

# OnApp Federation

The new way to buy, sell and manage global cloud & CDN



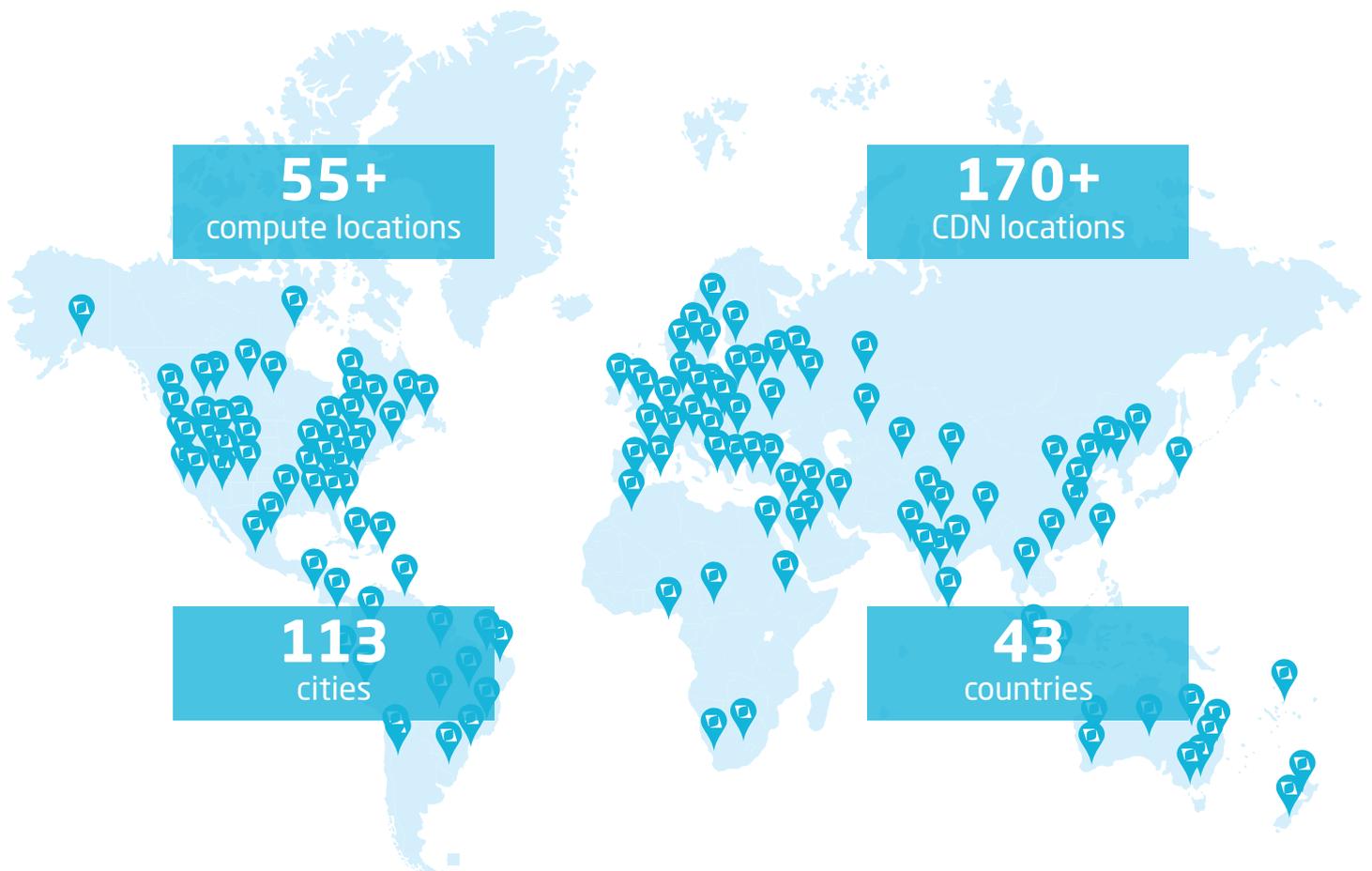
## Global cloud management. Global cloud marketplace.

**The OnApp Federation is a new way to buy, sell and manage cloud and CDN infrastructure.**

It's the world's largest network of cloud service providers - a global pool of public and private IT resources, connected to a single marketplace, where you can buy and sell those resources on demand... with full transparency of price, performance, location and uptime.

For service providers, the OnApp Federation brings instant scale, new locations and new price/performance options to your cloud or CDN - so you can compete on a level playing field, even with the world's largest providers.

For enterprises, the OnApp Federation simplifies hybrid multi-cloud, multi-vendor management - giving you a way to manage private and public cloud infrastructure in one intuitive environment.



## For service providers

The OnApp Federation adds instant scale, new locations and new price/performance options to your cloud or CDN.

### Compete at scale

The OnApp cloud platform gives you the features you need to compete with the world's biggest clouds. The OnApp Federation gives you instant access to the scale you need to handle any RFP.

### Extend your reach

With infrastructure available across the world, you can use the Federation to host customer workloads wherever they work best - optimizing for latency, price/performance and compliance, for location-sensitive workloads.

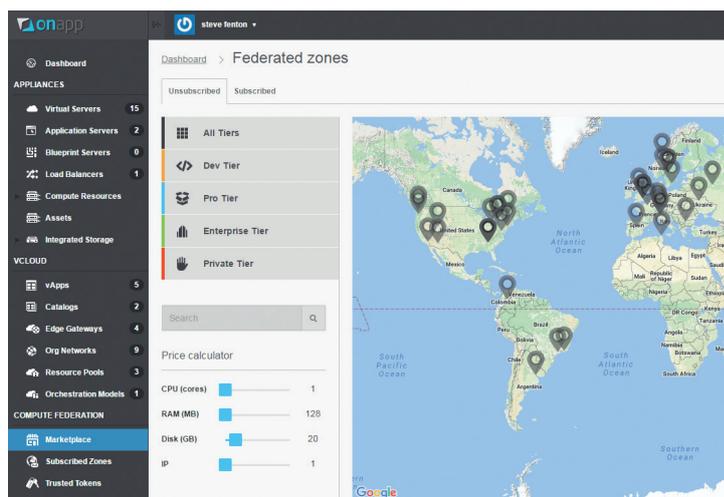
OnApp virtual servers can be migrated between Federation locations with ease, so you can keep customer workloads where they work best.

### Grow without CAPEX

The OnApp Federation gives you instant global scale without having to build new datacenters, deploy colo in new locations, or form individual partnerships with other providers. All infrastructure is available on demand - you just pay for usage, at wholesale rates.

### Create new revenue streams

Because Federation infrastructure is available on demand, you can use it to launch new services, like CDN, and grow into new regional markets without up-front investment in new infrastructure. You can also use it to sell spare capacity in your local datacenters, by making it available to other Federation members.



Get instant access to global cloud & CDN infrastructure

### Private compute federations

Create private Tier compute federations for the exclusive use of specific clients, partners or resellers. You can mix public and private federation zones with your own local infrastructure, control exactly who has access to what, and bill them accordingly.

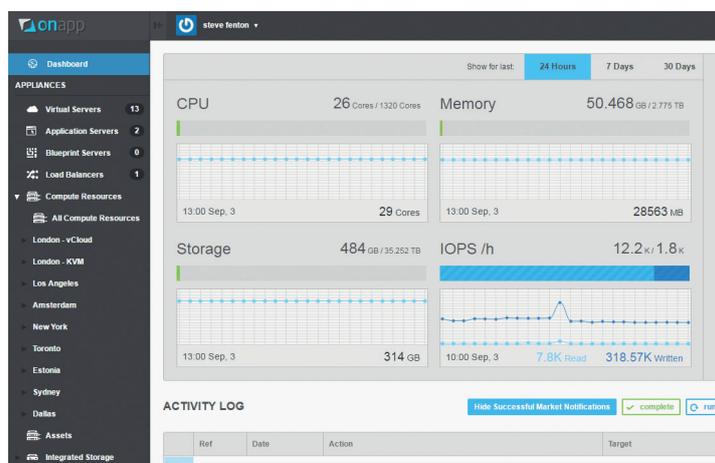
### Private CDN federations

Use the OnApp Federation to create private CDNs for specific clients or resellers, for OTT video, internal content delivery and traffic optimization across your own network.

## For enterprises

The OnApp Federation simplifies hybrid multi-cloud, multi-vendor management.

You can use it to consolidate your own distributed infrastructure, giving you one orchestration, provisioning and billing portal for multiple clouds - and then add new public cloud locations from the marketplace, using the global network of OnApp cloud providers.



OnApp unifies local and global clouds in one portal

### Hybrid cloud on demand

Use the Federation to add public cloud locations to your private cloud infrastructure, and manage them all through the same UI.

### Simplify multi-vendor management

The infrastructure available on the OnApp Federation is supplied by dozens of cloud service providers, with full transparency of price, performance and uptime available through the Federation marketplace. You can manage multi-vendor, multi-location public cloud through a single account, and one UI.

### Add scale and reach without CAPEX

The Federation gives you access to global public cloud scale on an OPEX-only basis - perfect for handling peaks in traffic, campaigns, and testing the waters in new markets.

### Manage data sovereignty issues

With clouds available in cities across the world, the OnApp Federation helps you deal with data sovereignty and compliance issues: you have full control over the physical location of public clouds you use, and full visibility of the provider and their relevant certifications.

### Simplify private cloud management

Use the OnApp Federation to combine multiple private clouds into a single, intuitive management and provisioning portal. Instead of silos of autonomous clouds, you can create a more efficient pool of infrastructure with one admin portal, one login and one place to control orchestration.

### Optimize workload placement

By combining private cloud locations into a single UI, the OnApp Federation lets you deploy and migrate application workloads anywhere in your private cloud estate - and add public cloud scale if you need it.

## How the Federation works

You can use the Federation marketplace to buy infrastructure, sell infrastructure, or do both at the same time. It's a wholesale cloud marketplace with fully transparent pricing, performance and uptime.

The screenshot displays the OnApp Federation marketplace interface. On the left is a navigation sidebar with categories like 'CDN', 'Edge Groups', 'Accelerators', 'Edge Servers', 'Storage Servers', 'Resources', 'SSL Certificates', 'STATS', 'Usage Trends', 'Cloud Usage', 'CDN Usage', 'Tap IP's Disks', 'USERS', and 'Users and Groups'. The main area is titled 'Price calculator' and includes sliders for CPU (cores), RAM (MB), Disk (GB), and IP. Below these are options to 'Choose your region' and a 'Cloud Score' slider. Three tiers are highlighted: Dev Tier (\$0.001134 per hour), Pro Tier (\$0.01238 per hour), and Enterprise Tier (\$0.00 per hour). A table below lists available locations with their respective features and providers.

Tier	Country	City	Cloud Score	Features	Provider
	Sweden	Karlskrona	46	HA, SSD, Windows license, DDoS protection, IPv6	Balou Internet Services AB
	Brazil	Rio De Janeiro	38	HA, SSD, Windows license, DDoS protection, IPv6	Weblogic Datacenter
	United Kingdom	London	36	HA, SSD, Windows license, DDoS protection, IPv6	Telemagic Ltd Pro
	New Zealand	Palmweston North	38	HA, SSD, Windows license, DDoS protection, IPv6	Advantage
	France	Paris	34	HA, SSD, Windows license, DDoS protection, IPv6	NetKech Consulting
	Sweden	Karlskrona	33	HA, SSD, Windows license, DDoS protection, IPv6	beebyte
	United States	Atlanta	29	HA, SSD, Windows license, DDoS protection, IPv6	NetDepot.com

Add new locations to your cloud with a couple of clicks

## Buy infrastructure to add to your cloud

To use Federation locations, simply browse the marketplace through your OnApp control panel, and subscribe to as many as you like.

The locations you choose are made available to customers through OnApp's create virtual server wizard, just like your local zones.

You pay the wholesale price when your customers use a location. You can set any retail price you like.

## Sell spare capacity to other providers

To sell your own OnApp cloud resources, you simply choose to publish one or more compute zones to the marketplace, along with their associated datastore and network zones..

Each zone you publish is assigned to a tier. Each tier has a pre-determined wholesale price, per hour, that is paid by Federation members when their customers use locations from that tier.

## OnApp Federation Tiers explained

There are three tiers of infrastructure available on the Federation - Dev, Pro and Enterprise.

**Dev Tier:** for development/non-critical workloads. Each location has a 100% network and compute resource uptime guarantee, a standard response time for support, and a basic credit for eligible outages.

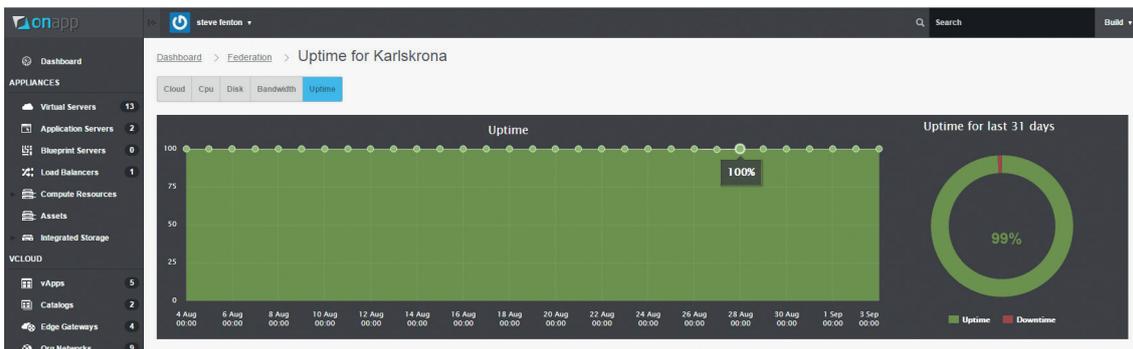
**Pro Tier:** for production workloads. Each location has full failover capabilities and offers a 100% network and compute resource uptime guarantee, a 2x faster support response time, and an enhanced credit for eligible outages.

**Enterprise Tier:** for mission-critical workloads. Each location offers the same benefits as the Pro Tier but with very high performance storage, a 2x faster support response time, and a premium credit for eligible outages.

## Transparent performance and uptime

Transparency is built into the Federation marketplace at every level, so when you're choosing locations to subscribe to, you can make an informed decision based on objective metadata.

Each location is independently measured and rated based for CPU, storage, bandwidth and uptime, and the historic results of those benchmarks are available through the marketplace, via the OnApp control panel.

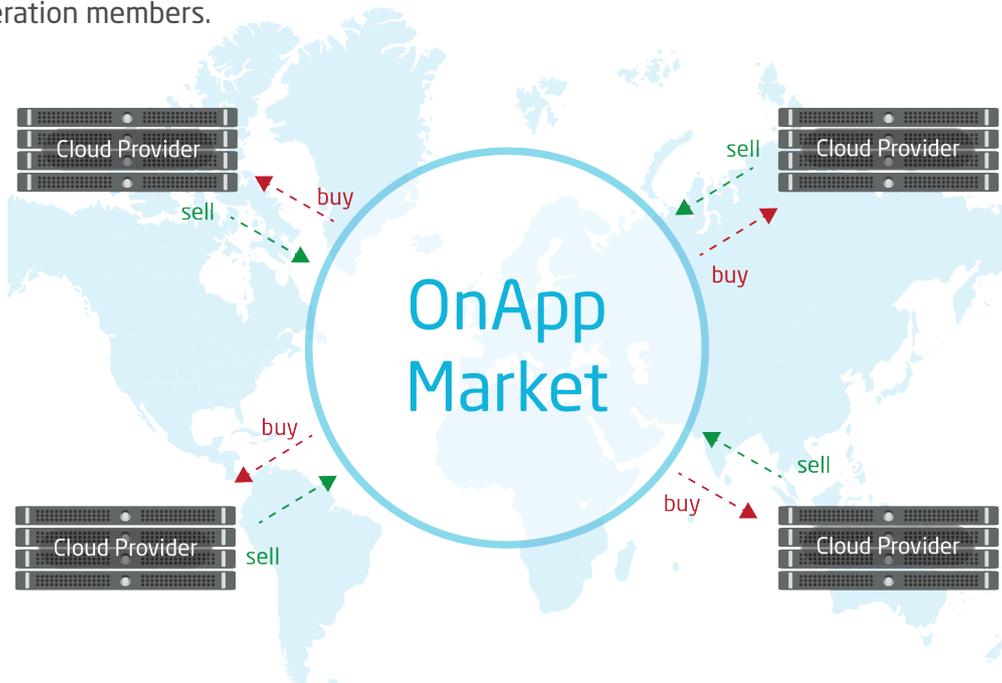


The Federation marketplace provides objective metadata about performance and uptime

## One account

All transactions between Federation members are handled centrally by OnApp. No matter how many locations you use, or how many providers use your infrastructure, you have just one account.

- If you subscribe to Federation locations, each month the total cost of infrastructure your customers have used from those locations is deducted from your account.
- If you have published locations to the marketplace, each month you are credited for the infrastructure used by other Federation members.



The marketplace handles all buy and sell transactions

# Get started with the OnApp Federation

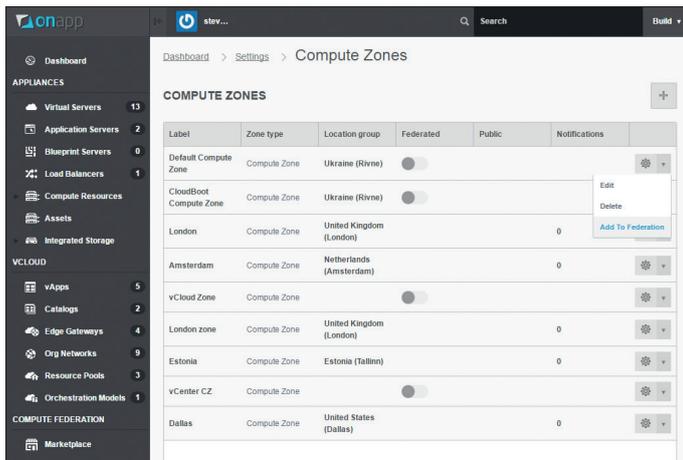
It's easy to get started with the OnApp Federation - even if you have no cloud infrastructure of your own.

## For OnApp cloud providers...

Once your OnApp cloud has been enabled for the Federation, you're ready to go: you can subscribe to any locations you want to use for your cloud service, and publish any locations you want to sell.

Federation locations are managed just like local zones in your cloud.

To get started, contact your OnApp account team.

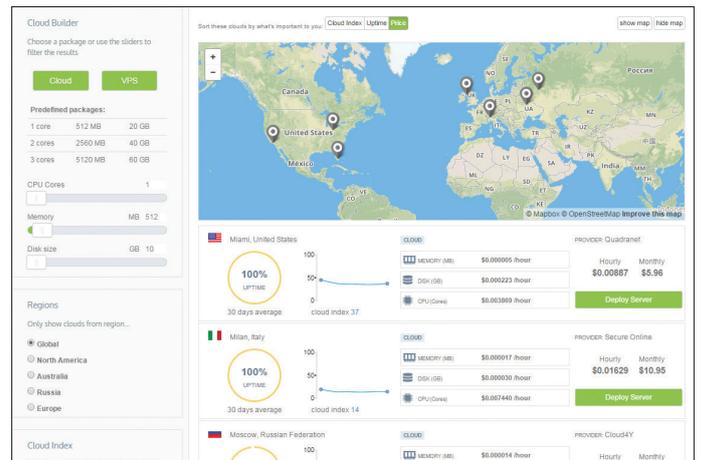


Publishing a compute zone to the Federation marketplace

## For Virtual Service Providers...

As a Virtual Service Provider, you can use the OnApp Federation to launch cloud hosting services without having any cloud infrastructure of your own. All of your cloud infrastructure is sourced from the OnApp Federation.

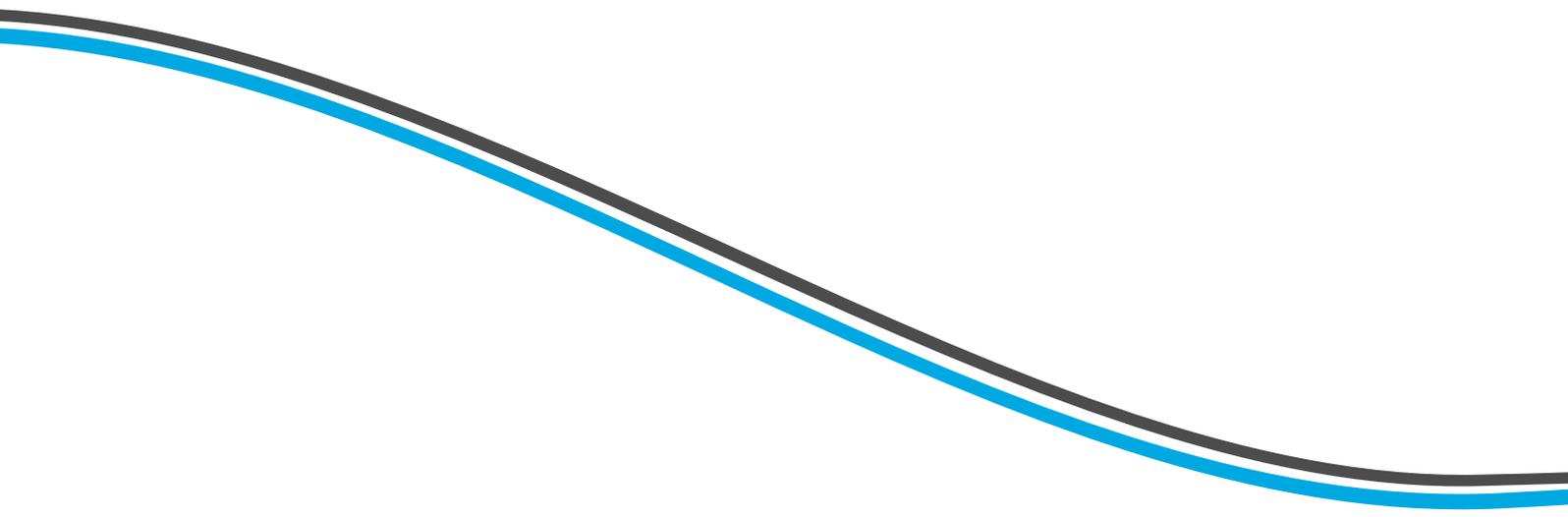
The Virtual Service Provider (VSP) edition of OnApp includes a whitelabel storefront integrates with a wide range of payment, security, support, email, analytics and CRM tools.



OnApp's whitelabel Virtual Service Provider storefront

## For other enterprises...

To use the Federation across your own datacenters, you need to deploy OnApp to get started. It's a turnkey cloud platform that can be up and running in a matter of days. Or you can source global cloud through your local OnApp cloud provider - there are hundreds across the world. Just get in touch to learn more!



More information:

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