



# OpenStack as a Backend for Selling Cloud & VPS Services

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Co-founder & Executive VP

**Atomia.**

Before  
we get  
started

**Atomia.**

# A quick introduction to Atomia

We provide a complete software solution for running a hosting business.

- Hosting and admin control panels
- Billing system
- Hosting automation & provisioning
- We use OpenStack for cloud services

Enough talk about us.

**Hosting providers need to hop  
on the OpenStack train today.**



First  
things  
first

# What exactly is OpenStack?

*OpenStack is an open source software for managing public and private clouds.*

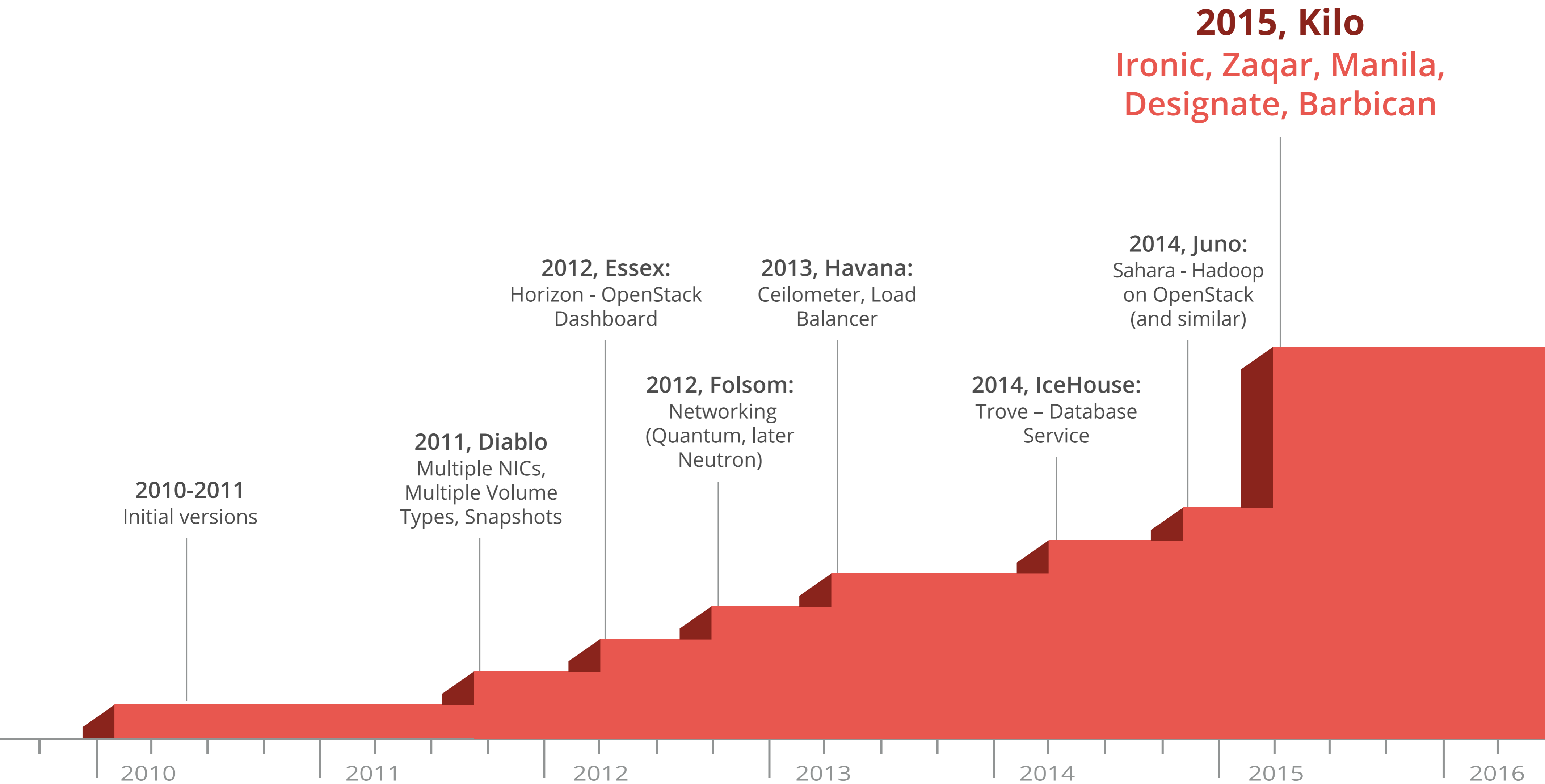
## OpenStack is:

- Compute cloud management software
- Object store management software
- Networking management software

## Openstack IS NOT:

- Marketplace or billing software

# OpenStack timeline



# Why OpenStack?

## 1 Technical Reasons

Flexibility to match your cloud product offering to any kind of scenario.

## 2 Economic Reasons

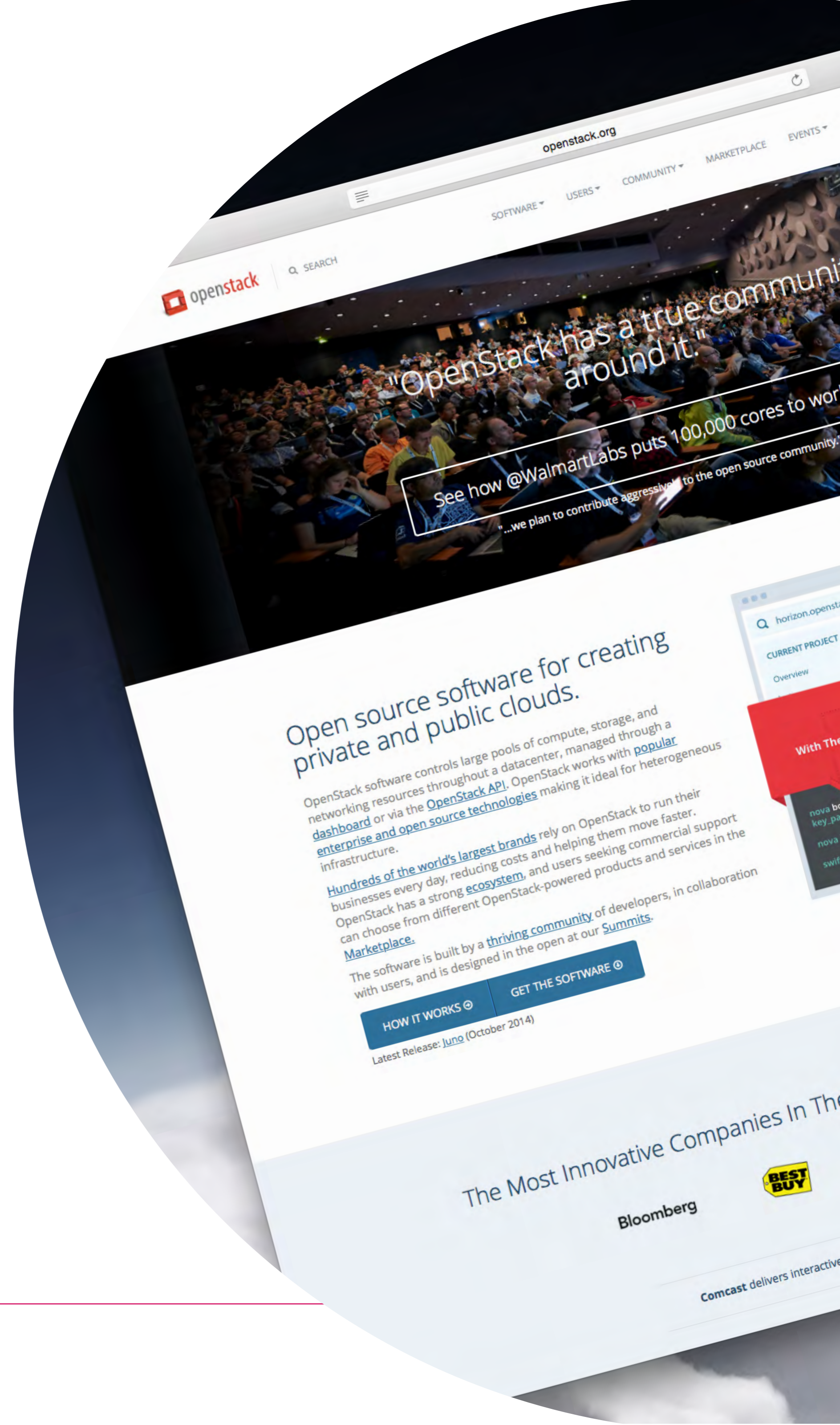
No license cost means you are free to design your margins to suit your business case.

## 3 Marketing Reasons

Position yourself as an innovative company among influencers and early adopters.

## 4 Strategic Reasons

1. No technology lock-in.
2. The community of OpenStack – keep up with the market.



Let's go through some common myths about OpenStack...



# Common myths

- 1 OpenStack is expensive to set up and maintain
- 2 OpenStack requires extensive in-house knowledge
- 3 OpenStack is not production ready
- 4 OpenStack is only suitable for enterprise private clouds



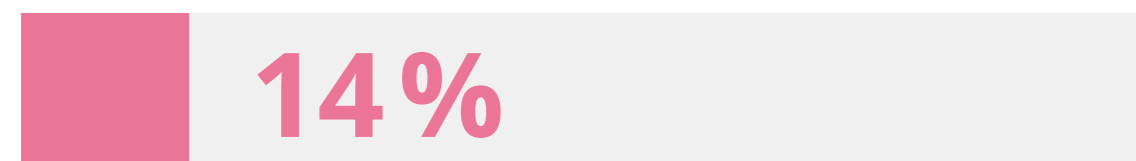
# OpenStack survey

Are you planning to build a public cloud on OpenStack?

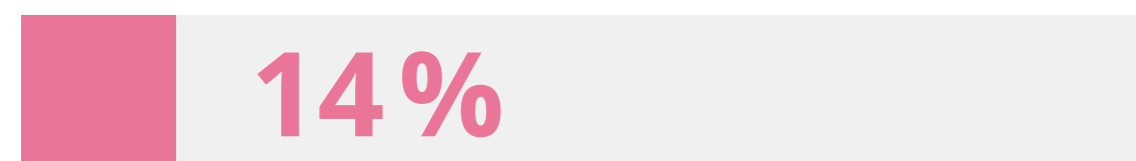
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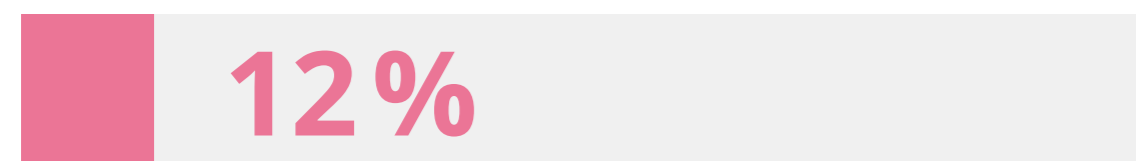
Undecided/thinking about it



Already in progress



Firm plans (start within 3-6 months)



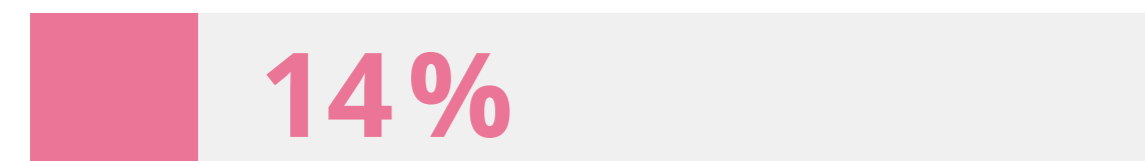
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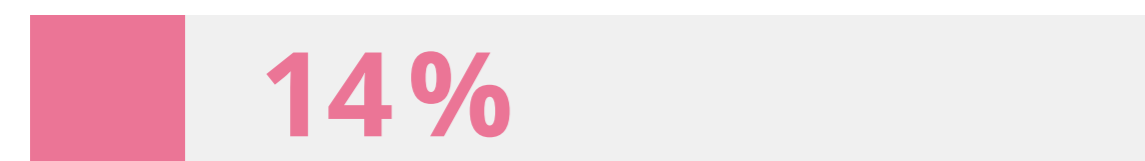
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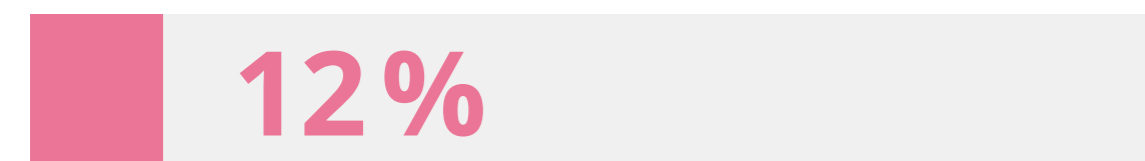
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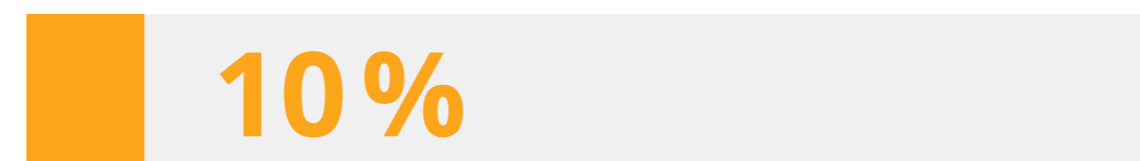
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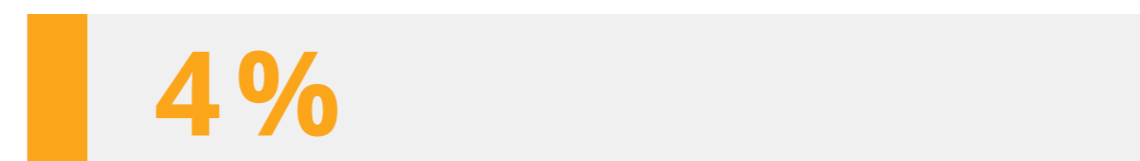
Lack of OpenStack experience



Support and ongoing operation



High/unpredictable cost



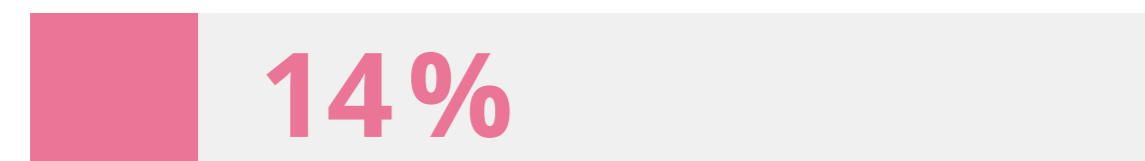
Slipping timeframes

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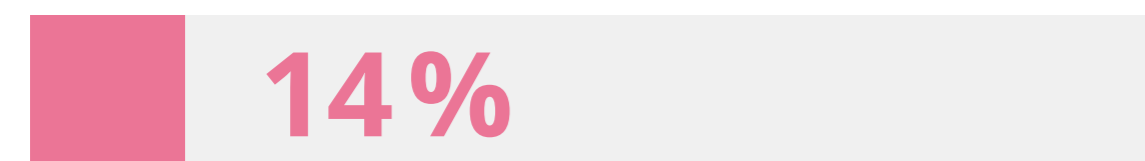
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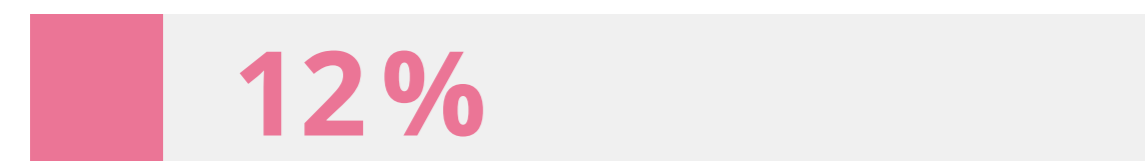
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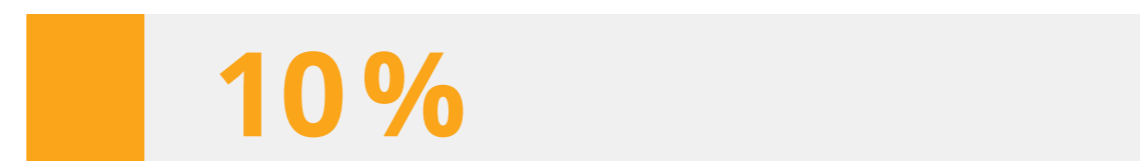
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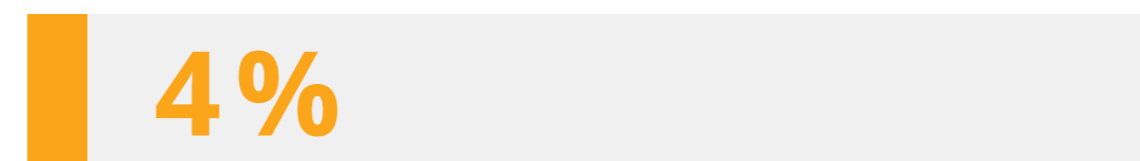
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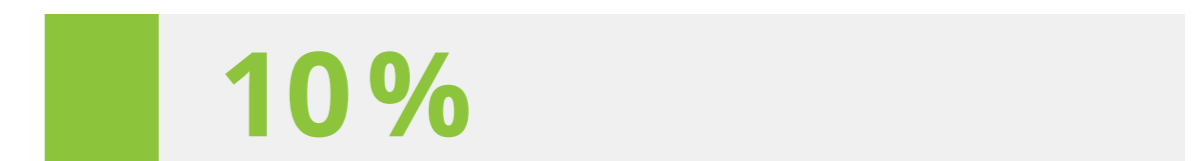
Do you plan to outsource parts of the project?



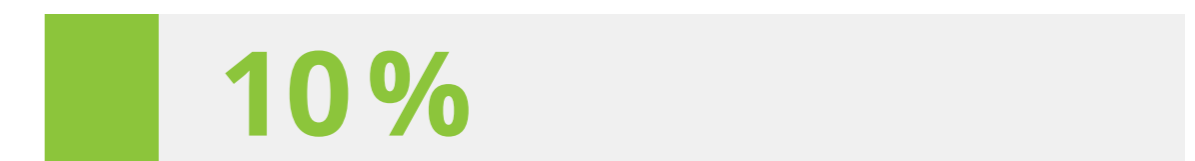
No



Outsource building



Outsource operation



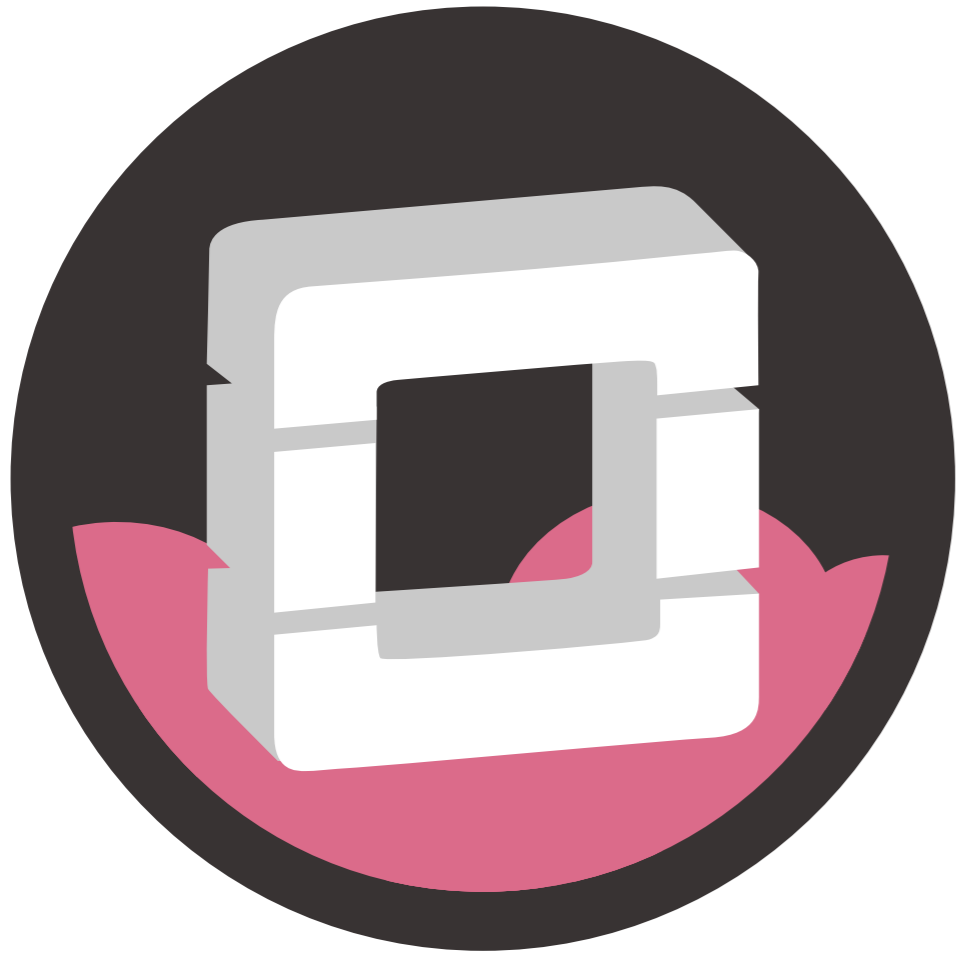
Outsource building and operation

# Ok, so who did you say can help us?



All right, it's easy to get OpenStack.  
**But what can we do with it?**

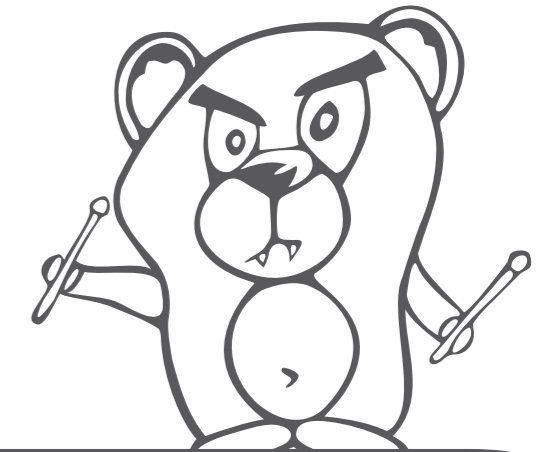




# Cloud/IaaS

- With or without Horizon  
Horizon is OpenStack's Dashboard  
(<http://docs.openstack.org/developer/horizon/>)
- With or without minimum commitment
- Sell
  - *Instance hours*
  - *Bandwidth*
  - *Additional volumes*
  - *Load balancing*

# ...But also



## VPS

- Technically the same thing as Cloud
- Bill differently: VPS – prepaid
- Upsell potential

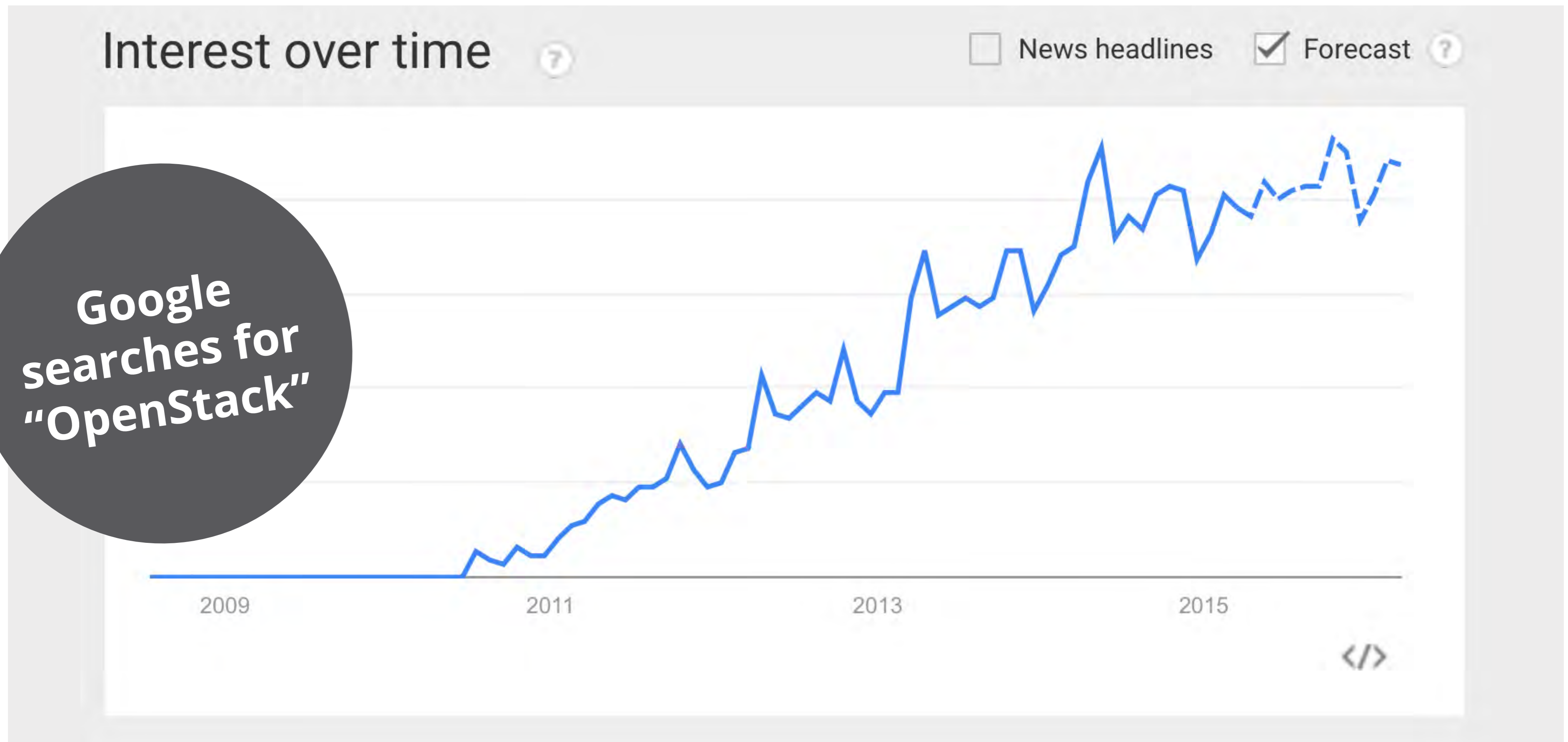
## Shared

- Internal server management
- Autoscale hosting clusters
- Upgrade from Shared to VPS or to Cloud
  - Websites
  - Databases

## Bare Metal

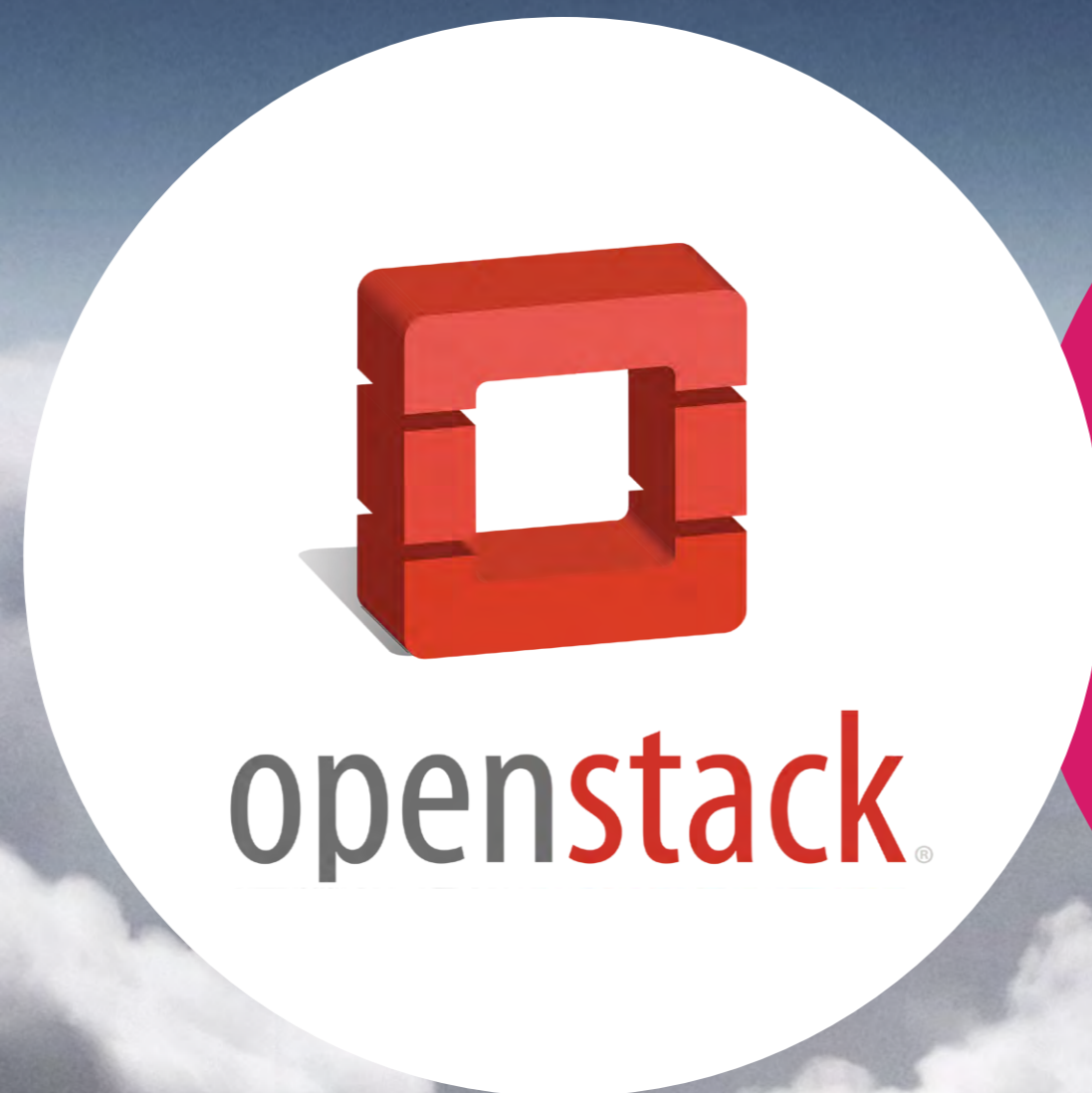
- Ironic
- “Kilo” version (April 2015)
- Volume service

# What lies ahead for OpenStack?





# Let's sum things up!





# Conclusion

**15 years ago:** Apache and MySQL  
**Today:** OpenStack

- Already used by hosting companies
- Easy to get and maintain
- A new opportunity
- Atomia can help, WHD.usa booth 34

*Come say hello!*

**Thank you and  
keep in touch!**

WHD.usa booth 34

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