



us signal * opencloud

A customer centric approach to reimagining
private cloud hosting

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VP of Product



agenda

- 1. About me + US Signal**
- 2. Customer + Tech Trends**
- 3. Platform Testing**
- 4. Current State**
- 5. Future State**



me

- 15+ years in Information Technology
- Customer and Infrastructure Provider mix
- Manufacturing focus
- Companywide responsibility for Product
- Live in Minnesota, USA... hobbies are fast cars, slow boats, and home automation

company

- Founded in 2001
- 16 data centers, 15k m² of DC hall space
- 15,300 route kilometers of fiber

- VMWare multi-tenant hosting (2011)
 - ~36THz of compute, 164TB of memory, and 3.9PB of storage across 402 hosts
- Nutanix dedicated hosting (2019)
 - ~10,000 cores, 11PB of Object Storage across 390 hosts





“US Signal OpenCloud is an Infrastructure-as-a-Service platform that revolutionizes the cloud hosting market by providing the *performance, cost certainty, security,* and *flexible consumption* that customers demand to run their critical enterprise workloads.”

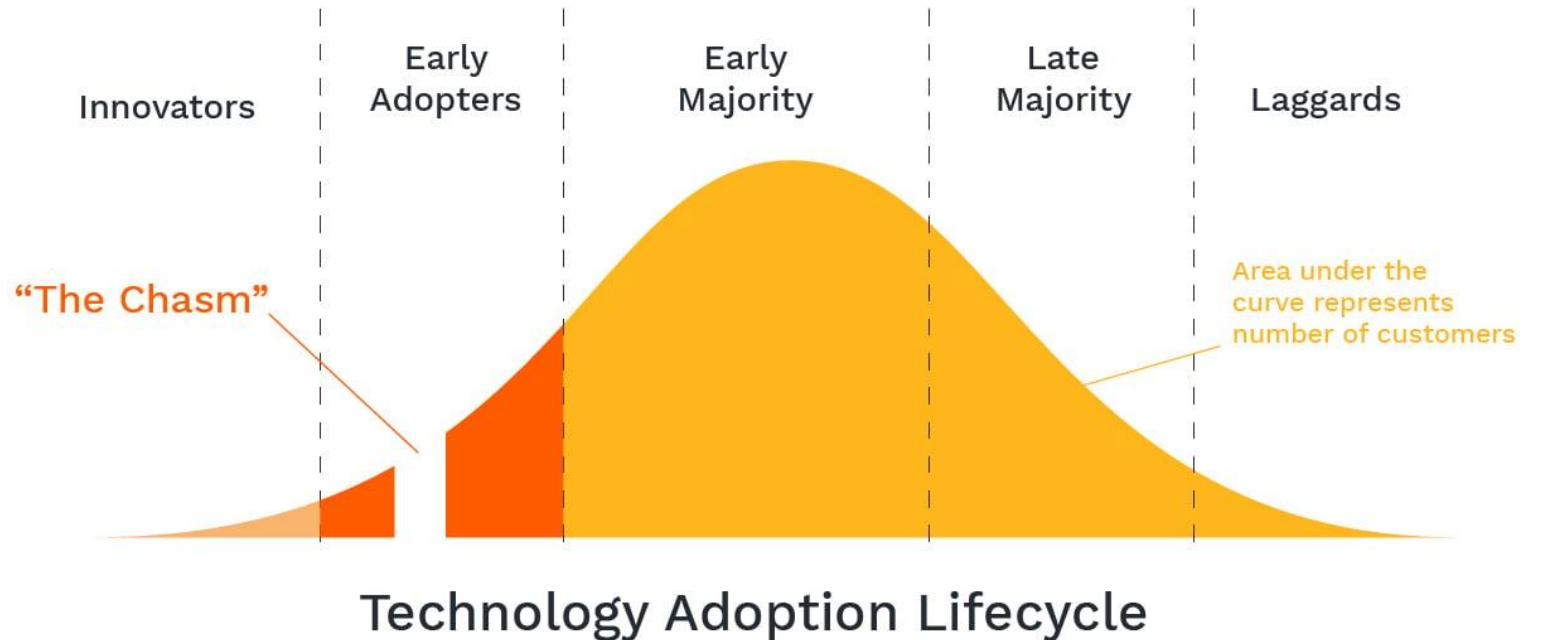
customer trends

Hybrid Work leads to Hybrid Computing

- Work culture
- Network resilience

Economics

- Shifts from CAPEX towards OPEX
- App focus as a differentiator



technology trends

VMWare

- VMWare has been the go-to virtualization platform for nearly 20 years
- Broadcom acquired VMWare in late 2023, and in 2024 instituted massive price increases
- At least 20% of current VMWare customers looking to move into 2025*

Hyperscalers

- AWS and Azure revenue was \$90.8B and \$96.9B in 2023, from \$0 in revenue in 2006 and 2010, respectively
- Hyperscalers have mastered consumption modes & excel at reach, scalability, and service integration

vmware[®]
by **Broadcom**

aws


 Azure

customer advisory board



Concerns:

- **Price** – *OpenCloud is competitively priced and insulated against hypervisor price increases*
- **Performance** – *OpenCloud is built on Dell R650 servers, Arista switching, & all flash Infinidat storage*
- **Security** – *OpenCloud meets or exceeds USS standards*
- **Compliance** – *OpenCloud is projected to be SOC2 type2, PCI-DSS, & HIPAA compliant*
- **SLA** – *OpenCloud includes a 100% SLA*



Unconcerned with:

- Hardware
- Virtualization Platform



platforms compared

	VMware	Nutanix	Verge	OpenStack	CloudStack
Market Position	Commercial Leader	#2 Commercial Leader	Small/regional virtualization company	Open-source computing platform	Open-source computing platform
Cost	\$\$\$	\$\$\$	\$\$	\$*	\$
Operational Efficiency	3	2	2	3	2
Alignment with current toolset	3	2	1	2	2
Differentiation & Flexibility	1	1	2	3	3
Speed to Market	Run	Jog	Walk	Walk	Walk

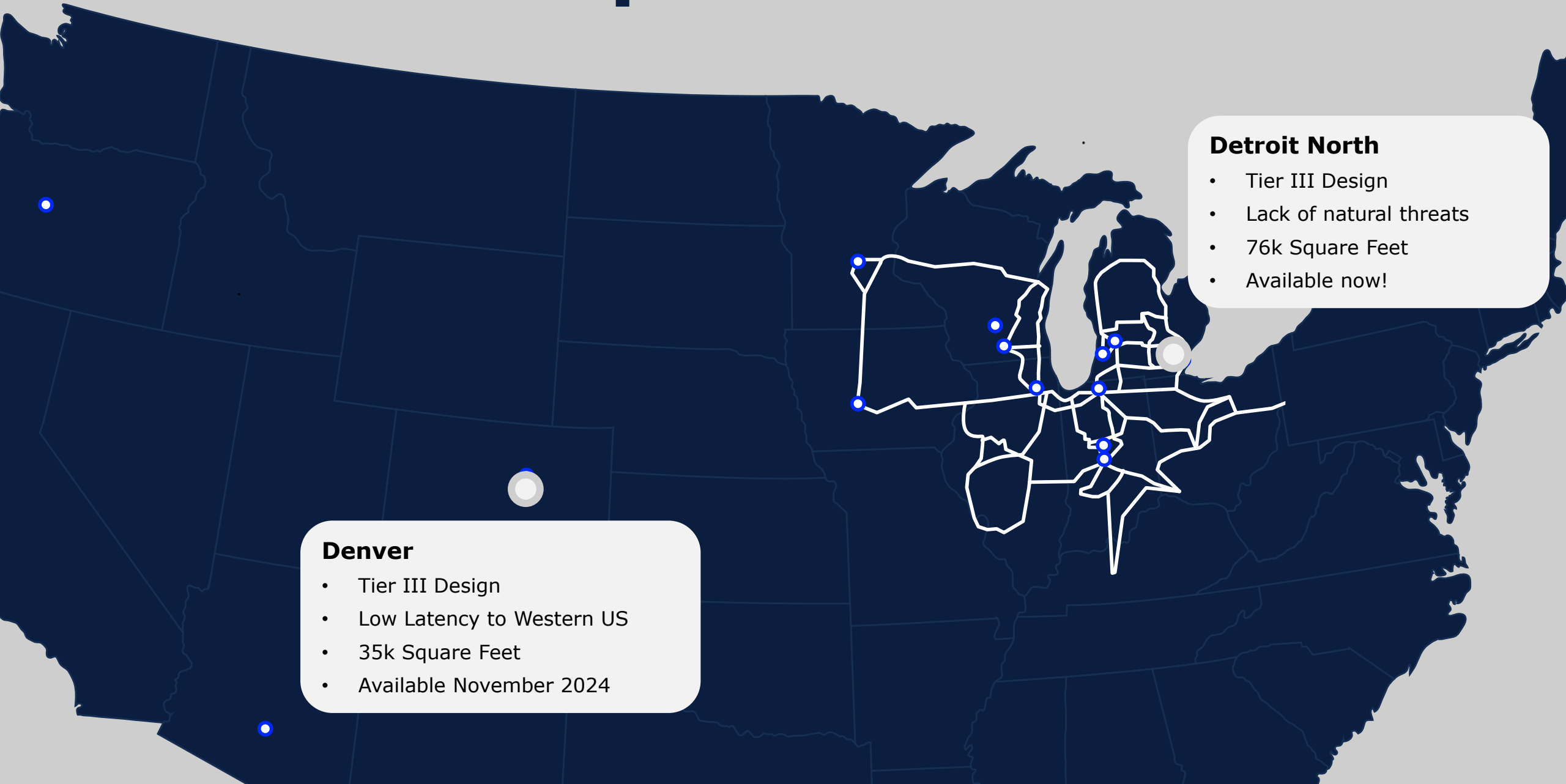
US Signal Cloud Feature Comparison



	OpenCloud	VMWare	Nutanix	Azure
Multi-Tenant Capable	●	●	○	●
Single-Tenant Capable	●	●	●	○
Self-service provisioning	●	●	○	●
Predictable cost structure	●	●	●	●
Included US-based support	●	●	●	○
Multi-Hypervisor Support	●	○	●	○
N+1 Infrastructure	●	●	●	●
Data Protection Integration	●	●	●	●

Yes ●
Partial ●
Unavailable ○

where will OpenCloud be available?



Detroit North

- Tier III Design
- Lack of natural threats
- 76k Square Feet
- Available now!

Denver

- Tier III Design
- Low Latency to Western US
- 35k Square Feet
- Available November 2024

Instance Configurations

Compute Dense Instances

Instance Size	vCPU	RAM
CD-I-1-2	1	2
CD-I-2-4	2	4
CD-I-4-8	4	8
CD-I-8-16	8	16
CD-I-12-24	12	24
CD-I-16-32	16	32
CD-I-20-40	20	40
CD-I-24-48	24	48
CD-I-28-56	28	56
CD-I-32-64	32	64

- OpenCloud provides customers with 40 instance options, with 1:2, 1:4, 1:6 and 1:16 vCPU:RAM ratios (1:2 ratio examples on the left)
- Choice of Linux or Windows
- Storage is sold per GB and can be added on the fly by the customer. Storage is SAN based with 100% SSDs
- Local and remote zone snapshots available for backup/DR, Acronis optional for backup (*and soon DR*)
- Usage and pricing available in customer portal

flexible consumption options

Uncommitted consumption:

- Customer does not commit to any spend
- Usage measured hourly, with overall consumption rolled up on the monthly invoice. Daily is minimum billing metric.
- Service can be disconnected with 30 days notice

Committed consumption:

- Customer commits to fixed spend per month for ≥ 12 months, in exchange for a discount (up to $\sim 33\%$) from M2M rates
- Customer is responsible to pay spend commit even if they don't meet the commit level
- If customer exceeds their spend commit in a given month, by default they will be billed M2M rates above the commit level

overcoming objections

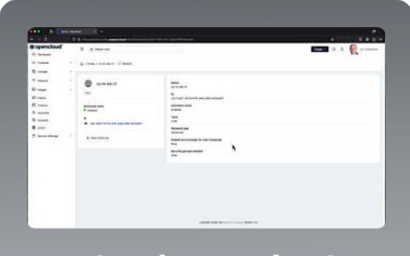
YouTube Premium


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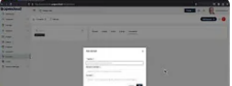
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US Signal's OpenCloud Documentation

Guide
Administrator Guide
How-To
Known Issues



1  **Intro to OpenCloud - 01 OpenCloud Zones**
US Signal · 132 views · 2 weeks ago

2  **Intro to OpenCloud - 02 OpenCloud Domains**
US Signal · 39 views · 2 weeks ago

Accounts



Your Ultimate Guide to US Signal IaaS Providers:

The Ultimate Guide to US Signal's IaaS Providers

November 18, 2024 | Misc

Choosing the right Infrastructure as a Service (IaaS) provider is critical to ensuring your organization's IT environment is secure, scalable, and optimized for success. Our Ultimate Guide to US Signal's IaaS Providers takes an in-depth look at four mainstream IaaS providers supported by US Signal: OpenCloud, VMware, [...]

LEARN MORE →

ROLES	
Deleting an Account	The following Roles are available to be assigned
Viewing a User in an Account	

things we've learned

01

As-a-service model makes customers more comfortable with Open-Source

02

Digital experience is key

03

Hypervisor integration for data protection matters to enterprises

04

Significant repatriation opportunity



the future

- ✓ Project contribution
- ✓ K8s services
- ✓ Credit card swipe?
- ✓ Deploy to customer premises
- ✓ DRaaS and BaaS with native or other OpenSource tools

thank you!

Questions or Comments? dhumes@ussignal.com

