HP Helion OpenStack – Community

Competing against Red Hat RDO and other OpenStack Distributions

Begin long-term client engagements with an OpenStack-based, enterprise-grade distribution for small-scale production (and proof-of-concept) private cloud deployments

Elevator pitch

HP Helion OpenStack® Community is a free-to-license and pure open source distribution that speeds deployment and simplifies the management of small-scale, open cloud environments and infrastructure services. It delivers hardened and automated OpenStack deployment and updates with optional support to provide customers a faster time to value on small scale production and proof-of-concept cloud services. Customers can eventually upgrade their workloads to other editions optimized for large-scale enterprise and service provider needs. HP Helion OpenStack® Community helps to put clients on the path to enterprise-grade performance, reliability, and security with the cost and flexibility of open source cloud. By working with HP all along their journey to open source cloud, customers can have a technology foundation that speeds deployment and simplifies the management of small and large workloads, helping clients accelerate the move to large, enterprise-grade production with a workload upgrade option to HP Helion OpenStack® Commercial Edition.

HP OpenStack Community gives us a tool to expand awareness and familiarity with OpenStack amongst early-adopters, OpenStack-focused customer segments. The forthcoming OpenStack Commercial offering will be built on OpenStack Community to provide commercial-grade OpenStack capabilities to enable HP to drive adoption of OpenStack in leading-edge production clouds.

Note that as the foundation of the HP Cloud Management & Automation portfolio, HP Cloud Service Automation software (HP CSA) will complement HP Helion OpenStack® based deployments by providing customer-inspired Service Marketplace for easy service consumption and management, common provisioning of multiple build and consume OpenStack and non-OpenStack cloud resource pools, and centralized operations orchestration of cloud and traditional IT infrastructures.

Further, while HP Helion OpenStack Community is for customers who want to evaluate and test out OpenStack or run limited size internal deployments, HP CloudSystem Foundation is built for customers seeking to establish production grade OpenStack IaaS in their environment.

What do I sell?

HP Helion OpenStack® Community provides the opportunity to start the sales process for the enterprise-grade HP Helion OpenStack® Community offering with a free and pure OpenStack distribution. It speeds deployment and simplifies the management of small-scale, open cloud environments and infrastructure services now, while helping clients begin the lengthy process of testing, evaluating, and planning for open source cloud at scale.

HP Helion OpenStack® Community delivers hardened and automated OpenStack deployment and updates with optional support to provide clients with a faster time to value on small production and proof-of-concept (POC) cloud services. It is ideal for private cloud deployments of up to 30 nodes and 600 virtual machines. Further, it helps clients accelerate the move to large, enterprise-grade production with a workload upgrade option to HP Helion OpenStack® Commercial Edition.

Mirantis has a Fuel installer which can install 3rd party distros, a strong OpenStack professional services team and Ericsson as a major customer. HP is a leader in cloud and IT professional services.

Piston Cloud distro on ISO or bootable USB stick. It’s hoping a larger company will buy it. Piston distro runs on HP hardware.

SUSE tried and failed with a software appliance from IBM. Nobody is buying it.

Rackspace (OpenStack founder) has a large internal demand from its hosting operations to justify the existence of its distro. Enterprises aren’t buying it.

Oracle is bundling its OpenStack with Solaris Nebula is software appliance model only. No distro. Burning VC money and gaining no market traction. Compute nodes certified to run on HP DL 380 Canonical (Ubuntu) server 12.x LTS on ISO or bootable usb stick. Cannot sign up enterprise accounts. Has Juju for service orchestration CloudScaling survived by selling cloud professional services to service providers and recently got into OpenStack distros.

Cisco has tried to build an OpenStack distro, but it is still a science experiment. They use RedHat.

Why we win

Using HP Helion OpenStack® Community gives your customer a technology development partner that is directly linked to the creation and release of the next generation of OpenStack technology tools, giving them early access and the resulting competitive advantages that come with it.

HP brings industry-leading innovation, expertise, and best practices with HP OpenStack technology to help customers accelerate business outcomes.
Responding to FUD

HP is creating a proprietary version of OpenStack with Cloud OS.
No, HP Helion OpenStack® Community is a pure OpenStack distribution that leverages OpenStack community standards with no mix of proprietary or non-OpenStack tools. On top of it HP has provided value added services like enterprise-quality hardening, testing, and support.

I can just download this open source software platform from the OpenStack Foundation
Yes, but you may have to work through more than 1,200 tedious steps to configure it properly. HP Helion OpenStack® Community only requires a few automated steps and you can start pursuing the value of open source cloud in just few minutes. You would also not get the benefit of the first-class support provided by HP, based on our deep involvement and development work on OpenStack right from the inception time.

We’re not really committed to the open source approach to cloud because it doesn’t seem like there’s broad support for it
HP has made a major and long-term commitment to OpenStack. Also HP’s long term committed involvement with Open Source is well acknowledged in the industry. We bring the confidence that comes with a proven and trusted technology partner that understands the enterprise with global reach. HP Helion OpenStack® Community is perfect for you to quickly determine if open source cloud

Learn more at
External:
hp.com/go/cloudsystem

OpenStack sounds interesting but I don’t have the resources to make it work for my company
HP has the resources you need to do this. We can provide expert assistance and support as an added service. You only buy the expertise you need to get started. The sooner you get started with understanding OpenStack and how it will fit into your overall IT strategy, the better and effective way you can reap the significant competitive advantages it offers to your company.

HP OpenStack Community requires HP logoed hardware to use it
Not really. While HP offers a superior line of enterprise-grade hardware to run HP OpenStack Community on, it runs well on most x86 compatible hardware you already have.

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May 2014