

## BootStack

Your cloud. Built. Managed. Delivered.

### What is BootStack?

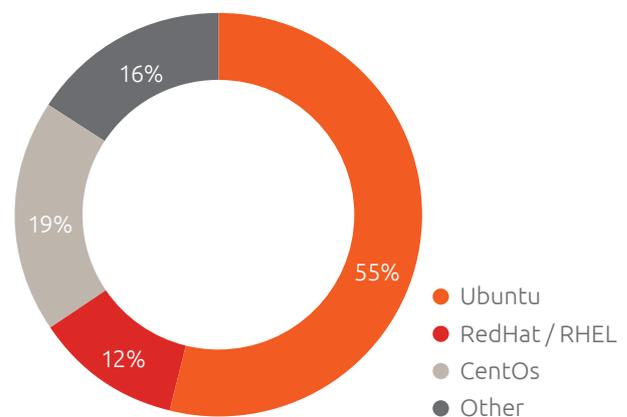
BootStack (short for: Build, Operate, and Optionally Transfer), is a new managed cloud offer from Canonical, the company behind Ubuntu. BootStack is a true end to end offer including the design, implementation, and ongoing management of an OpenStack cloud on Ubuntu, followed by an optional transfer of the management function to the customer if desired.

The cloud will be built on Ubuntu OpenStack, the world's most popular OpenStack distribution, along with the KVM hypervisor, and the full set of industry-leading tools from Canonical: MAAS, Juju, and Landscape, which allow quick and easy provisioning, orchestration, and management of cloud resources. The cloud can be built on the hardware at the customer's datacentre, or one of Canonical's hosting partners.

### Why is Canonical offering BootStack now?

Enterprises often struggle to deliver OpenStack projects on time and on budget, not to mention operate their clouds efficiently, due to the lack of in-house expertise. Acquiring and retaining these scarce resources is becoming a challenge for an enterprise. Canonical's engineering and support teams are the most experienced in the industry, having worked with many OpenStack customers all over the world. Canonical's own IT infrastructure is also built on OpenStack and managed by the same team of experts and the same high SLAs and monitoring/management capabilities now provided as part of BootStack.

% of OpenStack production clouds run on:



Source: OpenStack Foundation Survey, 2014

### What does the BootStack offer include?

BootStack covers cloud deployments from 5 hosts and upwards, thereby meeting the needs of a broad range of customer use cases – from very simple proof-of-concept setups to test-dev to production-grade workloads.

**Build:** Canonical cloud experts will design and build a cloud on Ubuntu OpenStack using Canonical's state-of-the-art tools for hardware provisioning and service deployment. They will work with customer teams to define requirements and design the right cloud infrastructure for the business needs. The cloud will be built on Ubuntu certified hardware either on-premise or hosted by a hosting partner.

**Operate:** Canonical support teams will monitor and manage the entire cloud infrastructure, including Ubuntu OpenStack and the underlying hypervisor, providing the customer with all the benefits of a private cloud and taking away the pain of day to day infrastructure management. The SLA for operation will cover cloud availability at the scale desired by the customer, as well as uptime and responsiveness metrics that apply as long as Canonical is operating it.

**Transfer:** BootStack customers can take ownership of their cloud at any time. The key is to be able to invite developers to start using an internal cloud as soon as possible, to redirect internal development to the private cloud from public clouds. Once the internal cloud operations team is fully staffed, Canonical can provide training and transfer responsibility for cloud management to them.

## What are the benefits of BootStack?

- A quick, easy and cost-predictable way to get a fully functional OpenStack cloud
- No more hiring, training and retaining scarce OpenStack resources
- Fully managed cloud service takes away the hassle of day to day IT operations
- Free up valuable IT resources to focus on more strategic initiatives
- ~20% more economic than managing and running your own cloud \*
- Staff trained by leading OpenStack experts in case of the "Transfer" option

## Realise your cloud plans – today

OpenStack is increasingly central to enterprise plans for next-generation infrastructure. Maturity, stability and performance of OpenStack itself are no longer factors slowing the move from plans to deployment – it's the personnel, and operational concerns that act as blockers. BootStack enables any company to leverage Canonical's deep expertise to get an OpenStack based cloud up and running, with the prospect of taking complete control of that cloud when appropriate.

### BootStack Offer Details:

Hardware	- Hosted by the customer on-premise, or - Hosted at a preferred hosting partner
Management Infrastructure	Stand-up a production grade OpenStack cloud with: a) Programmatic API b) UI Dashboard c) Full management system (Landscape)
Who manages the Cloud	Canonical manages the cloud from initial set-up to 24x7 monitoring and management. The customer can take control at any point in time, and continue to receive support services from Canonical independently of the operation of the cloud.
Services Offered	- Cloud and hardware health monitoring - Patches & upgrades (OS + OpenStack) - Hardware & software failure prevention and fix - Capacity and performance reports - Problem diagnosis and resolution
Customer Benefits	- Pay as you go - No need to hire scarce OpenStack resources - Get up and running very quickly - 24x7 production grade support
Guest OS support	- Ubuntu and other Linux - Windows
Hosting Partners	Softlayer (IBM), Datafoundry
Pricing	\$15/day/server for the service + Cost of hardware and hosting
Billing	Per month (purchase order)
Service term	6 months initial, thereafter month to month

## How do I find out more?

To learn more about BootStack, please visit [ubuntu.com/cloud/tools/bootstack](http://ubuntu.com/cloud/tools/bootstack) and fill out the contact form, or click on the chat function for instant sales support.

For general information on the Ubuntu/Canonical cloud offer, please visit [ubuntu.com/cloud](http://ubuntu.com/cloud)