Why sell SoftIron HyperCloud?

SOFTIRON + CO

The benefits of partnership
for you and your customers

The world-leader in task-specific data centre solutions

Together, our mission is to build an elite, world-class community of profitable, successful channel partners that accelerate SoftIron's market share growth through the mutual and unique business value we bring to customers.

HyperCloud® is the world's first fully turnkey private cloud solution

SoftIron is known as the world-leader in task-specific data centre solutions. SoftIron's newly-announced flagship solution HyperCloud® is the world's first fully turnkey, totally integrated and supported, intelligent cloud fabric. Designed from the ground up, fusing hardware and software design, HyperCloud is a fully-integrated platform that removes the complexity of merging the many independent hardware and software layers traditionally needed to build and run a unified private or hybrid cloud.

Using pre-integrated building blocks, HyperCloud fully automates the provisioning of storage, compute, networking and infrastructure services. It provides a fully functioning multi-tenant cloud that can be deployed in half a day and in less than half a rack. The result radically simplifies the architecting of a cloud, enabling operations teams to quickly empower application owners and their users. HyperCloud sellers can rapidly reduce both time to value and complexity for their customers; all while building a foundation that's scalable on-demand and leading to annuity revenue streams.

Sell private, hybrid and edge clouds with all the value but without the headache.

The goal of an intelligent cloud fabric is to dramatically reduce the complexity of operating a resilient, multi-site hybrid cloud by provisioning stateless building blocks holistically designed and pre-integrated for assimilation by a distributed cloud orchestration control plane. Using these building blocks, the addition of more storage and /or compute resources becomes simply "plug and play".

Independent of public cloud vendors, or other IT vendors stitching together a sub-optimal patchwork quilt of multi-vendor components, HyperCloud enables IT generalists to build and operate highly sophisticated hybrid and multi-cloud strategies that are custom fit for their use cases with the same level of reliability, availability, elasticity and serviceability previously only available to hyperscale cloud builders.

In a skills constrained and increasingly recessionary climate, this allows you to quickly and effectively capitalise on the growing demand for private clouds as users increasingly seek to repatriate their data and regain control of their IT destinies.

Be highly differentiated in your Cloud and data centre proposition. No one else does what SoftIron does.

Many industry pundits have identified the need to solve the complexity of building private clouds, but to date no one else has taken a first principles, from the ground up, holistic approach to designing and delivering an entire solution. Other solutions in the market abstract all the complexity behind a wall of highly expensive professional services and brute force bespoke engineering. This is inevitably a kluge by another name, at some point.

On the other hand, by design HyperCloud has been developed as a fully productised cloud offer. We know from a decade of hardware engineering and manufacturing all the system building blocks - alongside a parallel decade of software development - that our intelligent cloud fabric is hard to replicate and highly valuable.

We expect early adopters to come from mid-sized and larger enterprises, as well as government agencies, looking to offer 'IT as a service' within their organisation. They may also be keen to reduce their public cloud costs, especially around egress fees, or may be looking to reduce the licensing costs to
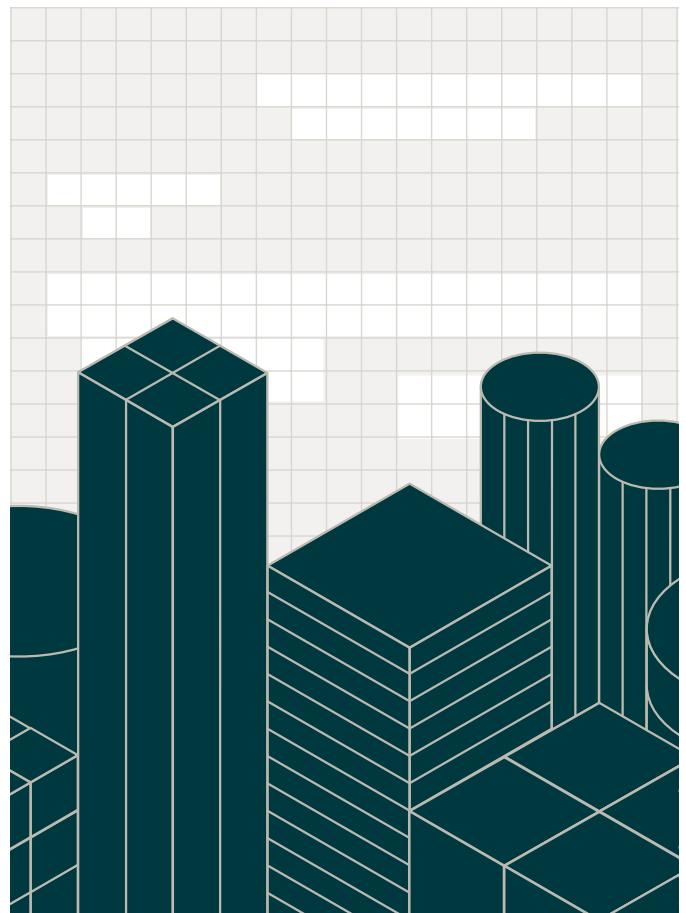
companies such as VMWare. We also expect the growing market of more regional and application specific Cloud Service Providers to adopt HyperCloud to dramatically simplify and reduce the overhead of their service provision.

In short, there are multiple paths for sellers of HyperCloud to engage with the market with a unique and highly differentiated value proposition. Pure reselling; managed service provision, IT-as-aService offerings; vertical & horizontal industry clouds, Sovereign Clouds and creative edge/hybrid cloud projects, to name a few. As soon as you expose your customers and prospects to HyperCloud you will see their mental light bulbs flash on as they see a realistic path to realising their aspirational projects, previously unattainable. What might have felt impossible to date, will quickly feel inevitable as the power of the solution becomes fully apparent. They see a realistic path to realising their aspirational projects, previously unattainable. What might have felt impossible to date, will quickly feel inevitable as the power of the solution becomes fully apparent.

Enjoy 'first mover advantage' and build your cloud practice without the burden of recruiting a team of expensive technical specialists. HyperCloud is an 'out-of-the-box' solution.

Simply put, as you read this document we're really just getting going on building channel momentum. From the advent of our partner program SoftIron + Co in April 2021, we've been selectively hand-picking and enabling the first channel players around the world that we believe have the right attributes to unleash the power of HyperCloud. So your timing is good as we shed light on the output of our vision, strategy and market solution for building clouds.

The partners that share our vision and see the opportunity early will reap the rewards in a still relatively uncrowded SoftIron partner landscape. And as you'll be realising by now, the channel super power of HyperCloud is that the simplicity of our offer will enable you to quickly, repeatedly and profitably be able to sell and support private clouds in a unique and novel way.

Standardise on a flexible cloud platform, scalable from mid market customers to the very largest of opportunities.

The modular nature by which new cloud deployments, adds, moves and changes happen, allied with the much lower technical barrier to entry to configure, means you can get going quickly with HyperCloud projects. Then as customer requirements expand, you can respond flexibly, tracking to the changes that inevitably happen in all organisations. Since an entry point deployment can be as small as less than half a rack, expandable to many hundreds of racks, across multiple locations and connecting through federated clouds, medium and larger enterprises/agencies are all within the scope of our target market. Having set a goal to be extremely competitive in our pricing leaving strong margin upside for our partners, we see new market opportunities and segments will open up where cloud provision may have been previously unattainable.

In an otherwise static and highly competitive landscape, be the one to bring something innovative and game-changing to your customers as their trusted advisor. Then reap the rewards.

From our "designed not assembled" approach to product development, to our edge manufacturing strategy shortening supply chains and placing sites close to our customers, to secure provenance providing audible transparency for mission critical/secure use case, to SoftIron's globally distributed, locally relevant organisational model: at every turn our channel partners have an angle and opportunity to talk a different and unique story that imparts real customer value. Simply put, why try and sell the same old thing as all other partners in an opportunity, the same old way, when you can differentiate and win with SoftIron?

Why sell SoftIron?

- A completely unique proposition in the market that quickly grabs customer attention.
- Easy to do business with and committed to channels
- Best reseller margins for private cloud
- Scale out annuity business model
- Access to new business models through solution innovations
- A ready market that's increasingly moving our way
- Technology leadership through early access to silicon
- First mover advantage via unique and hard-to-reproduce intelligent cloud fabric
- World class SoftIron + Co partner program.
- Channel-first professional services model
- Co-marketing demand generation philosophy Industry-leading post sales support & service

Forged in the demanding and highly secure world of government agency workloads, sleep well at night knowing this is a proven and robust platform.

The best way to understand the inside track of how SoftIron navigated the path to publicly launching HyperCloud is to speak with our field team, or one of our executives. With a channel-first mentality, we're keen that all our partners experience our passion for what we do first hand, and then become enthused themselves. So just ask. Having set out on the mission to build a fully-integrated cloud offer from day one, and never give up until we had accomplished that, SoftIron leadership designed super-efficient, sustainable 1U hardware building blocks and learned to make them in our edge manufacturing facilities. We spent a decade perfecting our offer. In parallel, forged through the same decade, a comprehensive software development in the heart of 'federal systems integration land' - funded by hundreds of millions of dollars - led to the birth of a combined cloud fabric that is the essence of HyperCloud - for which we own the intellectual property. Needless to say, HyperCloud has been stress tested and run for many years in a highly secure and rigorous environment. More on that when we speak.

Meeting Customers "on their turf, on their terms".

The SoftIron pledge to meet customers "on their turf, on their terms" translates into a single-minded focus in solving customer problems, working closely with our channel partners to ensure mutual three-way success through and beyond every deployment. It's our name on the product and we take that responsibility extremely seriously. We will be with you at every step of the journey.

Take the next step

Thank you for your interest in joining forces with SoftIron in order to build compelling customer solution proposals together. Please let us know how we may assist you as you develop your SoftIron competence and build your data centre solution practice with us.

FOR MORE INFO VISIT

softiron.com/partners

BECOMING A RESELLER

For more information on the benefits of becoming a SoftIron reseller please contact us:

partners@softiron.com

All SoftIron + Co 2024 benefits are awarded at the sole discretion of the SoftIron management team. All decisions made by SoftIron management regarding partner tier attainment and the award of program benefits will be final unless otherwise determined by SoftIron.

SoftIron makes the products that underpin the next evolution of IT infrastructure. Our blueprint is radical. Taking full control over design and manufacture of platforms optimised for selected open source software, our highly integrated products reduce space and energy footprints while delivering extraordinary performance. Challenging traditional IT manufacturing and organisational strategy, we've developed a model that enables us to create a more resilient and connected business for the customers we serve. A commitment to openness, transparency, and simplicity helps address emerging multi-faceted threats while eliminating the vendor "lock-in" so common elsewhere.

SOFTIRON

✉ info@softiron.com   in ▶ 𝕏 @softiron

SOFTIRON.COM

0536-PAR-01/24