



## Hexagrid: Making Low-cost and Attainable Clouds a Reality

Over the past few years, cloud computing has been one of the most talked about topics in various media outlets. Yet, the landscape has not changed much with most service providers and enterprise customers still sticking to on-premise virtualization solutions or simply observing from the sideline to see how the market evolves. One of the critical factors that hinders the adoption of cloud is the high complexity of deploying a cloud infrastructure. Another major factor is the high cost of the deployment.

Realizing the market potential that cloud computing can offer, cloud enablers are coming up with innovative solutions that have the potential to change the landscape.

To date, setting up a private cloud on-premises has been simpler than getting a cloud business up and running. Service providers looking to offer enterprise-grade cloud services need a simple solution for rapid and inexpensive deployment of the cloud. But there's one company paving the way for service providers to deliver enterprise cloud services at an extremely low cost using Hexagrid Computing's revolutionary VxDatacenter platform.

### Meet Hexagrid

Hexagrid's VxDatacenter platform is a comprehensive cloud solution designed for managing the demands of Infrastructure-as-a-Service (IaaS) providers. The platform provides unprecedented control and empowers service providers to virtualize commodity resources and deliver them as a multi-tenant enterprise cloud service.

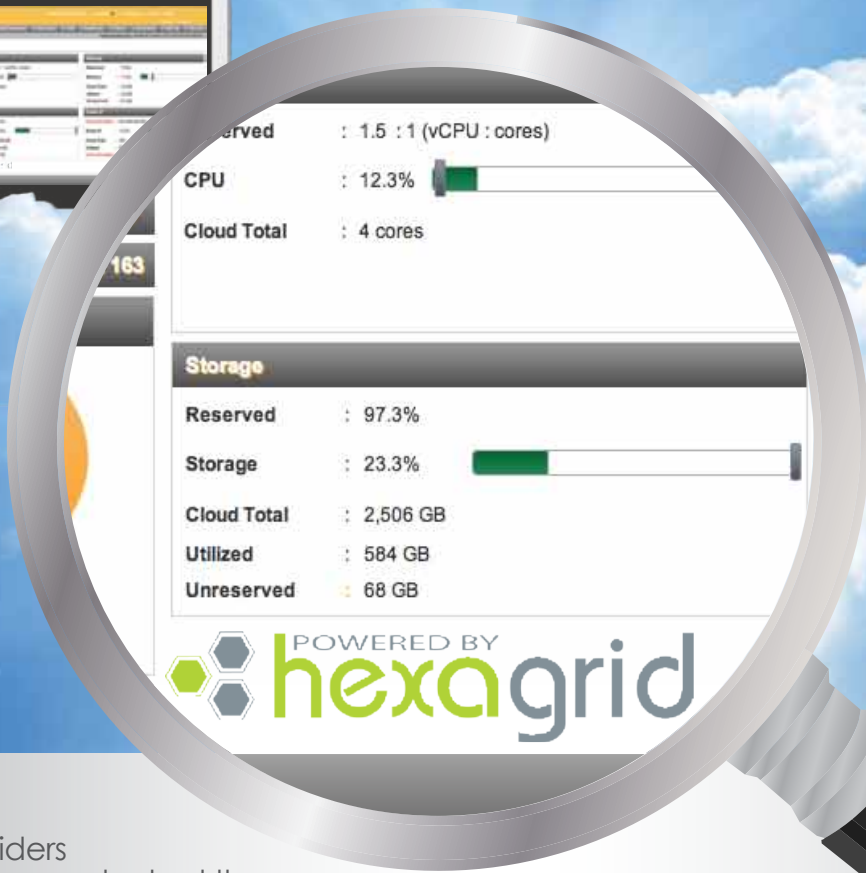
Hexagrid Computing was founded by Suresh Mandava in 2008, after he developed a prototype of his "Grid Enabled Virtualized Computing Environment," currently known as IaaS. The company comprises experienced software and business professionals who brought Suresh's concept to market by releasing the VxDatacenter platform in 2009. Recently, I had a chance to interview Joe Seibel, CFO and VP of Strategic Development at Hexagrid Computing, to learn more about VxDatacenter and how enterprises and service providers can benefit from adopting the technology.

### What is VxDatacenter?

"VxDatacenter is a business empowering infrastructure platform. It enables you to run your entire infrastructure stack as you do today, only in a virtualized environment that is much quicker and more efficient," explains Seibel. VxDatacenter provides the management component on top of the existing data center provider's infrastructure. VxDatacenter has been designed to support the management from provisioning to billing for thousands of servers and petabytes of data. In addition to IaaS, the VxDatacenter platform allows IT organizations to offer Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS).

"The VxDatacenter platform enables service providers and enterprises to develop a customized public, private or hybrid cloud complete with provisioning, billing, application repository, and comprehensive security controls, all in less than 4 hours," says Seibel. With VxDatacenter, service providers and enterprises can build their own cloud that suits their specific business model, organizational structure, and security needs. "As business needs evolve, the features and functionality of the platform can be expanded allowing IT

# The Best Kept Secret in Cloud



Service providers worldwide have unlocked the secret to cloud hosting success. However, to protect competitive advantages that achieve over 60% profit margins, they hide this secret behind self-branded cloud portals and deep within their reseller channels. Knowing this secret, you too can benefit from:

- The power to meet your business requirements,
- The power to exceed your end-user demands, and
- The power to facilitate your business profits.

Contact us to make the secrets of Hexagrid software work for your cloud hosting business.



organizations to upgrade customers and increase services with ease,” adds Seibel.

### VxDatacenter’s most prominent feature

VxDatacenter combines all the tools that enterprises and data centers need to rapidly and inexpensively create the cloud. Hexagrid has created a blueprint for establishing a multi-tenant cloud that can be implemented immediately at an extremely low-cost as a high-value “cloud package” designed for both enterprises and service providers. With the VxDatacenter platform, enterprises can implement a secure private cloud while service providers can rapidly deploy and monetize multi-tenant branded IaaS cloud computing services.

“VxDatacenter actually provides accountability and powers your business so you can monitor your resource utilization just as you do power. As an example, you don’t really care how you light up a light bulb – you just want to plug it in and have it work,” explains Seibel. “And that’s exactly what we do: you want to have a server and you want to have it right now. With VxDatacenter, you no longer have to wait the long cycle to get a physical server. Now you can instantly provision and manage all your networks through one unified portal.”

### Additional VxDatacenter features

Hexagrid has put a lot of work into enhancing network capabilities that do not exist in many competing IaaS enablement platforms, such as network isolation and control over security policies. The platform’s multi-tenancy is isolated at three essential levels – infrastructure, business, and chargeback levels. VxDatacenter also features true multi-tenant and multi-tiered organizational anywhere access, comprehensive usage reporting, complex network topology, self-

provisioning, and most importantly, it can be deployed and scaled in minimal time.

*Other features include:*

- Comprehensive platform - build public or private clouds; no add-ons required; 24x7 support.
- Consolidated virtual IT resources - increased efficiency; reduced costs.
- IT delivery capabilities - IaaS, PaaS and SaaS; self-provisioning; co-branding.
- Controlled infrastructure - cohesive computing; network and storage management.
- Simplified IT administration - unified portal; anywhere access.
- Integrated functionality - auditing, monitoring, scheduling, accounting and billing.
- Easy scalability - start small, grow unrestricted; upgrade and expand seamlessly.
- Secure multi-tenancy - segregated access; policy-based user management.

### What makes VxDatacenter different from competing cloud offerings?

VxDatacenter helps service providers build their own cloud and bring their cloud product to the enterprise space quickly and inexpensively with profit margins over 60 percent versus the 20 percent industry average. “Our product is differentiated by the fact that it understands the channel and enables building the entire IaaS computing stack from the ground up,” says Seibel. “Service providers deliver a high percentage of their business through value-added channels. The delivery model of the cloud must conform to and facilitate the execution of these channel relationships. So this remains a key distinction between VxDatacenter and other cloud products on the market.”

Most IaaS delivery models feature channel relationships with flat

hierarchies, which cannot address complex supply chains that connect service providers, resellers, and end-users. Hexagrid has put a lot of effort into establishing how existing channel relationships are manifested in a cloud environment. Unlike most platforms with flat cloud hierarchies, VxDatacenter natively supports resellers, allowing them to build and offer branded, customized IaaS solutions to their customers.

### Getting started with Hexagrid

Getting started with Hexagrid is easy. Hexagrid’s VxDatacenter platform allows enterprises and service providers to rapidly and inexpensively deploy cloud computing as a simple and repeatable high-margin revenue model. Hexagrid breaks the widespread misconception that only large organizations can afford to setup and offer IaaS cloud services to their end users. VxDatacenter turns computing resources into a true commodity, demonstrating how easy and inexpensive delivering cloud computing resources can really be.

“Building a private or public cloud should be quick, cost-effective, and repeatable. From planning to full implementation, the process should be as simple as provisioning a new virtualized OS,” says Seibel. “With VxDatacenter, establishing a cloud platform in less than four hours becomes a reality. As your needs evolve, you can extend the features and functionality of the platform. VxDatacenter allows you to spend little to no time on managing the servers and more time on customer support, marketing, and business growth.” 📄

To learn more about Hexagrid and the state-of-the-art VxDatacenter platform, visit <http://www.hexagrid.com>.