

HyperCloud Quicksheet

What is HyperCloud?

The simplest, most efficient way to deploy, scale, manage and consume private cloud infrastructure.

01 Simplest

- All the hardware and software required to build a private cloud in one integrated, fully supported, platform
- Installation and lifecycle management complexity automated and solved
- Adds, moves and changes achievable by any IT generalist
- Managed as a single system, not dozens of boxes and software packages
- No additional licensing required

02 Most efficient

- Energy efficient hardware designs typically consuming 25% of the power of comparable solutions
- Common platform design reducing software & spares overhead & complexity
- Deploy anywhere, manage remotely, use basic “intelligent hands” services for hardware tasks
- 100% utilize DC rackspace well within power budgets
- Free your best engineers to deliver more value than just “lights on” maintenance

03 Uniquely sovereign

- Uniquely auditable across every line of code, component and point of manufacture
- No reliance on any on public cloud or obfuscated software
- Staff and run with in-house IT teams, not consultants

HyperCloud beats the competition

- ✓ Cloud-washed solutions from large IT vendors claim so much, but underdeliver in a variety of ways in providing a true cloud experience.
- ✓ “Outposts” style solutions from the hyperscalers deliver the cloud experience, but at the expense of cloud neutrality and flexibility

No competitor. HyperCloud

- Delivers everything needed to build a true public cloud experience in a hyperscaler-neutral, private cloud
- Can offer transparent audit of the entire product realization process
- Transforms the total cost of ownership for customers and the TCS (total cost of selling) for partners

Nutanix

- It’s just HCI - doesn’t deliver the cloud service layer that actually makes a cloud a cloud
- Ignores the networking - the single biggest headache in owning a cloud
- Uses generic, converged, appliances with limited scaling options - costly and inefficient to both buy and run, and won’t scale elastically to meet future demand

VMware

- Multiple, complex and expensive licenses needed, and even then doesn’t deliver the cloud service layer and many other features available in HyperCloud
- No attempt to solve fleet management or networking complexities
- Architecture limits growth to hyperscale

AWS OutPosts and MSFT AzureStack

- Locks you to a single cloud provider, their roadmap & pricing
- Doesn’t scale independently or limitlessly
- No ability to customize your own cloud provision (e.g. marketplace)
- Limited value add and margin for channel partners & differentiation for customers

Why sell HyperCloud?

First mover advantage with the most profitable, repeatable, market expanding, channel friendly, way to build and run cloud infrastructure.

01 Profitable

- Eliminates complex and costly VMware licenses
- Not over distributed - no race to an undifferentiated bottom
- Any IT engineer can do install and maintenance
- Single, integrated system removes integration “surprises”
- Shifts the focus to value add rather than “lights on” service
- Quickly opens up new business models based on possible Hybrid and multi-cloud models
- No need to lock you/your customer to a single public cloud vendor for their private cloud platform
- Hybrid and multi-cloud models

02 Most efficient

- The same, automated deployment, first time, every time
- A complete technology - no integration headache
- The same simple architecture from edge to core

03 Market expanding

- Brings hybrid-cloud within reach of organizations with smaller IT teams and/or skills
- Enables almost anyone to build a competitive commercial cloud service provision
- Same HyperCloud, myriad use cases, simply by flexing node configurations. The answer's always "yes"

Good HyperCloud prospects

- ✓ Large, fast growing organizations with an "IT as a service" mindset, who need to keep key workloads on-prem.
- ✓ Need to scale, quickly and efficiently
- ✓ With compute and storage being independent and added to incrementally
- ✓ VMWare customers whose licensing is up for renewal
 - Shocked by the price & complexity
 - Worried about Broadcom acquisition
 - Just want life to be simpler!
- ✓ Evaluated Nutanix but have spotted the limitations
 - Want to build a cloud service, not just hyperconverged infrastructure
 - Don't want to deal with disjointed lifecycle mgmt and support
- ✓ Want to reign in/repatriate public cloud costs
 - Want the same experience but without taking on the reinheriting on-prem complexity
 - Want efficient operation and control
- ✓ Want to build an "as a service" business model
 - Smaller CSPs that want a competitive solution vs. hypescalers
 - Vertical SPs that want to underpin/augment what they do with an owned cloud provision
- ✓ Distributed/Edge cloud provision
 - Need low touch, efficient operation in hard to service locations
 - Limited by skills, environmentals
- ✓ Strong desire for sovereignty
 - Worried about h/w compromise by state actors
 - Worried about data sovereignty/ privacy
 - Don't want to be tied to/rely upon hyperscaler(s)
 - Want to build and run in-house (own team, limited skills)

Configuring & selling the right HyperCloud

- No need to get into a public vs. private cloud debate as the majority are hybrid. We solve the private cloud challenge
- Get above the "IT silos" for best success - CIO or equivalent
- Sell top down value of true cloud service delivery, not boxes or speeds and feeds

- Get a basic understanding of what common solutions look like
- HyperCloud is incredibly versatile. It's vital to understand the customer use case and environment to build an accurate config. Involve your SoftIron rep. early!
- No complex licensing conversation or extra software or hardware needed. They get access to everything and have everything they need on day one. Make sure it's a like for like comparison!

Questions to ask

- Tell me about your private/hybrid cloud architecture and strategy today? What workloads are on-prem and why?
- How is cloud complexity impacting your business?
- Do you feel like you're getting value for money from your on-prem IT vendors and public cloud providers?
- What are the major new projects you're looking to support in the next 6-12 months where cloud could be helpful?

Walk away

- 100% commitment to moving everything to public cloud
- Small on-prem footprint, unless fast growing and/or multi sites of a similar size
- "DIY" mindset. They really love to do it the hard way!

Reference customers



Your SoftIron team

Phil Crocker
CRO

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0569-PAR-0324

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