OpenStack as a **Backend for Selling Cloud & VPS Services**

Mladen Stojanovic **Co-founder & Executive VP**

Atoma.





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?

managing public and private clouds.

OpenStack is:

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

Atomia.

OpenStack is an open source software for

Openstack IS NOT:

• Marketplace or billing software

OpenStack timeline



Atomia.



Why OpenStack?

Technical Reasons

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

Economic Reasons

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

Marketing Reasons

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

Strategic Reasons

1. No technology lock-in.

2. The community of OpenStack – keep up with the market.

Atomia.

COMMUNITY * MARKETPLACE USERS * Q SEARCH openstack e comi See how @WalmartLabs puts 100,000 cores to wo Open source software for creating private and public clouds. ghout a datacenter, managed through a dashboard or via the <u>OpenStack API</u>. OpenStack works with <u>popular</u> enterprise and open source technologies making it ideal for heterogeneous infrastructure. Hundreds of the world's largest brands rely on OpenStack to run their isses every day, reducing costs and helping them move faster. nstack has a strong ecosystem, and users seeking commercial support bace from different OpenStack network products and users are different openStack network products and prod Openpuack has a strong ecosystem, and users seeking commercial support can choose from different OpenStack-powered products and services in the Marketniace The software is built by a thriving community of developers with users, and is designed in the open at our Summits. HOW IT WORKS € Latest Release: Juno (October 2014) The Most Innovative Companies In Th Bloomberg comcast delivers interactive

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

Common myths

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

OpenStack survey

Are you planning to build a public cloud on OpenStack?

60%

Undecided/thinking about it

14%

Already in progress

14%

Firm plans (start within 3-6 months)

12%

Firm plans, awaiting budget

Atomia.



OpenStack survey

Are you planning to build a public cloud on OpenStack?

For implementation, what do you anticipate your main challenges to be?

60%

Undecided/thinking about it

14%

Already in progress

14%

Firm plans (start within 3-6 months)

12%

Firm plans, awaiting budget

Lack of OpenStack experience

24%

Support and ongoing operation

10%

High/unpredictable cost

Slipping timeframes

Atomia.

Source: Atomia + Canonical Webinar, February 2015 – <u>https://www.brighttalk.com/webcast/6793/143271</u>



62%

OpenStack survey

Are you planning to build a public cloud on OpenStack?

For implementation, what do you anticipate your main challenges to be?

60%

Undecided/thinking about it

14%

Already in progress

14%

Firm plans (start within 3-6 months)

12%

Firm plans, awaiting budget

Lack of OpenStack experience

24%

Support and ongoing operation

10%

High/unpredictable cost

Slipping timeframes

Atomia.

Source: Atomia + Canonical Webinar, February 2015 – <u>https://www.brighttalk.com/webcast/6793/143271</u>





Ok, so who did you say can help us?



Big Guys

Or just google: "OpenStack Marketplace"

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



Cloud/laaS

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

Atomia.



With or without minimum commitment

...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

Atomia.



Bare Metal

- Ironic
- "Kilo" version (April 2015)
- Volume service

What lies ahead for OpenStack?

Interest over time



Atomia.

	News headli	ines 🗹 Fo	orecast 🕜	
1		W		
21		2015		

Source: http://www.google.com/trends/explore#q=OpenStack

Let's sum things up!







Conclusion **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!

Atomia.

15 years ago: Apache and MySQL



Thank you and keep in touch!

WHD.usa booth 34

www.atomia.com twitter.com/atomia