



Road to the Federated Market and beyond

By John Thomson, 30th October 2014

Overview

- Intro to OnApp
- Cloud / CDN / Storage
- Liquid Net
 - Trilogy2
- Federation
 - Market place
- Beyond

Who is OnApp



OnApp
Cloud



OnApp
CDN



OnApp
Storage

900 CUSTOMERS

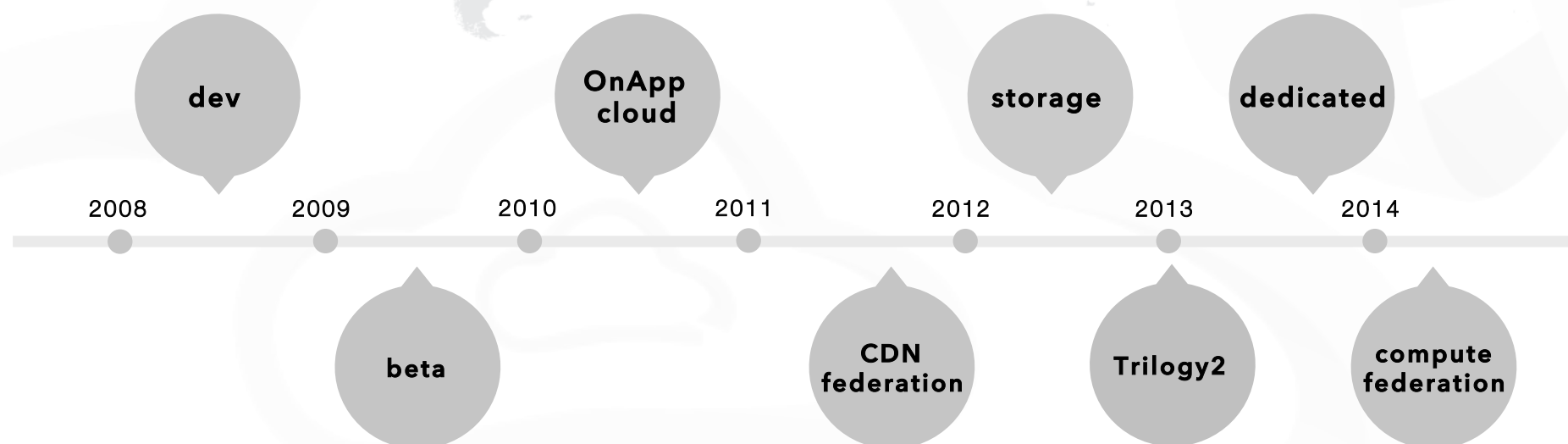
87 COUNTRIES

2,000+ CLOUDS DEPLOYED

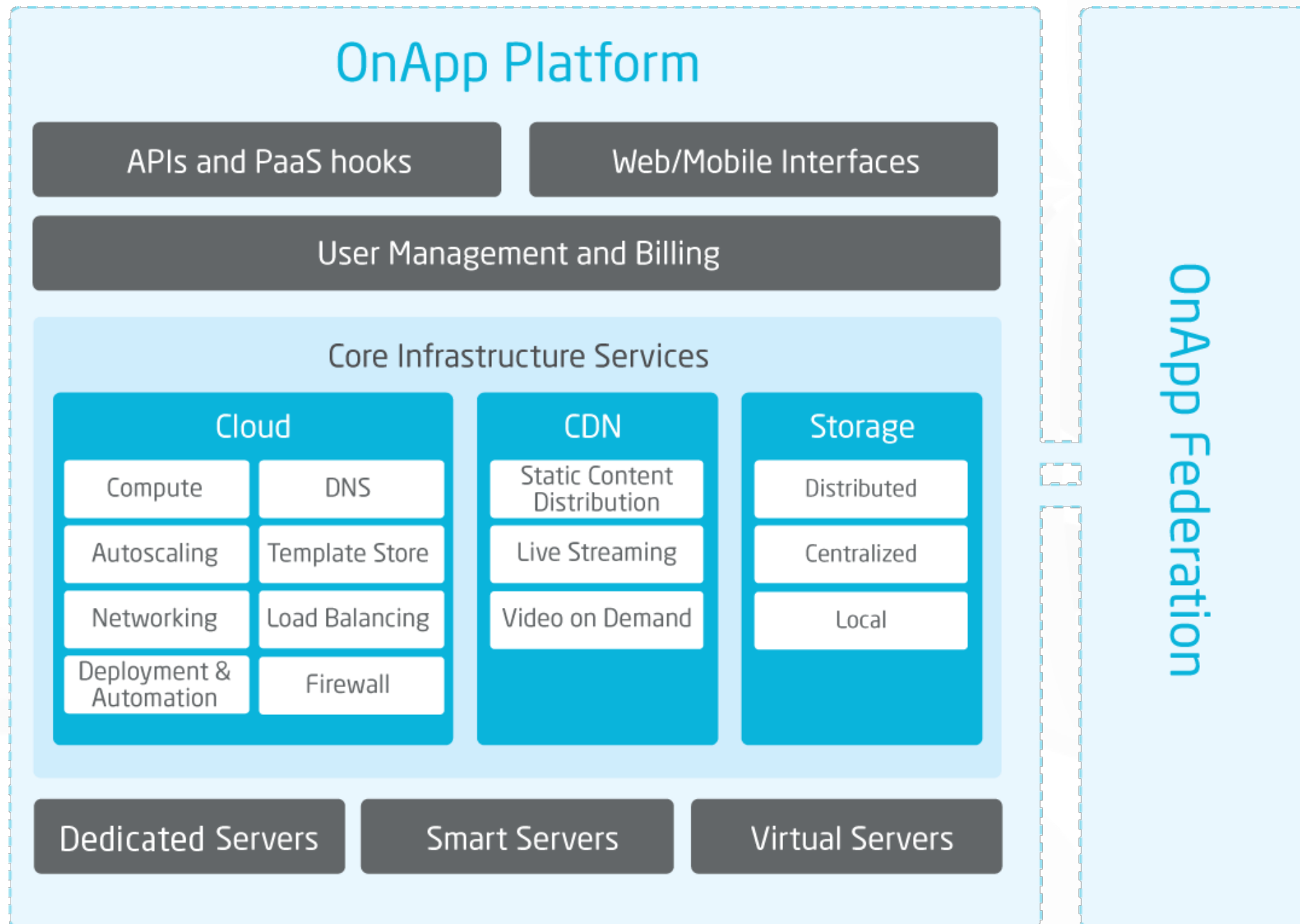
HOSTING PROVIDERS, TELCOS, xSPs

170+ CDN POPS

3,000+ CLIENTS



How OnApp provides an IaaS platform



Who are our customers?

Main customer base was

CLOUD PROVIDERS



Who are our customers?

TELCOS & CARRIERS



CLOUD PROVIDERS



MSPS & INTEGRATORS



CDN PROVIDERS



Vital statistics

1 in 3
public clouds

2000+
cloud deployments

3000+
global clients

CDN

Now have an established market of Cloud and CDN providers

Content and location providers can benefit from co-operating



<http://onapp.com/federation/locations/>

Why OnApp CDN?

- End-customers want globally responsive applications

BUT

- Global CDN too expensive to build for hosters
- Margins tight when reselling existing CDN solutions

AND

- Cloud Providers not able to fully monetise spare cloud infrastructure

CDN – quick example

As an operator you may have a datacenter in Madrid with content



CDN – quick example

Customers from other locations may want the data

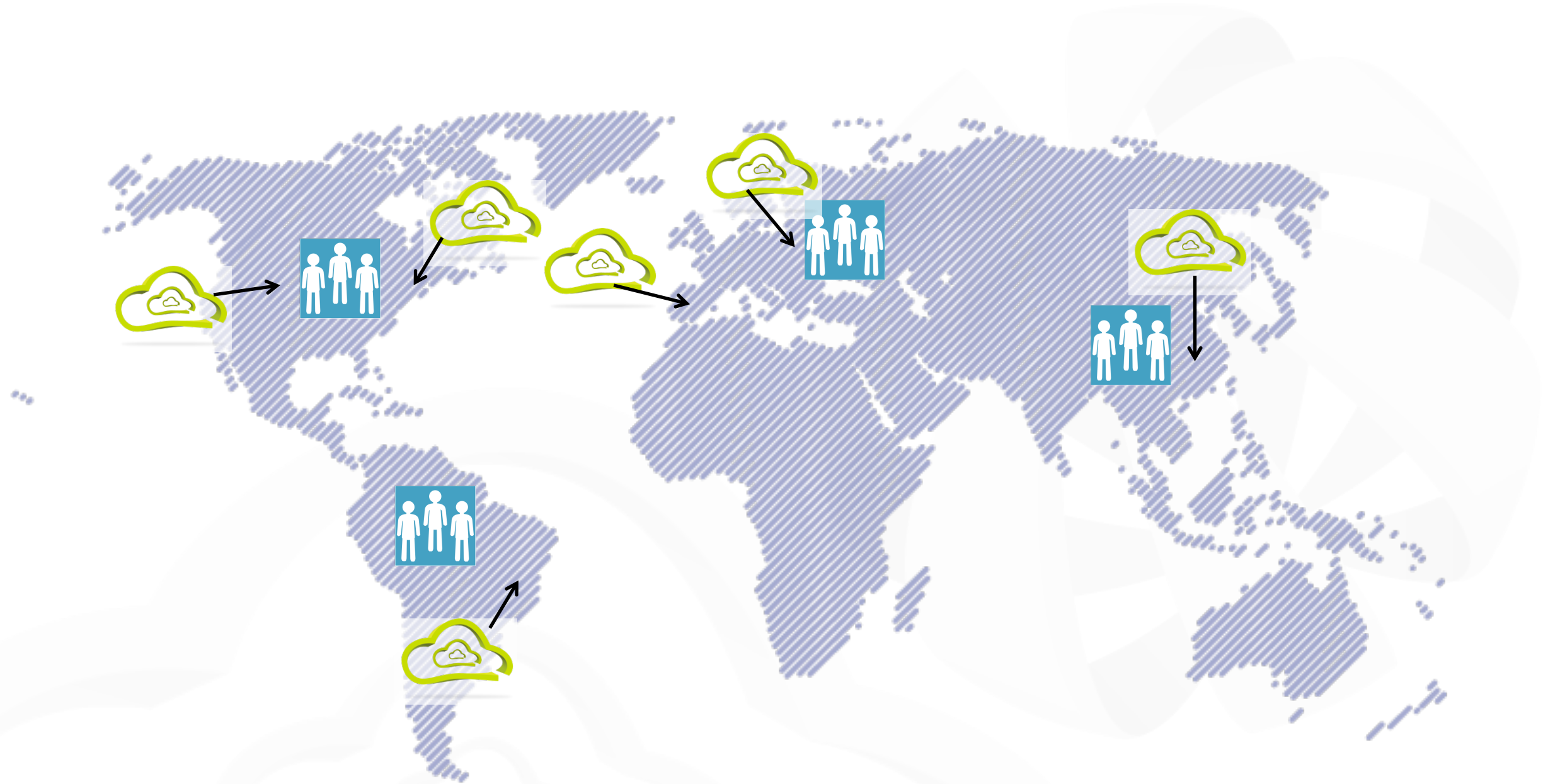


CDN – quick example



Expensive to go into new markets

CDN – quick example



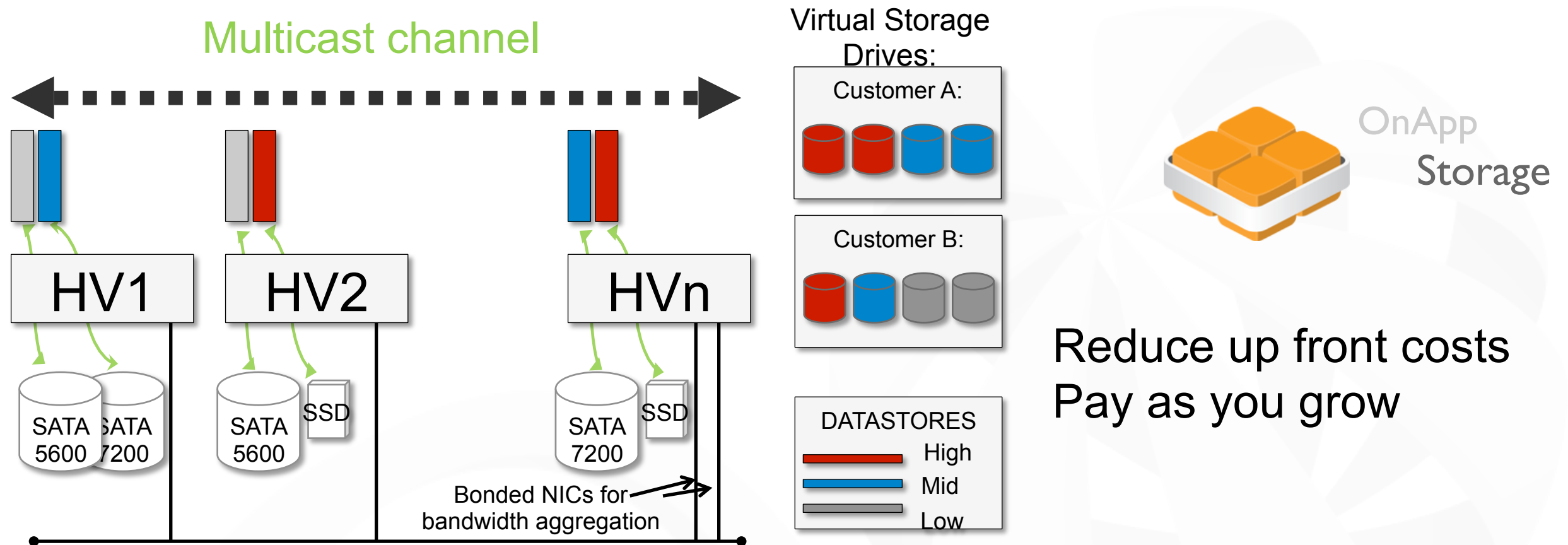
With OnApp Federated CDN – choose local edge providers

CDN – quick example



Edge providers can sell excess capacity

Integrated Storage and Cloudboot



Cloudboot

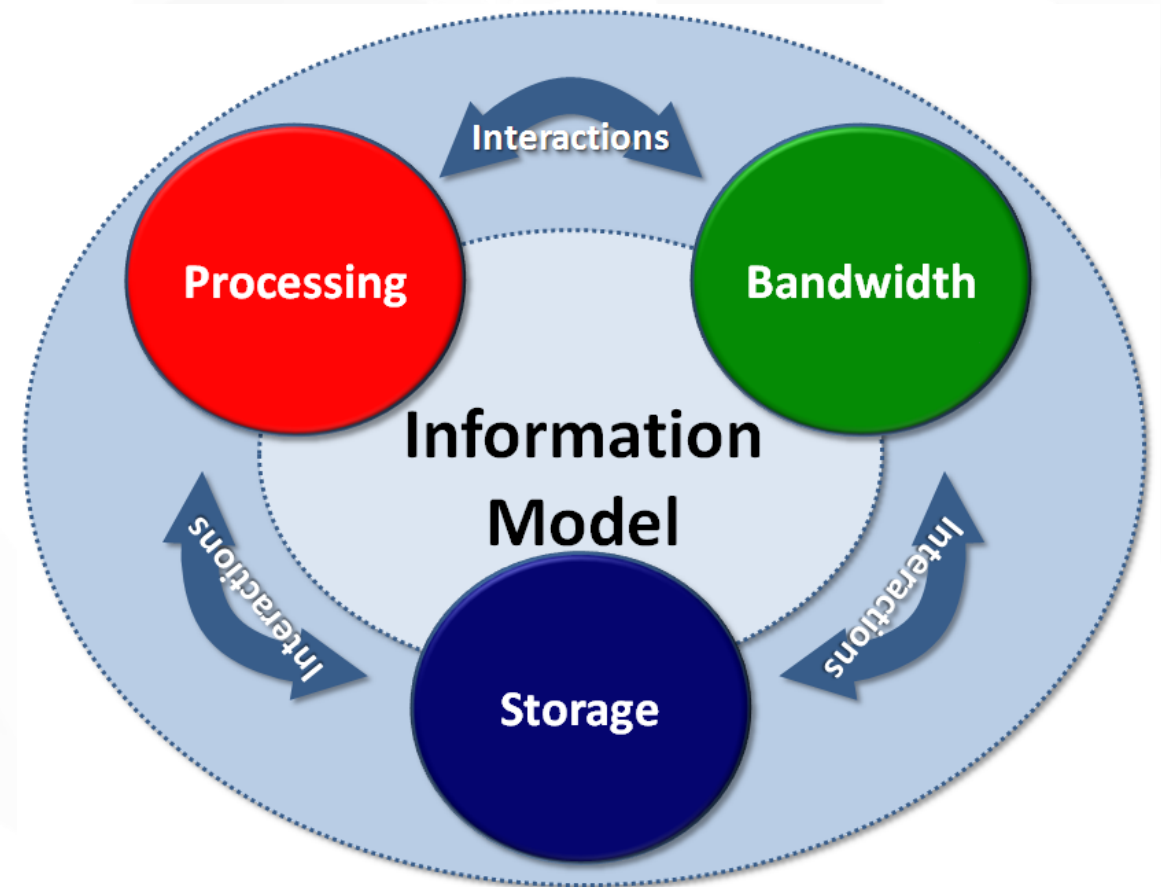
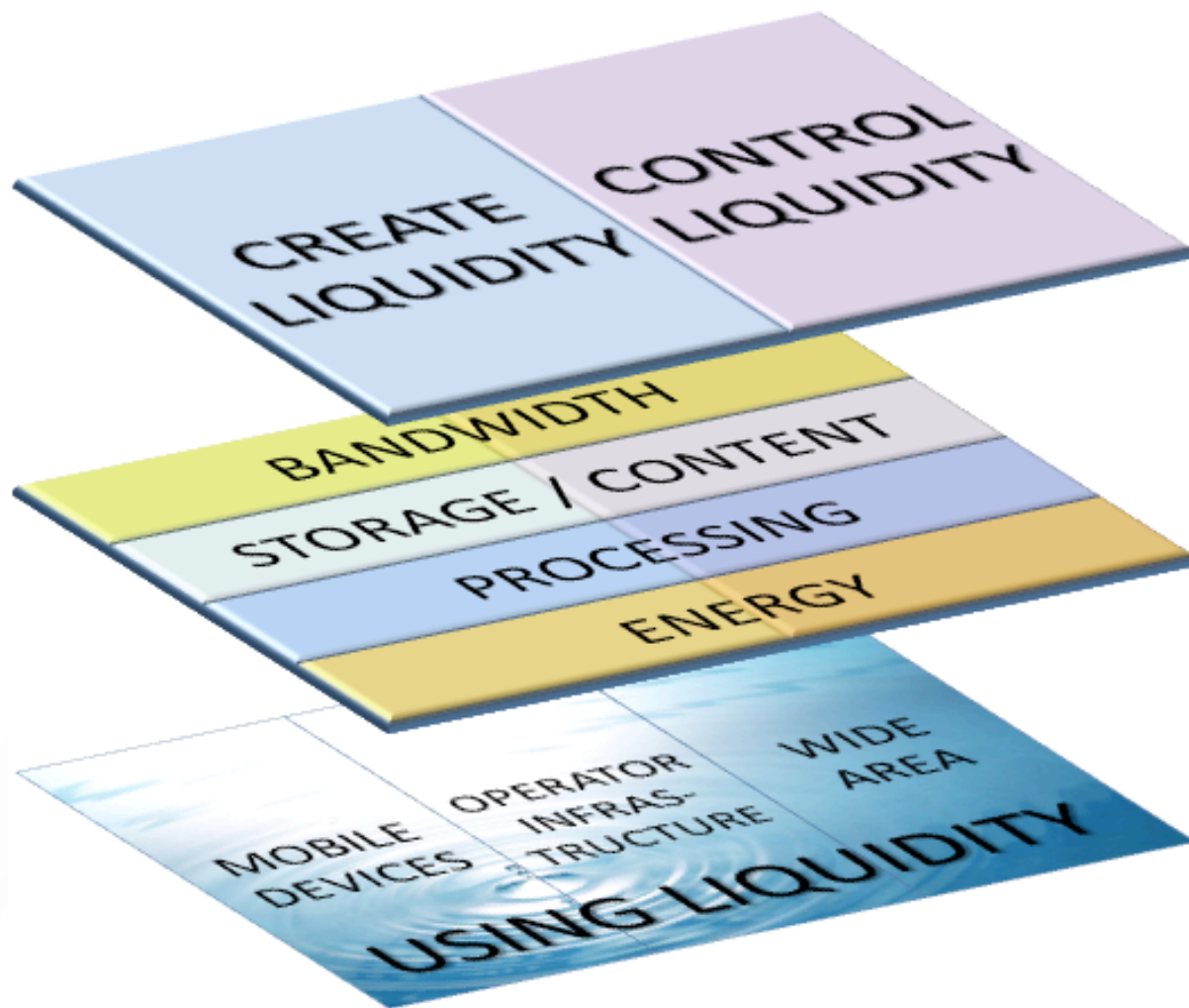


- Fast provisioning of Xen & KVM HV's, with no pre-installation
- Server boots over network (no local storage required) as a fully configured hypervisor, ready to host VMs
- Diskless boot enables full storage controller hardware passthrough to storage layer

Creating and managing liquid resources



'Trilogy 2: Building the Liquid Net' is aimed at developing a new Internet architecture based on the concept of the liquid network

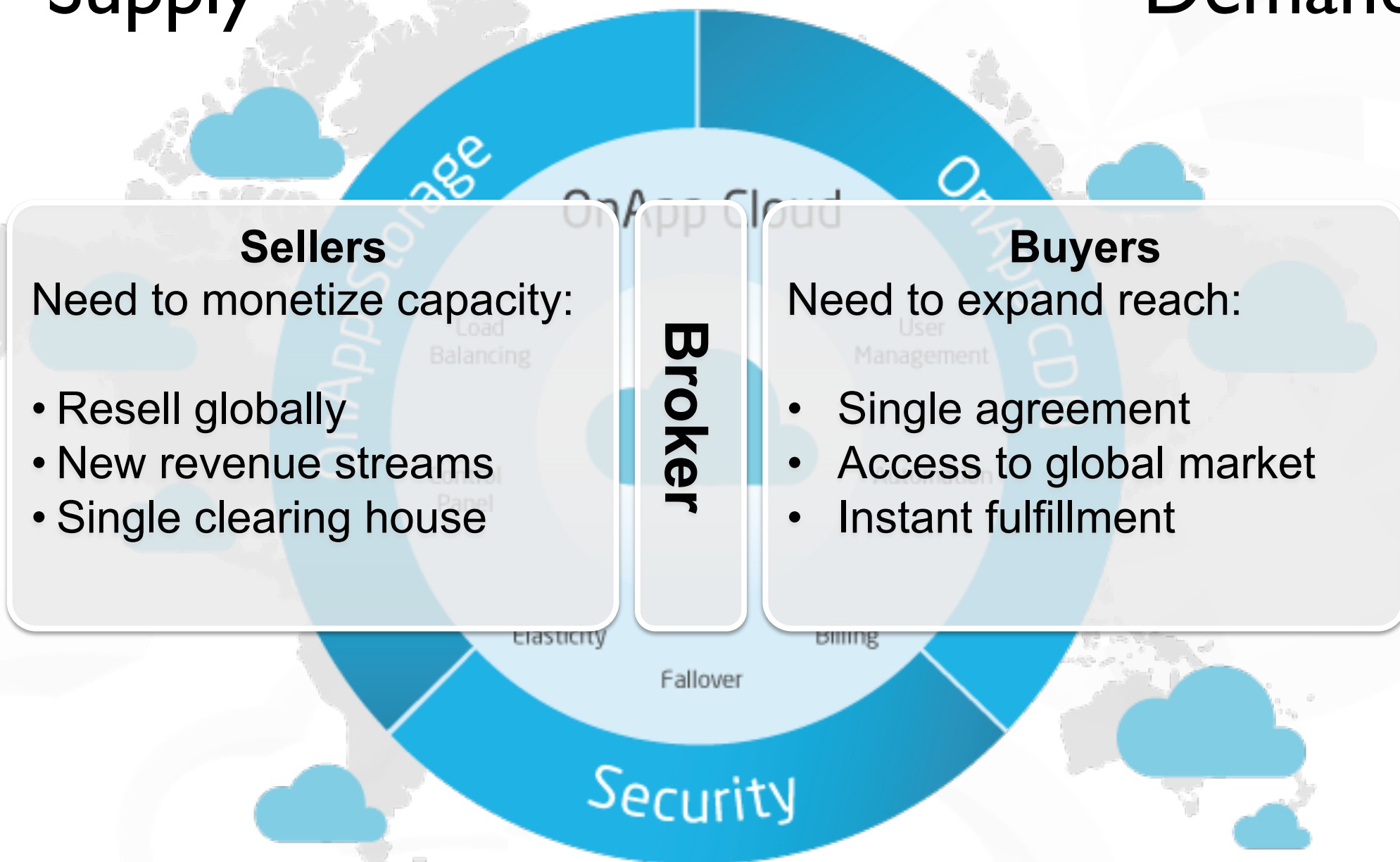


<http://trilogy2.eu/>

Liquidity through a **Global Marketplace**

Supply

Demand



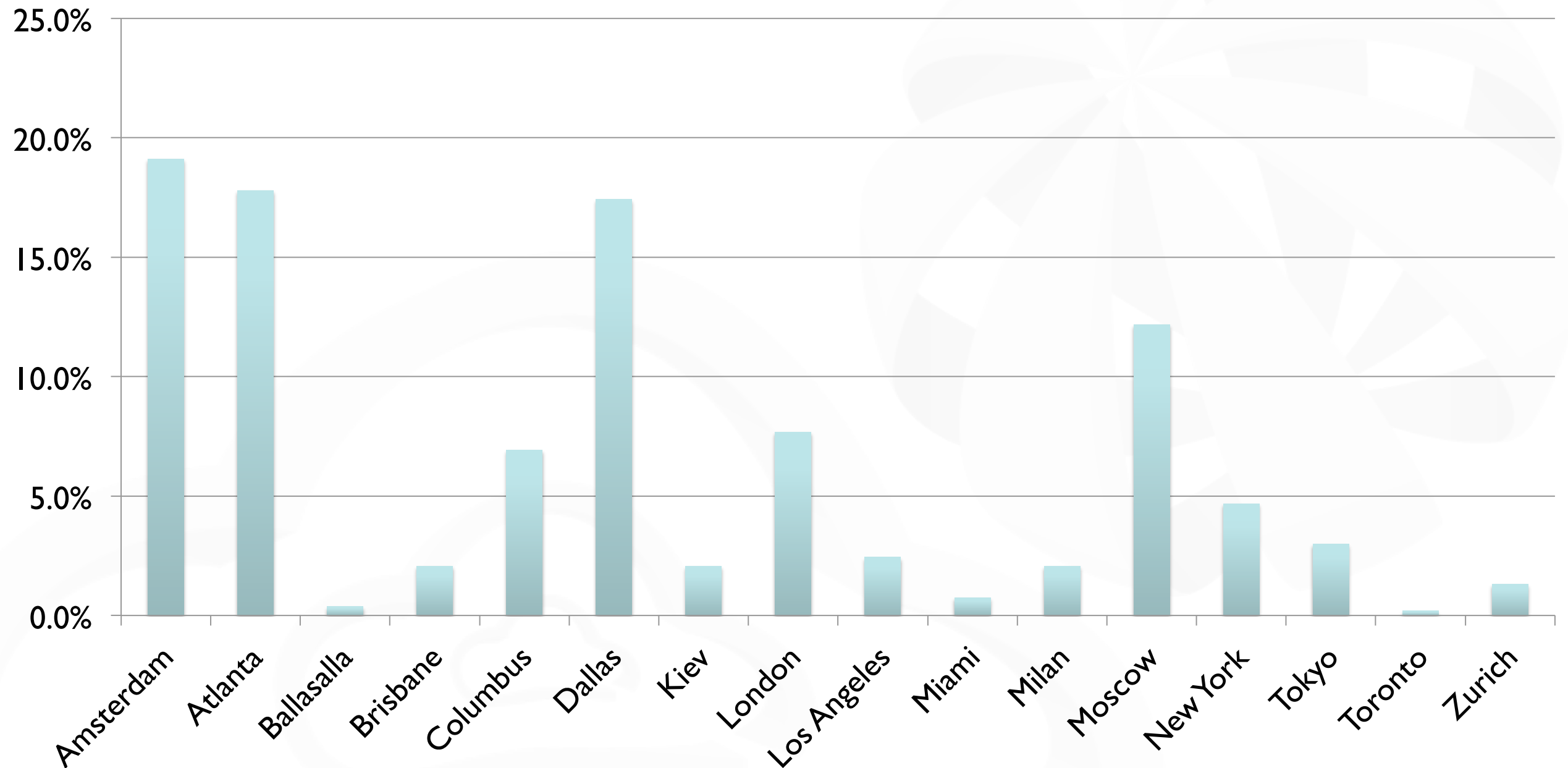
Trilogy2 – Cloud.Net

The screenshot displays the Cloud.Net website interface. At the top, a navigation bar includes links for PRICING, FEATURES, BLOG, FAQ, CONTACT, and a LOGIN button. Below the navigation bar, a prominent banner reads "DEPLOY NOW - SERVERS STARTING AT \$0.007/H OR \$5/MO". Underneath this banner is a registration form with two input fields labeled "Full Name" and "Email", followed by a green "Let's Go!" button. The main content area features a world map with various server locations marked by colored dots. A callout box for "TOKYO, JAPAN" is overlaid on the map, showing a night view of the Tokyo skyline. This callout provides the following details: "Cloud Server", "Memory: \$0.0171/GB", "CPU: \$0.0089/Core", "Storage: \$0.00014/GE", "Transfer: 500GB+ Fre", and "Exabytes". At the bottom of the callout, it states "From: \$12.78/month". In the bottom left corner of the website, there is a green circular logo with a white keyhole shape inside, accompanied by the text "open source initiative".

Cloud.Net – Website is live

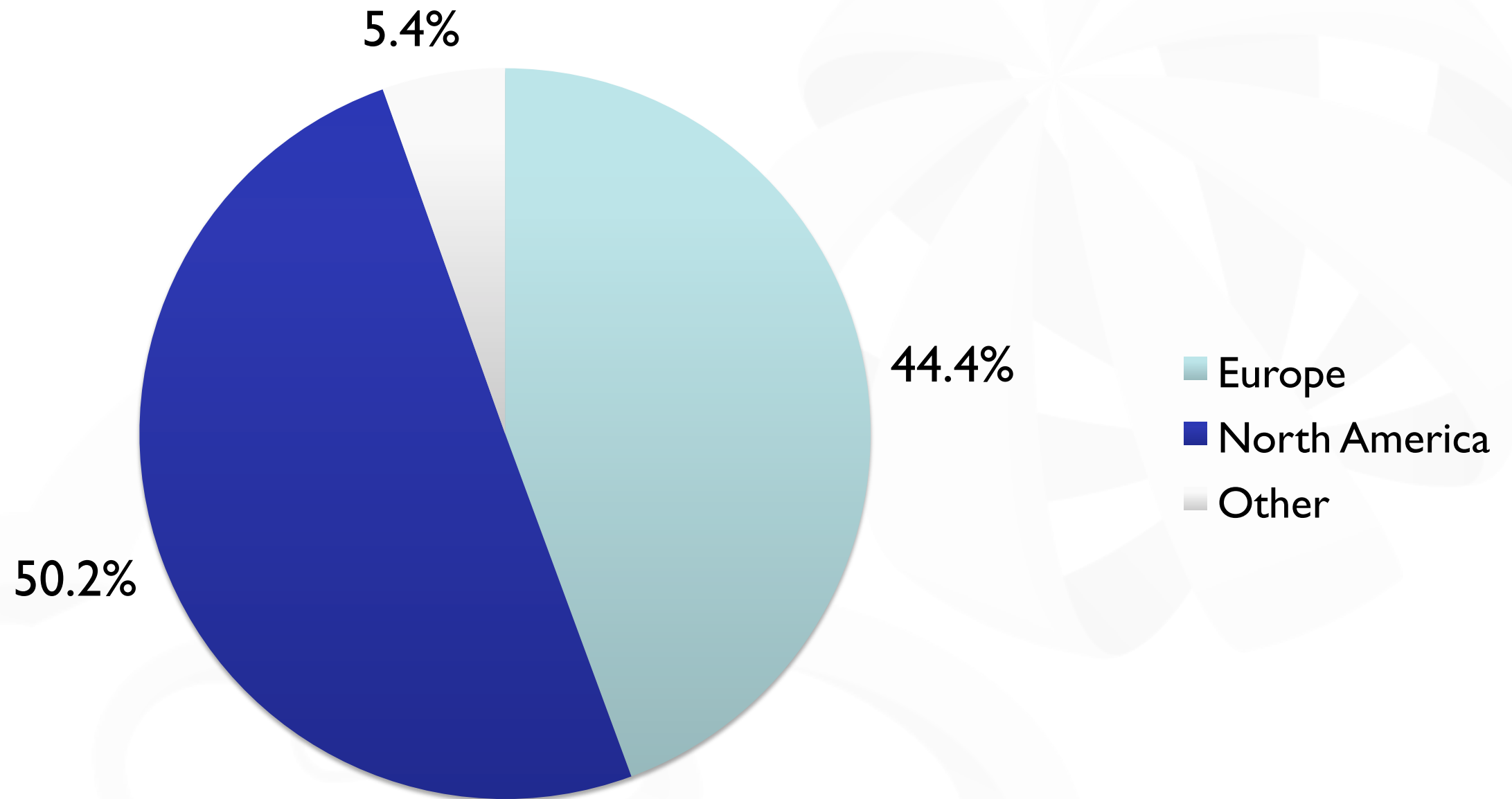
Location of VMs in Federation

Location of VMs in Federation



Cloud.net stats – early days

Proportion of total VMs by region



Advantage for end-users

- Provides choice
- Ability to select provider based on;
 - SLA, location, latency, cost, etc.
- Flexibility
 - Avoidance of walled gardens
 - Vendor lock in
- Scale up / scale to demand
- Change from CAPEX to OPEX
 - Reduce up-front costs

Advantage for service providers

- Advertise and sell spare capacity to an additional market/channel with service demand
- Market services at very low cost
 - Cost Per Acquisition for new customers is very low
- Provide global footprint to customers as their own

What else is OnApp doing?

OnApp acquires SolusVM to bolster federated cloud network

September 16, 2014 Written by [Business Cloud News](#)

 [Print](#) 

OnApp, which provides cloud orchestration and federation software for infrastructure as a service providers, has acquired rival SolusVM for an undisclosed sum. Kosten Metreweli, chief commercial officer at OnApp told BCN the move will strengthen the company's ambitious federated cloud network due to go live later this year.

London-based OnApp made its name developing a federated CDN service that leverages a connected network of service providers to feed up content to customers most proximal to those providers. Now it's trying to do the same thing for infrastructure as a service, offering its cloud orchestration and federation software (a kind of proprietary OpenStack) to telcos, managed service providers and others looking to get into the IaaS game.



OnApp has acquired SolusVM in a bid to strengthen its cloud federation



<http://www.businesscloudnews.com/2014/09/16/onapp-acquires-solusvm-to-bolster-federated-cloud-network/>

What else is OnApp doing?

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Print



Email



OnApp buys SolusVM to boost the demand side of its federated marketplace

GIGAOM

by David Meyer SEP. 16, 2014 - 12:44 AM PDT

2 Comments +1

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SUMMARY: *SolusVM will give OnApp a more bare-bones deployment option for those who want it, but more importantly it's intended to increase demand for the spare capacity rattling around in the OnApp marketplace.*



<http://www.businesscloudnews.com/2014/09/16/onapp-acquires-solusvm-to-bolster-federated-cloud-network/>

<https://gigaom.com/2014/09/16/onapp-buys-solusvm-to-boost-the-demand-side-of-its-federated-marketplace/>

- OnApp acquired SolusVM – 16th September
- Way of seeding the Federated Market
- 2000 additional providers
 - Growing the providers to encourage demand
- SolusVM - leader in entry level VM hosting
- Large deployed footprint
 - Low cost of entry for basic, cloud hosting services

Looking ahead

- Emergence of Virtual Service Providers
 - Mobile virtual service provider
- True resource liquidity is around the corner
 - Application mobility between locations
- New market model where end-users are more aware and mobile
 - Dynamic market
- Managing a cloud of clouds

Conclusion

- Managing infrastructure is a hard problem
 - Solutions such as those from OnApp allow companies to solve this and focus on core business
- The market is changing – Federation is growing
 - Will go GA at the end of 2014
- Cloud resources are becoming more liquid

Thanks!

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