Nominee: OnApp Cloud v3.0

Nomination title: OnApp: a "Beyond-the-Cloud" Cloud Platform

Customers of any infrastructure service today expect the speed, reliability and scalability they get from leading cloud providers. As a result, providers often face extinction if they don't move to the cloud, and fast. Yet a large number of them are unsuccessful at running profitable cloud businesses, in part because "cloud" on its own isn't enough. To succeed, providers need access to enterprise storage and affordable global infrastructure without undermining themselves on capital expenditures, so they have the spare time and resources to focus on innovation and, of course, customers. Unfortunately, many tools on the market selling themselves as cloud orchestration platforms overlook what's needed "beyond the cloud." OnApp Cloud v3.0 has taken a different route, in large part because its creators come from the hosting market and understand the needs of infrastructure providers.

As a "cloud platform," OnApp Cloud v3.0 doesn't end with cloud orchestration. It gives providers additional value by including traditionally expensive features like integrated SAN, global CDN, DNS, load balancing, autoscaling and more. These aren't meant to be bells and whistles, but instead components that reduce the capital expenditures of public clouds and help providers take the cloud from a novelty offering to a highly-profitable business. One of the most popular, and effective, features of OnApp Cloud v3.0 is its built-in SAN, OnApp Storage, a distributed storage system that replaces the need for costly centralized enterprise SANs. OnApp Storage was created in response to direct feedback from providers who found that their biggest obstacles to deploying cloud services were the massive storage requirements, and the tremendous costs associated with traditional SANs.

Designed specifically for cloud environments, OnApp Storage allows providers to build a high-performance SAN using existing disks in their hypervisors, resulting in a highly, cost-effective storage system that actually scales as a cloud grows. This SAN approach is bolstered by OnApp's VM-aware technology, which eliminates performance bottlenecks by ensuring data resides on the same server as the applications that need it. OnApp Cloud v3.0 customers are not limited to OnApp Storage, because the platform has broad SAN support and works with any SAN that's capable of presenting a block device: iSCSI, AoE or Fiber. This degree of flexibility is central to the OnApp platform, which is designed to give providers as much wiggle room as possible when deploying their cloud. For example, OnApp Cloud v3.0 is compatible with nearly every major hypervisor on the market, including XEN, VMware and KVM. Another major feature setting OnApp Cloud v3.0 apart from the "cloud orchestration" norm is its CDN component, OnApp CDN, an integrated global content delivery network with support for static content, video on demand and live streaming. In today's world of ever decreasing attention spans, it's more important than ever to move content closer and faster to your customers. However, the cost of either building or reselling a CDN is generally so prohibitive that it is often limited to either very large companies or very niche players. OnApp CDN simplifies content delivery by allowing providers to build customized CDN offerings using spare capacity from OnApp's global cloud federation, with more than 160 locations in 40 countries, and/or their own datacenters. Not only can OnApp Cloud v3.0 customers benefit from the global scale and reach provided through data center capacity from other federation members, they can also sell their own spare capacity back into the federation, further offsetting their capital expenditures and lining their pockets with extra margins. OnApp Cloud v3.0 customers also have free access to its "instant CDN"

software, with a ready-to-run customer portal, configuration and reporting tools, and billing functionality so that providers can launch a complete global CDN in a matter of days. OnApp's instant CDN is an open source version of the software used to create CDN.net, a proven Virtual Service Provider that uses the federation to provide CDN services entirely without its own network. That means any provider using OnApp CDN can be a Virtual Service Provider, offering value-added CDN entirely through spare capacity in the OnApp cloud federation, with no extra infrastructure investments.

OnApp Storage and OnApp CDN, combined with highly-automated VM management, DNS, load balancing, autoscaling, failover, firewalls, billing, user management and other cloud management functions, allows OnApp Cloud v3.0 to make it easier than ever before for providers to build a successful global cloud business. OnApp Cloud v3.0 is not just an upgrade from previous versions of OnApp Cloud, it is a complete platform that has already enabled providers to launch extensive, geographically far-reaching cloud services from scratch. Ubiquity Servers launched a new cloud in February 2013 powered by OnApp Cloud v3.0, and CEO Clint Chapman had this to say about deploying the platform:

"OnApp gives us a really easy way to run our kind of cloud service, and the UI changes and extra features in version 3 build on what was already a great product. OnApp's API and support service are important too: but it's the addition of OnApp Storage that's the real game-changer here."

OnApp Cloud v3.0 is appealing because it is an extension of a proven model: OnApp Cloud, originally launched in July 2010, now covers a third of the world's countries, with more than 2,000 cloud deployments from 600 customers in 68 countries. That makes it the most widely-used public cloud platform in the world. These public clouds are not small fries either; a sampling of OnApp's industry-leading customers includes providers such as PEER 1 Hosting, TDC, GMO, KPN, UK2 Group and Crucial Paradigm. OnApp Cloud v3.0's momentum is not slowing down either. In fact, OnApp's global cloud federation has more than doubled in size in under a year, and since OnApp opened the doors of the federation to non-OnApp Cloud customers to drive traffic to new and existing members, the cloud federation is proving to be the most effective way for providers of all sizes to realize the true profit potential of a public cloud service.

Why nominee should win

• OnApp Cloud v3.0 provides a complete global cloud platform, featuring integrated SAN, global CDN, DNS, load balancing and autoscaling. It's literally a "cloud-in-a-box."

• OnApp Cloud now covers a third of the world's countries, including 2,000 deployments in 68 countries, making it the most widely used public cloud platform. OnApp's cloud federation, spanning more than 160 locations in 40 countries, gives OnApp customers room to scale and optimize their service anywhere in the world without having to invest in global infrastructure.

• OnApp customers include leading providers such as PEER1, TDC, GMO, KPN, UK2 Group and Crucial Paradigm.