Leading Cloud Transformation for Customer Success

CloudController® - The CMP for Cradle-to-Grave Lifecycle Care of Cloud Services

CloudController is an enterprise-grade **Cloud Management Platform (CMP)**, a *Cloud Automation Engine*, designed by InContinuum Software to simplify life for IT operations personnel who need to efficiently build and operate secure, automated compute services from any cloud resource providers, where ever they may be geographically located. Data center services, such as virtual and bare-metal servers, PaaS, Containers, virtual networks, [multi-tier] cloud-native application deployment and Cloud-to-Cloud migration are run as automated self-service cloud services from any on-premise or hyperscale Public Cloud resources.
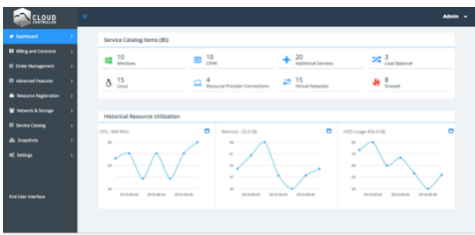
Thus, if an organization has chosen to utilize compute services from leading hyperscale cloud providers like Amazon, Microsoft, Google, IBM, Alibaba or others next to their own on-premise assets, these can all be managed from CloudController with full accounting of the auditing, compliance, internal billing, IT chargeback and hedging of data center asset cost functions, which are also centrally managed as part of these cloud computing services. This provides fully-automated, predictable IT operations to users of the cloud services, resulting in significant operational management savings, while enhancing efficiency and productivity.

Powering Vendor-Agnostic Multi-Clouds Deployments

Renowned worldwide vendors and integrators have partnered with InContinuum to gain a CMP in their software portfolio that they can use as the keystone of their cloud solutions. Companies such as Tata Consulting Services, IBM, HPE and Huawei, amongst others, derive value for customers by both managing cloud services based on their own IT assets, and delivering customers the core cloud building block required for integrated Hybrid and Multi-Cloud solutions. Transformation from traditional data center operations and management to a fully-automated cloud service model is the hottest area in IT. It creates a solution set where InContinuum's strategic partners can deliver automated, functional cloud environments. InContinuum's CloudController CMP provides its partners the comprehensive toolset required to guide customers through this transformation.

Propositions Where CIOs Should Consider Leveraging the CloudController CMP

- Transformation to a cloud strategy consisting of a combination of on-premise and hyperscale resource providers is planned
- Requirement exists to centrally manage geographically dispersed resources as a on-premise, B2B, hybrid or multi-cloud
- Need to deploy new IT service delivery initiatives with crunched budgets
- Business processes have a fluctuating or unpredictable load pattern
- Non-core systems where IT capability is commoditized
- Operations and Management costs are too high, not visible, or not under control
- Change in business size – ability to scale-up or down on-demand
- Implementing a DevOps / PaaS / Cloud-Native strategy for outsourced applications
- Get a grip on service SLAs and link into a common CMDB / ITSM
- Policy-based Cloud-to-Cloud Migration Flexibility for Business Continuity

Unified Control Panel for All Cloud Services

With CloudController, partners and customers gain the ability to offer and deliver Hybrid and Multi-Cloud services from a single CMP agnostic of resource platform. It has a semi-customizable Single-Pane-of-Glass UI. Some of the dashboard widgets are fixed. Others can be customized to accentuate desired services and/or service levels. Thus, each customer cloud has free choice of resources and can personalize cloud service operations. Service delivery to unlimited tenants in up to 6 distribution levels gives customers granular control of how services are deployed and managed.

Benefit for Partners and Customers

- Vendor partners can consider CloudController as a sales enabler for their technology stack – and the cornerstone of their cloud solutions practice – providing the central core of their technical and business cloud solution offerings.
- End-users remain agnostic of technology and can automate a broad range of IT services
- CloudController is a Cloud Automation Engine with an Aggregated Control Panel fronting a Unified Service Catalog Manager that manages the entire lifecycle of bare-metal and virtual infrastructure, as well as CMP operations that automate, control and orchrestrate other services for PaaS, DevOps, NFV, ITSM, Containers and others future practice areas via native functionality or REST API connectors
- With an integrated end-to-end technical and business strategy, partners can look forward to binding their customers to them for the long-term, managing all aspects of these business opportunities

Address all the Industry's Hot Areas of CMP Integration

- Unified Way to Manage Bare-Metal servers with On-Premise and Hyperscale Public Cloud Virtual Infrastructure
- CI/CD & Application Deployment via DevOps APIs with CM Tooling Wrappers
- 100% Software-Defined Networking & NFV Feature Roll-out
- Policy-based Cloud-to-Cloud Migration Orchestration
- CMDB / ITSM Integration Use Cases

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Solves the Following Issues

- Enables fully-automated Creation, Deployment and Management of a palette of self-service cloud services – IaaS, PaaS with DevOps Framework, Containers, Virtual Networks, Self-defined services, and more
- Seamlessly integrates into existing on-premise resources AND major Hyperscale Public Cloud Services, avoiding drastic changes to existing corporate policies while utilizing established best practices
- For large enterprises doing widespread server and application deployments, CloudController overcomes operational and technical hurdles with minimal effort using DevOps and CM tooling of choice
- Cloud Service Brokering over all major On-Premise Resources and Hyperscale Public Cloud Services
- Provides a bridge between back-office business processes and resource technology choices
- For Global enterprises CloudController addresses localization of language and currency FOREX of IT assets
- Effectively realizes a controlled multi-tier distribution Supply Chain for IT service delivery, which will help national offices, business units, departments, or project teams control the costs of consumed compute services, while providing extensive audit capabilities for compliance and regulatory requirements

Business Models and Licensing Options

InContinuum has separate Perpetual and Pay-As-You-Go (PAYG) licensing / revenue models for CloudController. The enterprise model has perpetual RTU licensing and annual support contracts. The PAYG model has a recurring SaaS-like subscription fee per consumed service. Support Services are offered in 2 variants; *Standard* (Business Hours Monday – Friday), and *Premier* (7x24x365).
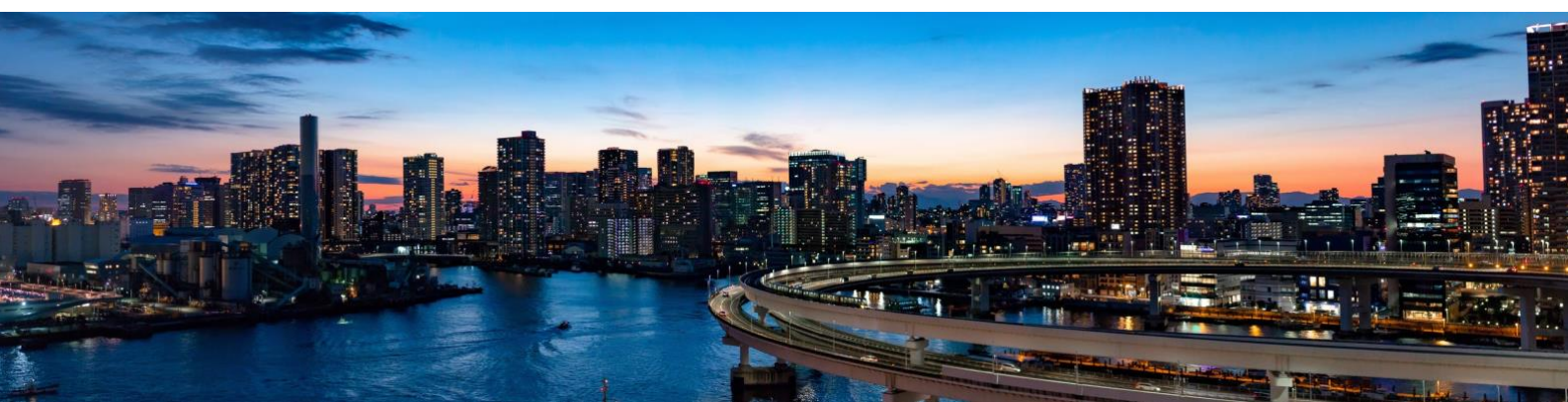
Customers Who Use It

InContinuum has an ever-growing end-user customer base. These include Global 500 companies, large enterprises, international telecom service providers and Cloud Service Providers.

CIO Benefits

Reduce Cost	Reduction in TCO by optimally using all hardware and software licenses. Ability to scale with the demand for peak loads and seasonal variations, thus optimizing the cost model.
Mitigate Risk	Investments are translated from the upfront Capital Expense (CAPEX) to Operational Expense (OPEX) for consuming IT Services. Further investment can be put in based on the success of the initiative. Alternate sourcing strategy for IT Services is vendor-agnostic and provides primary and fallback options.
Agility	IT Services can be automatically provisioned quickly when required from on-premise or Public Cloud resource infrastructure. Flexibility, agiity and time-to-market are greatly improved.
Global Scale	Massively scalable engineer allows building highly scalable platforms for [internal] customers and partners. Infrastructure scales with the demand peak loads and seasonable variations.

Find out more:
www.incontinuum.com