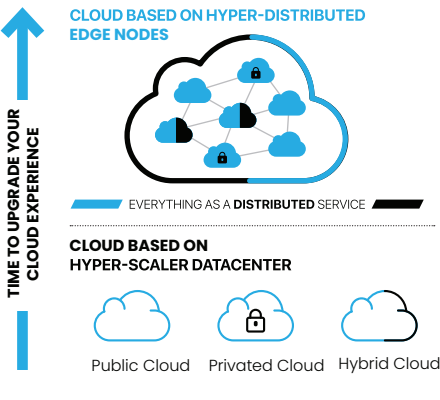


## A new cloud deployment paradigm is needed

In the next Cloud Services generation, located at the very Edge, your organization will be able to have additional revenue streams with higher margins at a lower time to market off new services and products according to the new reality where users operations can be highly distributed in multiple geographies. All these benefits are achieved due to state-of-the-art Edge Cloud technology, which is globally tested and keeps in mind green IT principles that assures lower CO2 foot-print. It is a truly automated platform which leads results to a higher efficiency and performance, and meeting internal and external SLAs in a scalable, secure, and flexible environment.



- 80%+** of all application and infrastructure operations will be executed autonomously by 2020
- 16%** of compound annual growth (CAGR) run rate between centralized IoT cloud platforms is projected between 2016 and 2026
- 50 billion** Global IP traffic by 2020.
- 5 ExaByte** of data produced every day by the year 2020.
- 278 EB** IoT connected devices by 2020.
- Kubernetes** won the war for container orchestration dominance.
- 25%** IaaS CAGR.
- 50%+** Of all enterprise data will be managed autonomously by 2020

## The Edge will set you free

Massive centralization, economies of scale, self-service and automation get us most of the way, but it doesn't overcome the real pain points when scaling your datacenter infrastructure.

Businesses need more agility of infrastructure and want a lot less dependency on existing centralized cloud platforms.

A proper Edge Cloud platform must address the primary drivers for new infrastructure investments:

- Ensure availability & uptime.
- Improve data security & residency.
- Increase network speed.
- Improve application performance.
- Create new revenue streams.
- Dramatically reduce costs.

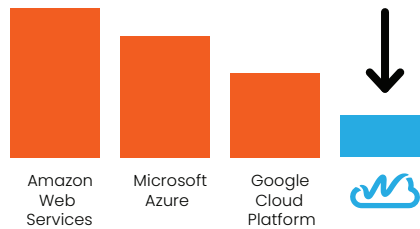
## The leading edge foundation

whitesky.cloud is a **Leading Global Software Company** that enables you to build and deliver cloud-based services. We developed a **ground-breaking new and totally proven stack** for Hyper- distributed Edge Cloud Deployments.

Our robust Edge Cloud Platform is used by a broad **ecosystem of partners like Major Service Providers, System Integrators, ISVs, and many others.** We offer new centralized and distributed solutions across Europe, Asia, Africa and currently expanding our footprint to Americas.

whitesky.cloud is working to enable its partner ecosystem to build the most profound **hyper-distributed Edge Cloud** capacity right where customers need it.





## Cost-competitive offer straightforward margin generation












### Highly Competitive Cloud

With whitesky.cloud, you can build a new cloud platform that can be stand alone or grid based, at the most competitive market price and will enable you to deliver more profitable as well as higher quality services.

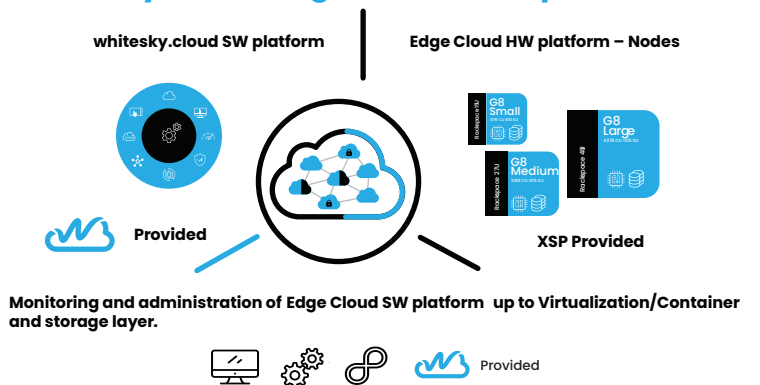
## Why is this possible?

-  Our own Stack based on Open Technologies.
-  Fully automated and secure operations defining your XaaS at any location.
-  Fully automated DevOps pipeline for distributed environments.
-  Open Standard nodes that work together.

## Edge Cloud adoption cases

-  Infrastructure (IaaS).
-  Big Data Analytics Internet of Things (IoT).
-  Containers (FaaS).
-  Mobile Edge Cloud (5G).
-  Applications (PaaS).
-  Cloud Desktops (VDI).
-  Block Chain (BC).
-  Distributed Public cloud.
-  Development platform (SaaS).

## whitesky.cloud Edge Cloud Components



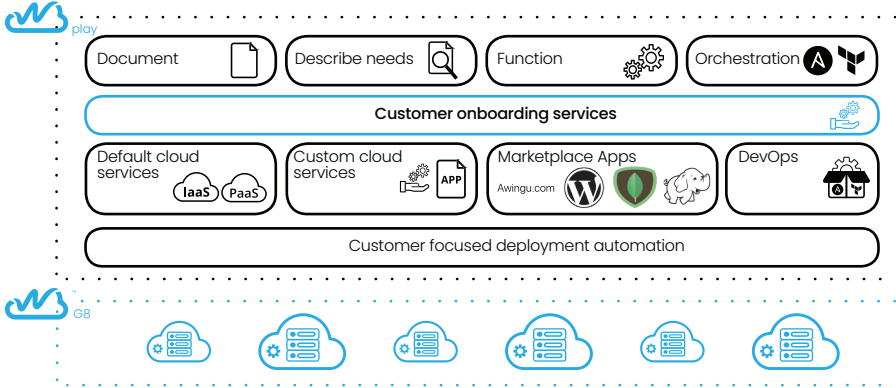
# Introducing the whitesky.cloud EDGE cloud platform



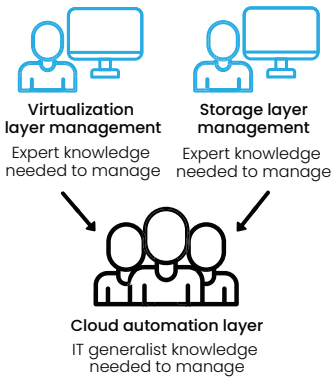
The whitesky.cloud G8 is a cloud-native software defined infrastructure that allows customers to use industry standard automation tools to deploy both public and private clouds at any location. The cloud-native nature of our platform enables cloud service providers to pay only for what they use, eliminating the need for upfront software investments.



whitesky.cloud Play changes the way IT and DevOps teams look at deploying infrastructure and applications by introducing an industry standard automation framework to deploy and manage applications. This enables them to take advantage of a powerful set of tools that rapidly deploy applications and dramatically decreases time to market.



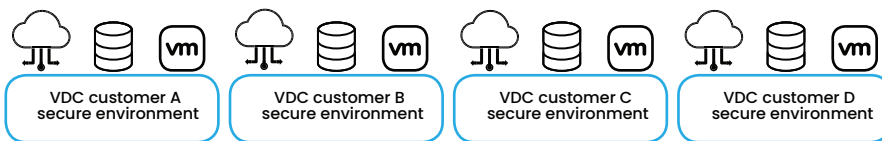
## Cloud automation layer



The G8 cloud automation layer transforms the storage and compute component in native cloud platform, making them easy to consume by end users. This cloud native functionality enables customers to deploy infrastructure as code and speed-up infrastructure deployment.

The cloud automation layer brings several functionalities to both cloud providers and end consumers. Basic functionality, you should expect from any cloud platform, should start off with multi-tenancy.

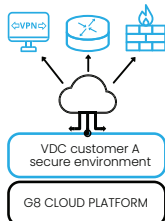
The G8 cloud platform automation layer provides an out-of-the-box multi-tenant environment that enables customers to set up their own secure virtual data center. User authentication for each secure virtual data center is done via our own 2-factor authentication mechanism or via any OAuth supported authentication provider that you as a cloud provider may want to use



## G8 CLOUD PLATFORM

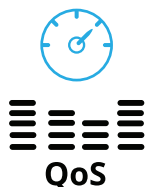
Inside the secure virtual data center, each customer has his own software defined network and firewall to ensure maximum security.

Each virtual data center can support 1000's of Virtual Machines or container workloads without the typical agility and scale limitations of private clouds



In order to deliver the best performance and to eliminate noisy neighbor problems typically seen in many cloud platforms, whitesky.cloud has several automated Quality of services mechanisms built into the platform.

High Availability of VMs and containers are ensured through our cloud automation layer that uses a self healing mechanism to overcome both hardware and software failures.



## whitesky.cloud - Unique Edge Cloud Platform

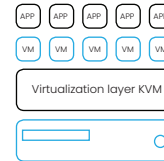


- Fully managed multi-tenant IaaS Cloud Experience - where you want it/when you want it.
- Highest performance IaaS in the market - compute/ storage/ networking/ API responsiveness.
- More competitive than current public cloud providers.
- Hands-off private/public cloud at lower prices than public cloud.



- Terraform Provider/Ansible Module available.
- Automatically deploy any application in location providing PaaS/SaaS experience anywhere there is a G8.
- whitesky.cloud marketplace to manage and control all application templates.

## Compute layer



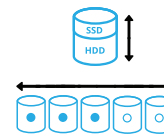
The compute layer used in the platform is based on the KVM (Kernel-based Virtual Machine) open source hypervisor. The KVM hypervisor allows us to virtualize workloads and as a result have a high consolidation ratio on our cloud platform reducing hardware compute costs.

## Storage layer



The storage component inside our platform is based on a modern storage architecture and offers a variety of functionalities built for cloud use cases

One of the key evaluation parameters when evaluating a cloud platform in relation to storage is that it provides the best price for both capacity and IO intensive workloads. This is implemented on our platform through the introduction of several technologies, one of them following a tiered approach.



The tiered approach enables us to store active data on SSDs (Solid State Drives) and inactive cold data on HDDs (Hard Disk Drives). In addition to the tiered approach, we use erasure coding. Erasure coding stores data more efficiently than traditional data copies by striping the data over multiple drives and adding parity segment to it to recalculate data if hardware components like disks would fail.



The last step in reducing cost is optimizing the OS (Operating System) image deployment. This is implemented through the use of OS template deduplication. OS template deduplication stores only the differences for every OS instance provided to end customers. As a result, storage needs for OS images dramatically reduce overall storage costs.



Beyond storage efficiency, we also reduce the operational impact of storage system failures, through the use of self-healing. Self healing is done on both a software and hardware level, allowing cloud providers to significantly reduce operational costs. Self-healing utilizes known procedures and methods to automatically resolve issues occurring on the platform. When a specific issue, for example, relates to the failure of a storage hardware component, the self healing-will automatically rebuild data to ensure no data loss can occur, thereby ensuring storage SLAs are always guaranteed.

