

# WHY CHOOSE THE CLOUD?

## PREPARE FOR THE FUTURE

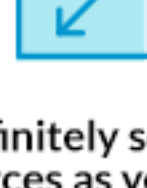
Cloud enables flexibility and short term planning with unlimited growth capacity.



Low barrier cost of entry



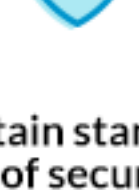
Expand your cloud across the globe as you grow



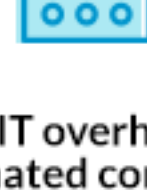
Infinitely scale resources as you need them



Migrate containers between public and private clouds



Maintain standard set of security protocols



Reduce IT overhead with automated container management

The power of the cloud allows you to combine legacy infrastructure with new cloud infrastructure. Doesn't have to be all or nothing for mission critical services.



### PUBLIC CLOUD

- Shared infrastructure platform
- Rapid scaling
- Fast server deployment & decommissioning

#### BEST USED FOR

- Web servers
- Server clusters
- Continuous integration servers
- SaaS application hosting
- Development, testing, staging version control



### PRIVATE CLOUD

- Deploy virtual servers on the physical host servers
- Comprehensive control, isolation, and privacy

#### BEST USED FOR

- Dedicated high performance infrastructure
- Business critical workloads
- Specialty hardware or configuration requirements
- Governance or regulatory requirements

VS

50%

Gartner estimates that 50% of businesses will move to a Hybrid solution in 2017. Private infrastructure for mission-critical or sensitive applications. Public cloud for transient or scaling workloads.

## OPENSTACK

Used and supported by world's largest organizations



### Top Reasons Businesses Move To OpenStack

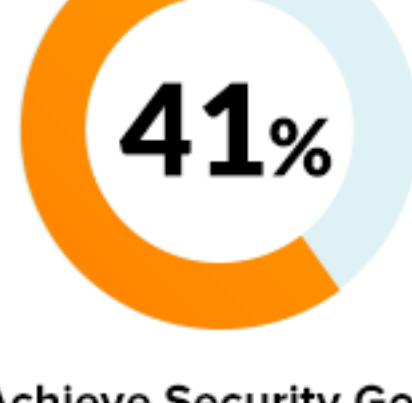
In a survey of priorities, businesses wanted to:



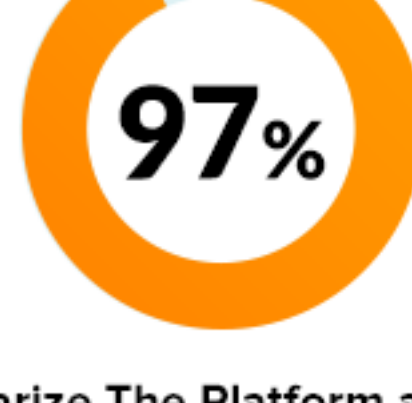
Reduce Costs



Increase Efficiency



Achieve Security Goals



Standardize The Platform and APIs

### OPENSTACK FEATURES



Innovative and compete by deploying applications faster



Expand vendor utilization by avoiding lock in



Comprehensive automation infrastructure



Flexible API to tie together a global network of clouds



Repeatable, predictable, and verifiable deployment with automation

OpenStack makes it easy to integrate private and public cloud components, and to migrate workloads between the two.

### CLOUD SURVEY FACTS

47% of organizations cite improvement of business efficiency for move to the cloud

19% of enterprises adopting OpenStack

40% of heavy cloud users spending money on open source

70% of heavy cloud users moving to a hybrid solution

17% of enterprises have more than 1,000 VMs in public cloud

31% of enterprises running more than 1,000 VMs in private cloud

82%

of companies who have adopted cloud technology in their business have seen cost reductions.

## SAVE TIME AND MONEY WITH AUTOMATION

Implementing automation with OpenStack allows you to define a set of rules and processes for deploying & migrating containers as well as managing resources across your global network of cloud instances.



#### On-Demand Scaling

Scale up resources only when you need them.



#### Automated Deployment & Decommission

Deploy testing nodes when you need them and automatically decommission them after testing.



#### Free Up IT Resources

No more wasted time with manual backups or restarting servers.



#### Policy Based Security

Allow users access and authorization based on policy rather than manual approvals.

94%

of SMBs say cloud infrastructure improves data security

96%

agree it reduces worry about system outages.