

Company innovates a new disruption: the Dedicated Cloud

As the third-largest hosting provider worldwide and number one in Europe, the Middle East and Asia (EMEA), the company has developed unique datacenter innovations for high availability, security, and energy efficiency.

Business benefits

Maximizes customer control and security

An integrated OpenStack and Nuage Networks Virtualized Services Platform (VSP) implementation provides the company's customers with complete control. With dedicated hardware providing physical isolation along with Nuage Networks VSP's security controls, overall security is significantly better than that of public clouds.

Level-sets start-ups' IT environments with those of Fortune 500 companies

With the Dedicated Cloud, customers receive a complete and dedicated datacenter in terms of server, network, storage and 24x7 operations. Even start-ups can enjoy a world-class IT implementation in line with that of a Fortune 500 enterprise.

Delivers best-of-class elasticity

In response to a customer request made via the user interface, the company provides the capability to add new hardware resources in literally five minutes. The company is setting a new bar for self-service in the industry.



nuagenetworks

From Nokia

Needs

The company was faced with a quandary: Its customers wanted the self-service controls, reliability, and security of a dedicated server environment but the elasticity, cost, and scale advantages of a public cloud. Further, many customers wanted physical isolation to address privacy and security concerns.

While OpenStack provides the necessary functionality, its use would require customer training. A way to provide self-service controls while simplifying the underlying environment was critically needed.

The company's approach

The company resolved the quandary of public cloud and private cloud needs with an innovative solution: a Dedicated Cloud service. Dedicated Clouds enable customers to focus on the needs of their applications and virtual machines (VMs) by providing an automated, self-service virtualized software layer on top of dedicated, physically isolated hardware. Datacenter service capabilities include the ability to provision new hardware in five minutes or less.

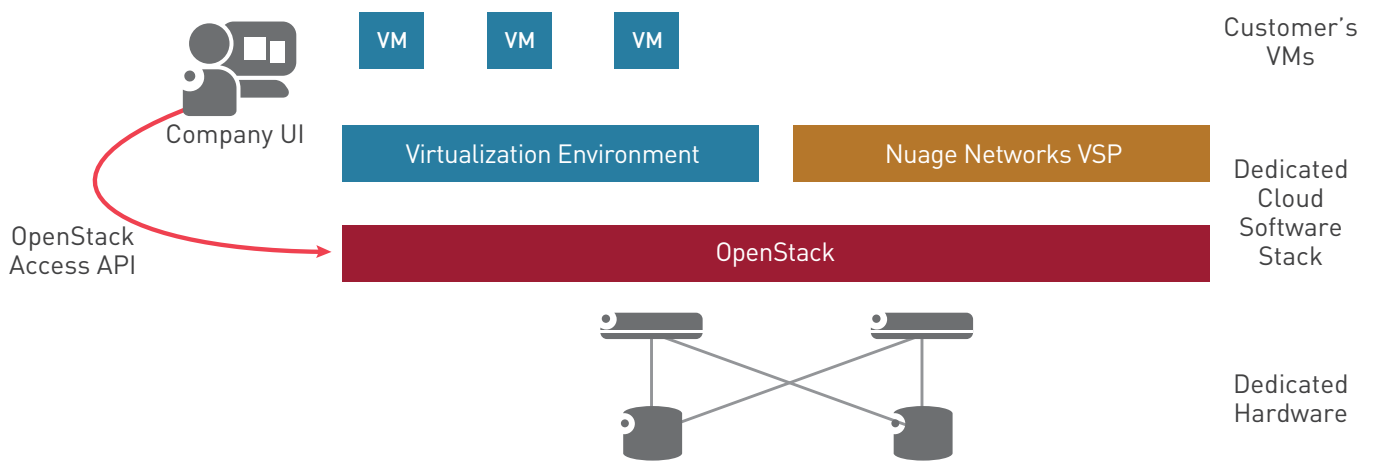
The solution components are:

- Customer Manager UI: The company delivers powerful controls over the entire environment via an easy to use interface.
- OpenStack platform: A complete OpenStack environment is embedded.
- Nuage Networks Virtualized Services Platform (VSP): Nuage Networks VSP provides self-service automation capabilities that perfectly complement the company's architecture. With Nuage Networks VSP, the company's customers can define, provision and manage even Fortune 500-size networks.
- Dedicated hardware: Hardware is allocated and dedicated to the customer.

Customers utilize the company's Customer Manager UI to define their virtualized environment. Via an OpenStack API that allows access to all key OpenStack components and to Nuage Networks VSP, the UI provides a user-friendly way to define even complex cloud environments. The Nuage Networks UI can also be used to conveniently define policies and to configure the customers' end to end network.

Since the entire hardware and cloud stack is standardized and tested as a whole, overall, reliability of the system is very high. Further, since the hardware is dedicated, security and isolation are maximized.

FIGURE 1. Company innovates a new cloud service – Dedicated Cloud – with Nuage Networks



About Nuage Networks

Nuage Networks (www.nuagenetworks.net) brings a unique combination of groundbreaking technologies and unmatched networking expertise to the enterprise and telecommunications industries. The Silicon Valley-based business has applied radically new thinking to the problem of delivering massively scalable and highly programmable SDN solutions within and across the datacenter and out to the wide area network with the security and availability required by business-critical environments. Nuage Networks, backed by the rapidly growing IP/Optical Networks business of Nokia, has the pedigree to serve the needs of the world's biggest clouds. The cloud has made promises — the mission of Nuage Networks is to help you realize them.

“The Nuage Networks SDN technology allows us to offer our customers cloud services in a more dynamic way, giving them the capability to reduce their time-to-market with a programmable and automated networking environment.”

CEO, Company

How this approach changes the game

This innovative approach helps the company change the game for its customers and its competitors.

Full datacenter capabilities

Most public clouds offer compute and storage but do not systematically address networking. The company's approach provides a complete datacenter approach that spans compute, network and storage. The Dedicated Cloud service provides a holistic approach to a company's IT needs.

Full UI-driven self-service

Customers can control every aspect of their virtualized environment using the company's Customer Manager or the Nuage Networks UIs.

Elasticity within minutes

Previously, the addition of hardware resources to a dedicated system could take days to weeks. With the company's Dedicated Cloud service, customers can expand nearly instantaneously for virtualized resources and in just a few minutes for hardware resources.

External security and privacy

With dedicated hardware and the company's external security provisions, customers are fully protected from hackers and other external threats.

High security within the datacenter

Legacy security approaches focus on external threats rather than threats within the datacenter. Nuage Networks VSP's built-in security, including a default “Zero Trust” model, operates at the VM level. These capabilities provide security and isolation within the rack, within customers' operations, and within the datacenter.

Adding it all up

With one stroke, the company both addresses customer needs and takes advantage of the shortfalls of public cloud competitors — lack of comprehensive controls for customer use. With this approach, customers can focus on their applications rather than the infrastructure and environment. Nuage Networks provides not only essential networking but also overall automation needed for an efficient self-serve solution. Working with Nuage Networks, the company can continue to innovate solutions for new markets and geographies.