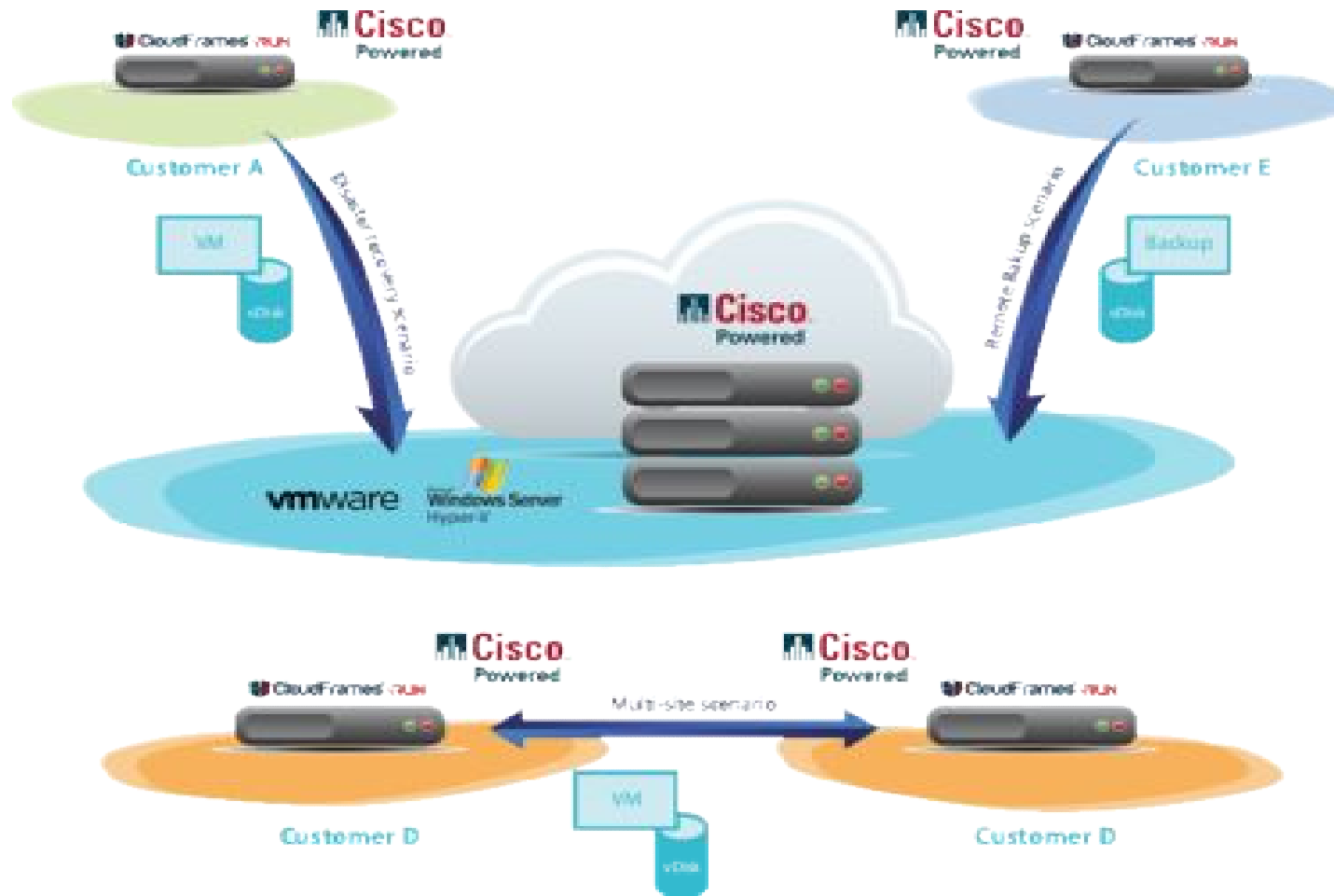
CloudFrames® **RUN** Your Datacenter



CloudFrames® **RUN** Hosted Setup



CloudFrames® **vRUN** Hosting Program



CloudFrames® **RUN** Hosting Program

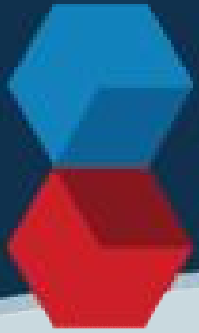


Next Steps...



CloudFrames® Next Steps

- Use your Cisco UCS server or order according to specs: see ordering steps
- CloudFrames® vRun® Eval/Purchase: see ordering steps on your USBkey



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Questions

tony.bogaert@cloudfounders.com

