

# Business Runs Faster on OpenStack

## What is OpenStack?

OpenStack® is an open source cloud platform. OpenStack software controls large pools of compute, storage, and networking resources throughout a datacenter, all managed by a dashboard that gives administrators control while empowering their developers to instantly provision resources through an API or web interface.

## OpenStack for the Enterprise

### Accelerate Time to Market

Don't be weighed down by traditional infrastructure and inefficient processes. Innovate faster and be responsive to market demands. OpenStack accelerates your time-to-market by giving your business units a self-service portal to access necessary resources on-demand, and an API driven platform for developing cloud-aware apps. Enterprises dramatically reduce the time to provision resources from weeks or months to minutes with OpenStack, giving them a significant competitive advantage.

### Integrate with Business Systems

OpenStack is an open, flexible platform that can be integrated with a variety of key business systems. This flexibility means less disruption to your business and an easier installation cycle when managing a variety of environments and vendors. OpenStack works with your existing corporate systems to help manage compliance and audit trail tracking. The pluggable architecture also enables support for every major compute, storage, and networking vendor's technologies.

### Bet on the Largest Community

Enterprises are betting on OpenStack. With more than 1,200 contributing developers from over 60 companies, support from every significant Linux distribution, and plugins from all major networking and storage vendors, OpenStack is the cloud community to join. The vibrant commercial ecosystem means you can continue to work with your trusted technology partners, while also having more leverage and choice in the market.

### Experience Cloud Economics

Whether you want to operate a private cloud in your datacenter, host private cloud infrastructure with a service provider or use OpenStack public clouds, you can determine the best mix and get the most value from cloud with OpenStack as a common platform. Since it's open source, you can commit to the platform without fear of lock-in to a specific vendor, keeping costs down.

## OpenStack Elements

OpenStack is open source software to build private and public clouds. There are three main components:



**OpenStack Compute:** Provision and manage large networks of virtual machines



**OpenStack Networking:** Pluggable, scalable, API-driven network and IP management



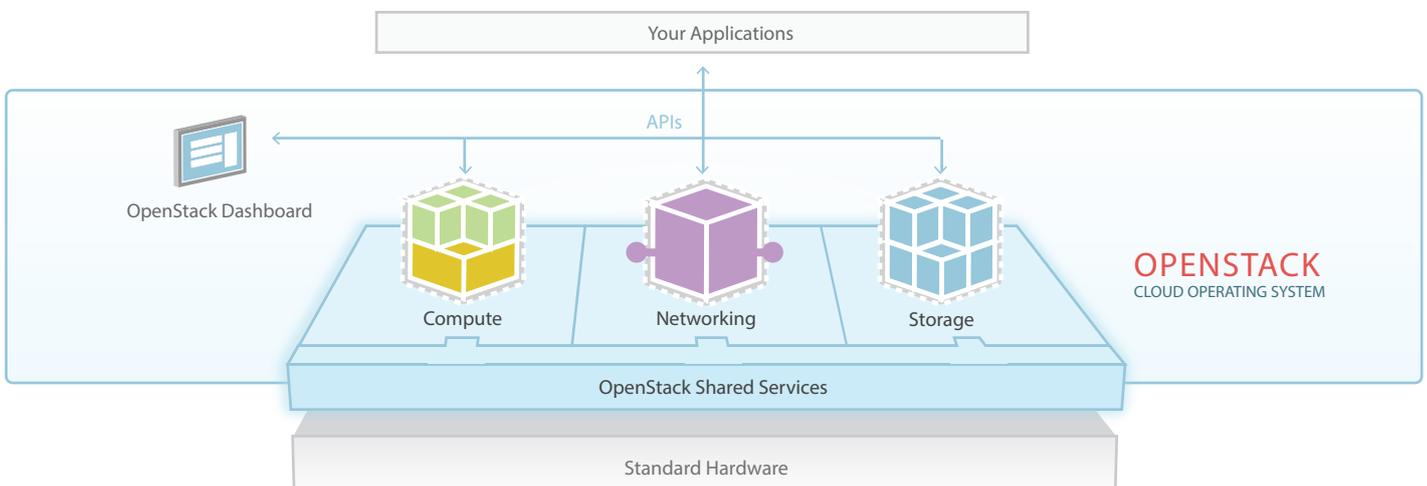
**OpenStack Storage:** Object and Block storage for use with servers and applications

OpenStack components are tied together with **OpenStack Shared Services** and accessible both via the **OpenStack Dashboard** and programmatically via the API.



The **OpenStack Foundation** promotes the development, distribution and adoption of the OpenStack cloud operating system.

To learn more about the OpenStack Foundation and OpenStack cloud software, go to: [www.openstack.org](http://www.openstack.org)



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Data is growing at an exponential rate. IDC estimates that by 2020, transactions on the Internet, both business-to-business and business-to-consumer, will reach 450 billion per day.<sup>1</sup> Is your business ready for the demand? OpenStack can help you meet the need for efficient, cost-effective infrastructure to manage transactions, data analytics, and business applications.

**“If you're an enterprise CIO, OpenStack is going to be very important to your future.”**

– Bernard Golden, CIO Magazine<sup>2</sup>

## Enterprise Users Talk OpenStack

“We are deploying OpenStack throughout our infrastructure to support large-scale, media-rich, consumer-facing applications. Several early applications targeted to the OpenStack infrastructure power our new X1 Platform.” – **Mark Muehl, Comcast**<sup>3</sup>

“We are moving to the cloud powered by OpenStack to enable agility, availability and the innovation necessary to get the best products to our customers, faster than our competitors.” – **Saran Mandair, PayPal**

“We like the community behind it, and the broad support.”  
– **Keith Shinn, Fidelity to GigaOM**<sup>4</sup>

“Private OpenStack clouds have allowed for faster iterations on distributed service architectures in development and improved deployment times in our production data centers.”  
– **Isaac Finnegan, Proofpoint, Inc.**

## Learn More and Deploy OpenStack

### Read Case Studies

[openstack.org/user-stories/](http://openstack.org/user-stories/)

Find a large list of OpenStack users to compare business cases, benefits and best practices.

### Discover OpenStack Training

[openstack.org/training/](http://openstack.org/training/)

OpenStack training courses are happening daily in classrooms, at conferences and online. Discover training courses provided by the OpenStack ecosystem in more than a dozen countries.

### Find OpenStack Products & Services

[openstack.org/companies/](http://openstack.org/companies/)

There are many ways to deploy and operate OpenStack, including free or commercial Linux distributions, packaged solutions and services. Whether you choose a community distro and just pay for escalation support, or purchase a turn-key solution, benefit from the vibrant OpenStack ecosystem and select the best path to adoption for your enterprise.

In every single category, the top 3 vendors support OpenStack

#### Top 3 Linux Vendors



#### Top 3 Storage Vendors



#### Top 3 Hypervisors



#### Top 3 Switch Vendors



#### Top 3 Router Vendors



#### Top 3 Blade Vendors



#### Top 3 x86 Vendors



Source: Cloudscaling "State of the Stack," April 2013

[1] Gantz, John and Reinsel, David (2010, May). The Digital Universe Decade - Are you Ready? Retrieved from <http://www.emc.com/collateral/analyst-reports/idc-digital-universe-are-you-ready.pdf>

[2] Golden, Bernard (2013, April 22). How OpenStack Should Prepare Itself for the Enterprise. Retrieved from [http://www.cio.com/article/732123/How\\_OpenStack\\_Should\\_Prepare\\_Itself\\_for\\_the\\_Enterprise](http://www.cio.com/article/732123/How_OpenStack_Should_Prepare_Itself_for_the_Enterprise)

[3] Muehl, Mark (2013, April 29). Comcast's X1 Platform Powered by OpenStack. Retrieved from <http://corporate.comcast.com/comcast-voices/comcasts-x1-platform-powered-by-openstack>

[4] Roettgers, Janko (2013, June 19). Fidelity Investments Joins the OpenStack Crowd. Retrieved from <http://gigaom.com/2013/06/19/fidelity-investments-joins-the-openstack-crowd/>