

Fortress Cloud launches Private Cloud-as-a-Service, running on OnApp and Dell

Plug-and-play appliance makes private cloud easy for enterprises and systems integrators

Using the OnApp cloud management platform, Fortress Cloud has developed a new way for enterprises and Systems Integrators to deploy private clouds without having to make a large up-front investment in hardware and software.

By creating an integrated private cloud appliance, which combines the OnApp platform, Dell hardware and its own support and integration services, Fortress Cloud delivers ready-to-run private clouds to datacenters anywhere in the world.

"Our aim is to build the world's biggest network of private clouds, and OnApp is a key part of that mission," says Henry Daunert, Fortress Cloud's CEO. "Our private cloud appliance combines the best cloud management platform, the best hardware and a full deployment and support package with simple utility pricing. We're looking to deploy private cloud appliances in every major city in the world."

Fortress Cloud launched its new Private Cloud-as-a-Service at the end of 2014. The company has now deployed its new private cloud appliances for customers across Europe, and in emerging cloud markets as far afield as Haiti, Guatemala, Nairobi and Shanghai.

Private cloud for Systems Integrators and enterprises

Fortress Cloud customers are split about 50/50 between enterprise clients and Systems Integrators. Enterprise clients - which to date have included large universities, healthcare organizations and media companies - are either building their own in-house cloud for the first time, to consolidate their server estate and reduce cost, or looking to add a more cost-effective open source private cloud to an existing cloud datacenter.

Systems Integrators are typically looking for a way to move into the cloud market, and stop traditional SI customers taking their business to other private cloud providers. OnApp supports VMware, Xen and KVM hypervisors but it's the open source Xen and KVM options most customers are interested in.

"In these markets, when clients already have experience of their own in-house clouds it is typically because they have used VMware," says Henry Daunert. "With OnApp clouds based on Xen and KVM we can give them a different price/performance point that opens up new opportunities and new markets."

Choosing the cloud platform

The new private cloud appliance is based exclusively on Dell hardware. It's a Tier III, fully redundant private cloud setup delivered in single rack, and scalable with as many additional racks as required. OnApp provides the cloud management, orchestration and provisioning layer. Fortress Cloud had previously tested a cloud platform based on Citrix before choosing OnApp for its rich feature set, security and resilience, ease of use and support.

"Support and ease of use were the real differences with OnApp - support in particular," Henry explains. "OnApp is a specialist cloud platform vendor for our market. OnApp support is worlds apart because their team is focused on what we need to do business - not a remote team that has to support a range of very different products."



OnApp customer:
Fortress Cloud

Website:
<http://fortresscloud.com>

Products used:
OnApp Cloud

Use case:
Private Cloud-as-a-Service for enterprises and Systems Integrators

Summary:

- Fortress Cloud creates turnkey private cloud appliance using OnApp and Dell to deliver performance, resilience and security at low cost, with OPEX pricing
- Plug-and-play cloud helps enterprises consolidate IT infrastructure to reduce cost;
- Proven way for Systems Integrators to enter the cloud market to remain competitive
- OnApp cloud platform provides intuitive control and supports full localization for emerging cloud markets



"With OnApp we can deliver the kind of localized, scalable cloud that SIs and enterprise clients need"

Henry Daunert, CEO, Fortress Cloud

Emerging cloud markets

Fortress Cloud has seen rapid growth in emerging cloud markets in Asia and South America, as well as the more mature U.S. and European markets. Clients are a mix of companies looking to benefit from the cost reduction, increased flexibility and resilience of private cloud for their own enterprise applications, and SIs looking to sell private cloud to their own customers. In Fortress Cloud's experience there are significant differences in the way these different audiences embrace cloud technology.

"For many traditional SIs, getting buy in to the value of private cloud is not really a technology conversation," Henry Daunert explains. "They're used to selling and supporting a huge range of different technologies. They have the expertise to handle pretty much anything. For them it's more about the shift in business model, about the viability of their new private cloud service, its potential for attracting business. In many cases those concerns are what stopped them building their own private cloud service in the past."

"With our Private Cloud-as-a-Service appliance they can get over that first hurdle without CAPEX, and as soon as they onboard their first clients the value is immediately obvious," he adds. "One company we worked with, their first enquiry was for 700 seats. Their customers need cloud, so the business is out there for SIs: they just need the right platform to make it easy, and stop clients churning to other providers. That's what we provide, and with our private cloud appliance running on OnApp, it's very easy for SIs to enter the cloud market."

Local deployment and support

Deployment can be even easier for clients in emerging markets, where often there is no legacy technology involved. The Fortress Cloud appliance is ready to run - just hook up power and networking and you're ready to go - and with OnApp's integrated multi-language, multi-currency capabilities, it's easy to localize too.

"That sense of a local and localized service is important for customers in all markets," says Henry Daunert. "The pressure on SIs in particular is the same, worldwide: meet your clients need for cloud, or go belly up. Often the conversation is about price/performance, especially if their customers are looking for a more cost-effective private cloud option, but it's always the case that their clients are looking for a sense of proximity - a secure, locally supported, localized private cloud delivered by a local partner that will take care of them."

"That's the kind of service we enable with our private cloud appliance. With OnApp we can deliver the kind of localized, scalable cloud that SIs and enterprise clients need."

Rapid growth in private cloud hosting

Fortress Cloud is now seeing growth from financial services companies who want private clouds to cope with data privacy or locality; existing cloud users looking for a self-contained platform they can deploy in the datacenter for discrete projects; and companies moving wholesale from hundreds of dedicated physical servers to a fully virtualized private cloud hosted in a couple of racks, to reduce space requirements and running costs. One client reported space and electricity savings alone of €300,000 per annum.

"With OnApp and Dell we can provide a high performance, scalable and very resilient private cloud with attractive OPEX pricing," Henry Daunert concludes. "And, with the new federated cloud features in OnApp 4.0, as we build our global network of clouds we're looking to connect them all as so that our clients can work with trusted partners to extend the reach of their local cloud infrastructure. We're very happy with OnApp, and our growing number of customers is proof of its success. There is nothing else like it on the market."



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Henry Daunert, CEO, Fortress Cloud

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