



CloudFounders
Innovators in Cloud Technologies

Own your own Enterprise Cloud with



FlexCloud





What Problem do we solve?

Traditional Virtualization Stack



PDU

Backup

Servers +
Virtualization

Storage Switch

HA shared
storage

SSD / Flash Array

Backup dedupe

Networking

Storage Caching

CloudFounders Technology



50%-70% lower cost

VM Centric Storage

Performance

Computing

Networking

Backup & Replication

Ultra Reliability

One Click Provisioning

Monitoring and Alerting

Hypervisor

Single Pane of Glass



RUN



What can our partners offer?

a) Enterprise Hosted/Public Cloud

- Enterprise Public Cloud
- Similar to offerings from VMware (vCloud Hybrid Service), Terremark and Rackspace
- Dedicated Resources for the partner
- Margins at 80% or more even if selling at prices charged by commodity clouds like Amazon, Azure
- Investment as low as \$355 per month

Build Your Own Cloud

IaaS

HaaS

DaaS

DRaaS

RaaS

SaaS

b) Private/On-Premise Cloud

- Complete private cloud in a box
- Replication from customer premise to partner infrastructure at CloudFounders' datacenter



The Business case

High Profit Opportunity

- Fast growing IaaS/public cloud opportunity
 - \$9bn right now
 - \$24bn by 2016
- Strong customer lock-in
 - Service + Infrastructure
- High Margins and high valuations
 - Gross Margins ~60%-70%
 - EBITDA ~30%
 - Valuations at 2x-4x revenues or 7x-12x EBITDA
- Key is customer lock-in and recurring revenue (not assets)

Issues with the current model

- Resell: VMware, Amazon, Rackspace, Terremark, SoftLayer
 - Low Margins (typically 15%-25%)
 - Loss of customer relationships, identity
 - Open pricing limits value added services
 - Zero differentiation capability
 - Cloud Providers are the new generation system integrators – are you reselling your future competitors ??
- Build your own
 - Expensive (\$100,000+ initial investment)
 - Operational Costs and time
 - Integrate disparate products to build a comprehensive offering



FlexCloud: Enterprise Cloud

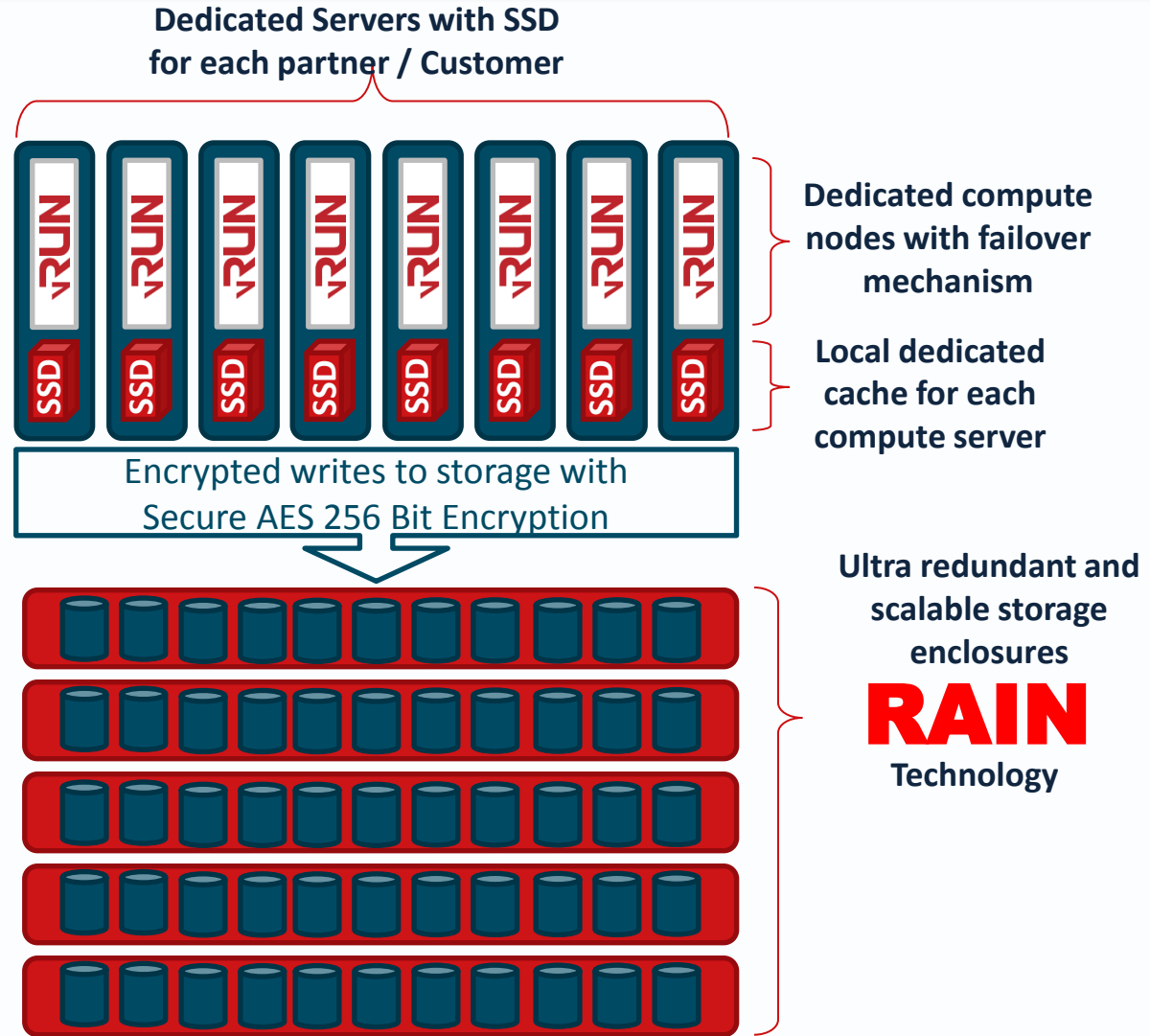
- High Performance Virtualization Infrastructure per partner
 - Dedicated vRun appliance OWNED by partner
 - Hosted at datacenters worldwide
- Comprehensive solution in addition to appliance
 - Data encrypted and stored on highly redundant storage enclosures
 - Comprehensive Hosting Services (Co-location, remote hands)
 - Virtual Private Datacenter (LAN in the Cloud)
 - Dedicated Firewall and Load Balancer per customer
 - Dedicated vLAN per customer
- GMC – Public Cloud Management System
- Business Model Onboarding with CloudFounders
 - Detailed Pricing, Cost and Revenue breakup with profit analysis
 - Comprehensive Product Comparison, Marketing Collateral



The Differentiator



FlexCloud: The Architecture





FlexCloud: Price Comparison

How **FlexCloud** compares to the other providers in the market

	vRUN	Amazon	VMware vCHS	Azure	Rackspace	GoGrid	Terremark vCloud Express
2 vCPUs + 4GB RAM + 250GB	\$22	\$112	\$372	\$118	\$149	\$164	\$263
4 vCPUs + 8GB RAM + 500GB	\$44	\$224	\$744	\$239	\$319	\$328	\$560
8 vCPUs + 16GB RAM + 1TB	\$88	\$451	\$1488	\$478	\$637	\$657	\$942



BEAT THE PRICE!

Compare to Amazon | VMware | Rackspace



Your Cloud offering

- Enterprise Class IaaS (Infrastructure as a Service)
 - With online migration capabilities
- Firewall and VPN
 - Extend the cloud to your LAN via a site to site VPN
- Hosted Virtual Desktops
 - HTML5 based access
 - Secure
 - Access from any device
- Cloud DR (upcoming)
 - Continuous backup/DR of Windows and Linux servers (P or V or CI)



Why Enterprise Cloud?

- LAN in the cloud
 - Firewall/VPN
 - Load Balancer
 - Layer 2 networks – layer 2 per customer
- Reliability and Fault Tolerance
 - Fully HA compute, storage and networking
 - 24x7 monitored
- Fully Encrypted and Backed up Storage
- 99.99% uptime SLA
- **24x7 phone, e-mail and ticketing support**



Why Enterprise Cloud

- **Online Migration (no extra cost)**
- **Hosted Private Cloud**
 - CPU reservation
 - Guaranteed Storage I/O and network throughput
- **100% compatibility with existing applications and operating systems**
 - Industry standard hypervisor
- **Secure gateway for hosted virtual desktops**
- **Certified Datacenters – SOC-1, SOC-2, SSAE-16, ISO 27001, US/EU Safe Harbor**

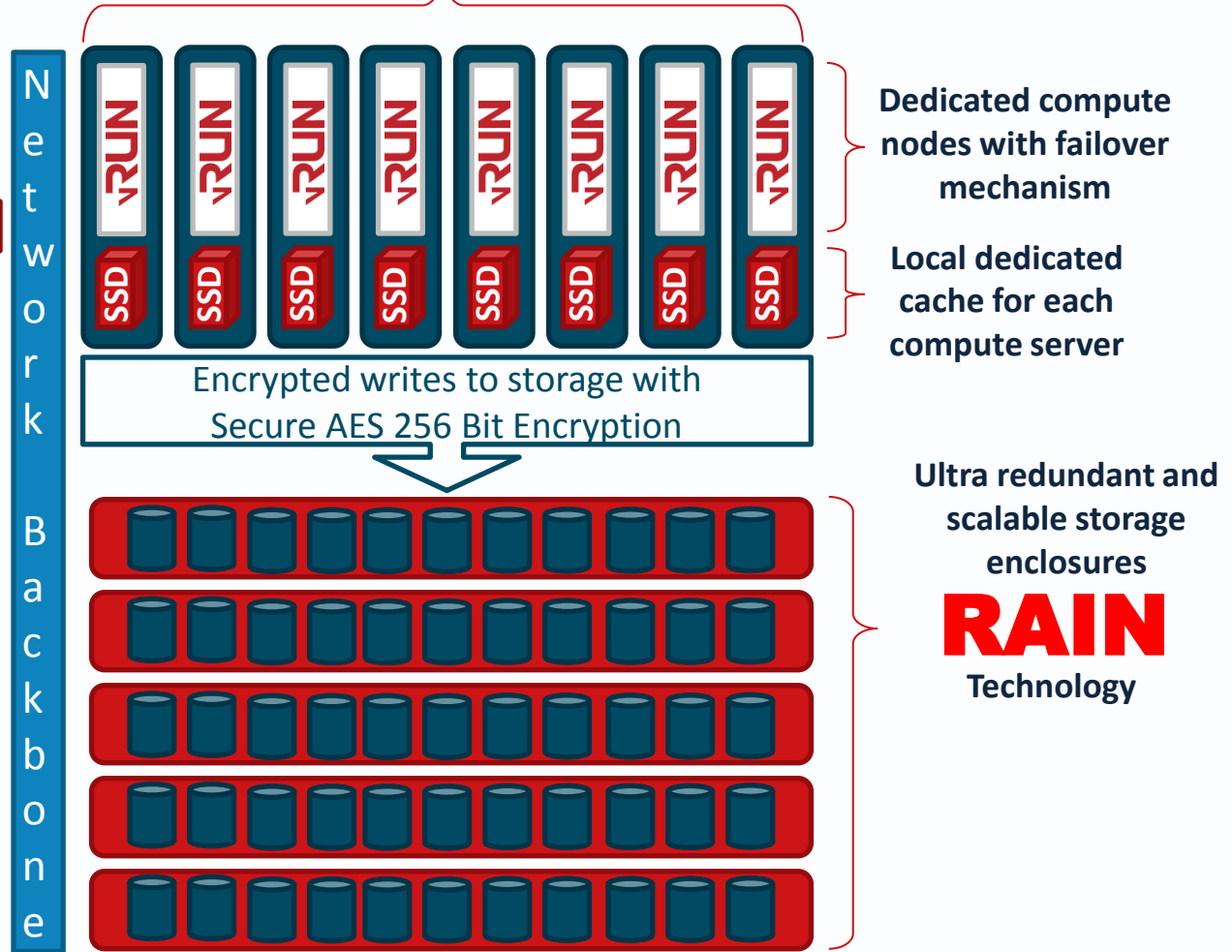


FlexCloud: The Architecture

On demand burst capacity from shared compute cluster



Dedicated Servers with SSD for each partner / Customer





FlexCloud: Summary

- YOU + CloudFounders – A winning combination
- YOU
 - Deep knowledge of customer, selling a solution
 - Expertise above the hypervisor
- CloudFounders
 - Enterprise Cloud Technology yet 80% Lower cost than Amazon
 - Expertise up to the hypervisor, SLA up to the hypervisor
- **What will the customer choose?**
 - 2nos of 8GB VM on Rackspace + Firewall → \$768
 - Same infrastructure at \$768 with personal support from Partner Name
 - Partner → \$670
 - CloudFounders → \$98



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Thank you for attending this!



FlexCloud

Introduction

For more information about CloudFounders:

www.cloudfounders.com