



# whitesky.cloud

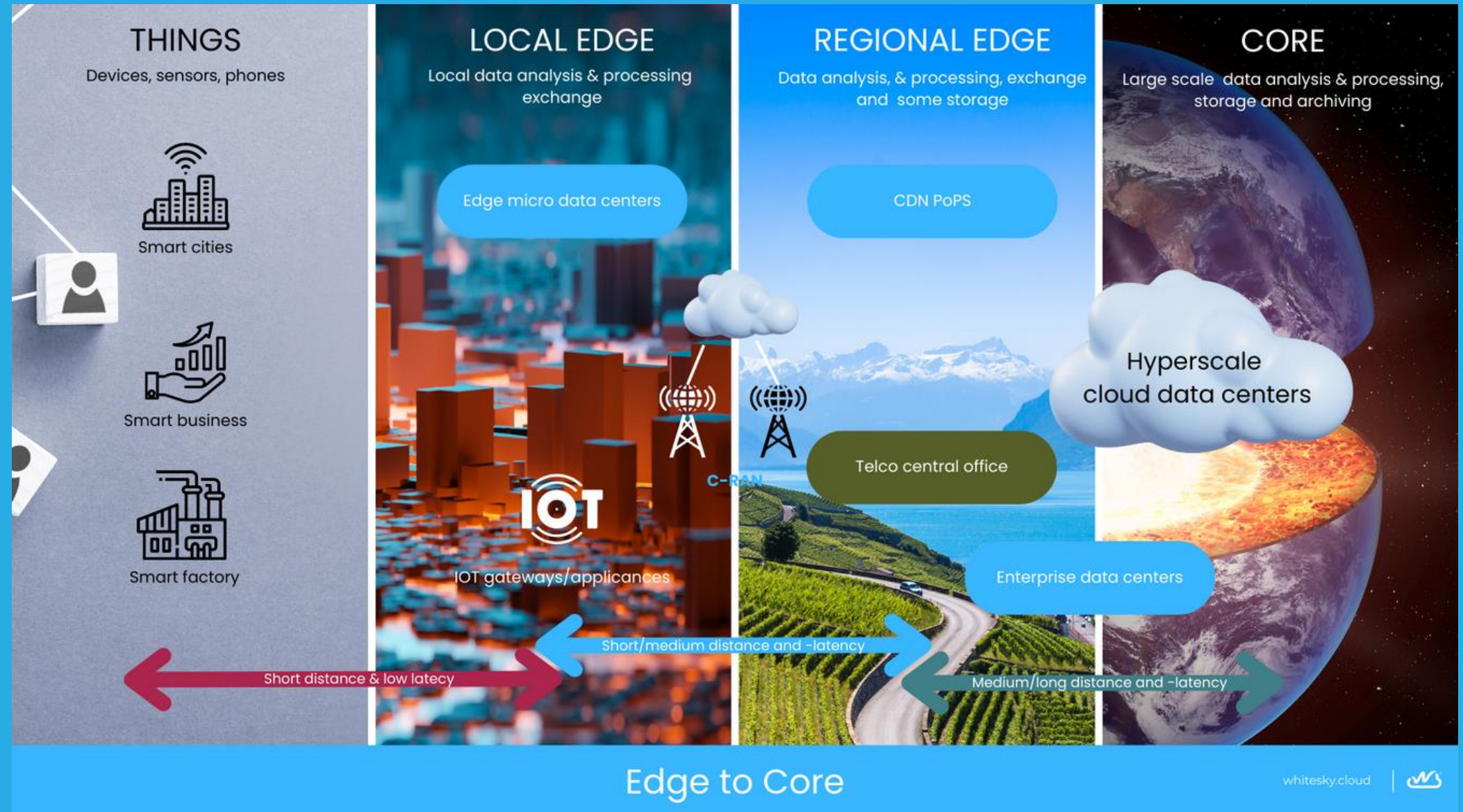
Safe, simple and affordable

An alternative for your VMware footprint

# Who?

Who are we and what do we offer?

- Plain vanilla Edge cloud for the global market
- IaaS, S3 and managed K8's as core functionality
- Public and private Edge cloud locations
- Cloud locations anywhere
- From small boxes on Edge locations to large racks in (regional) Data Centers
- For private- or public environments

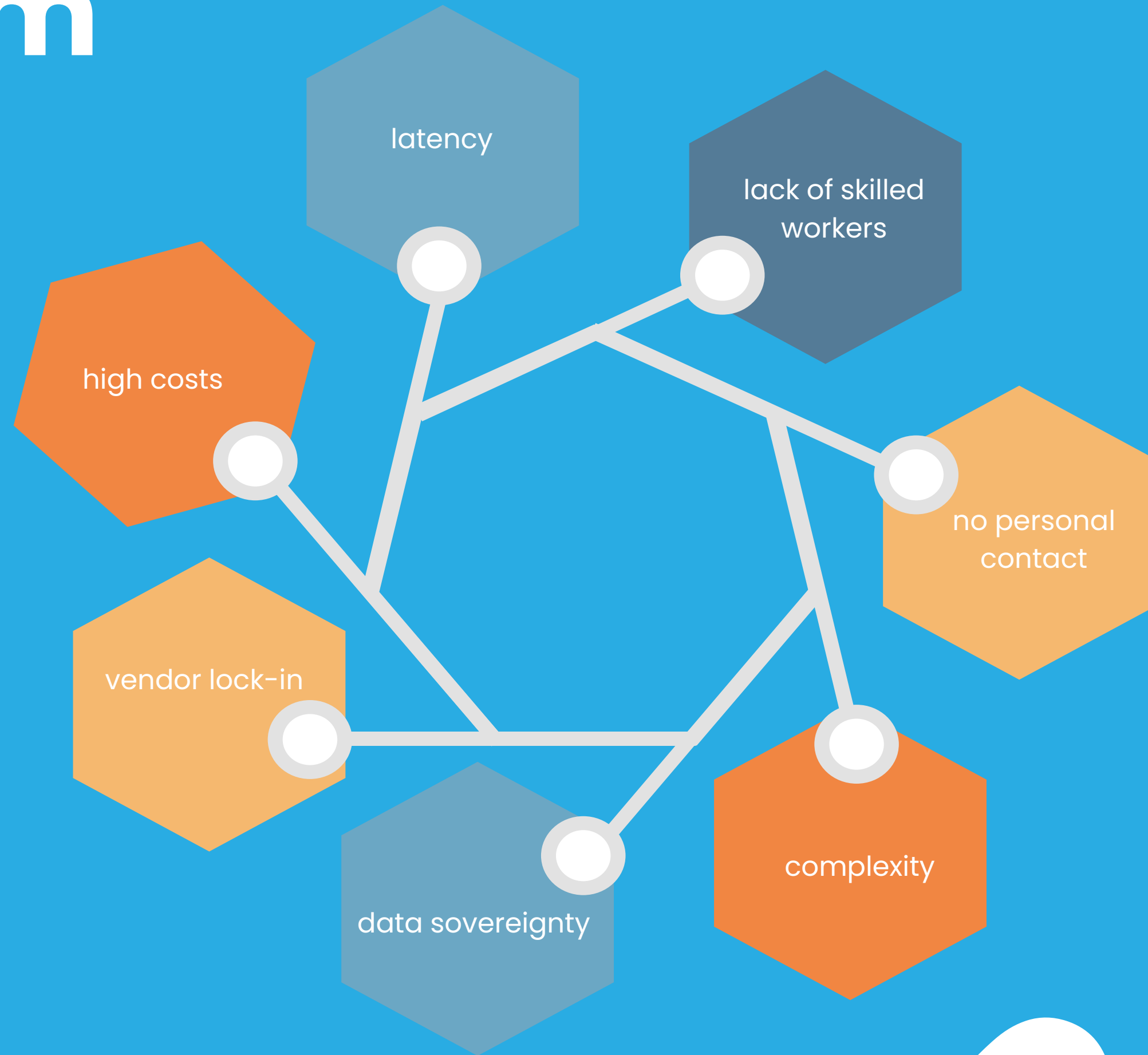


Local and regional Edge Cloud

# The problem



Which problems do we solve?



# Value proposition

What do we offer?

## Customer

### Wants

- low price
- easy to manage
- predictable pricing
- human touch
- scalability

### Fears

- stability
- pricing
- vendor lock-in
- scalability

### Needs

- lower TCO
- scalability
- flexibility
- location choice
- easy to manage

## Product

### Benefits

- low price
- easy to manage
- predictable pricing
- human touch
- scalability

### Features

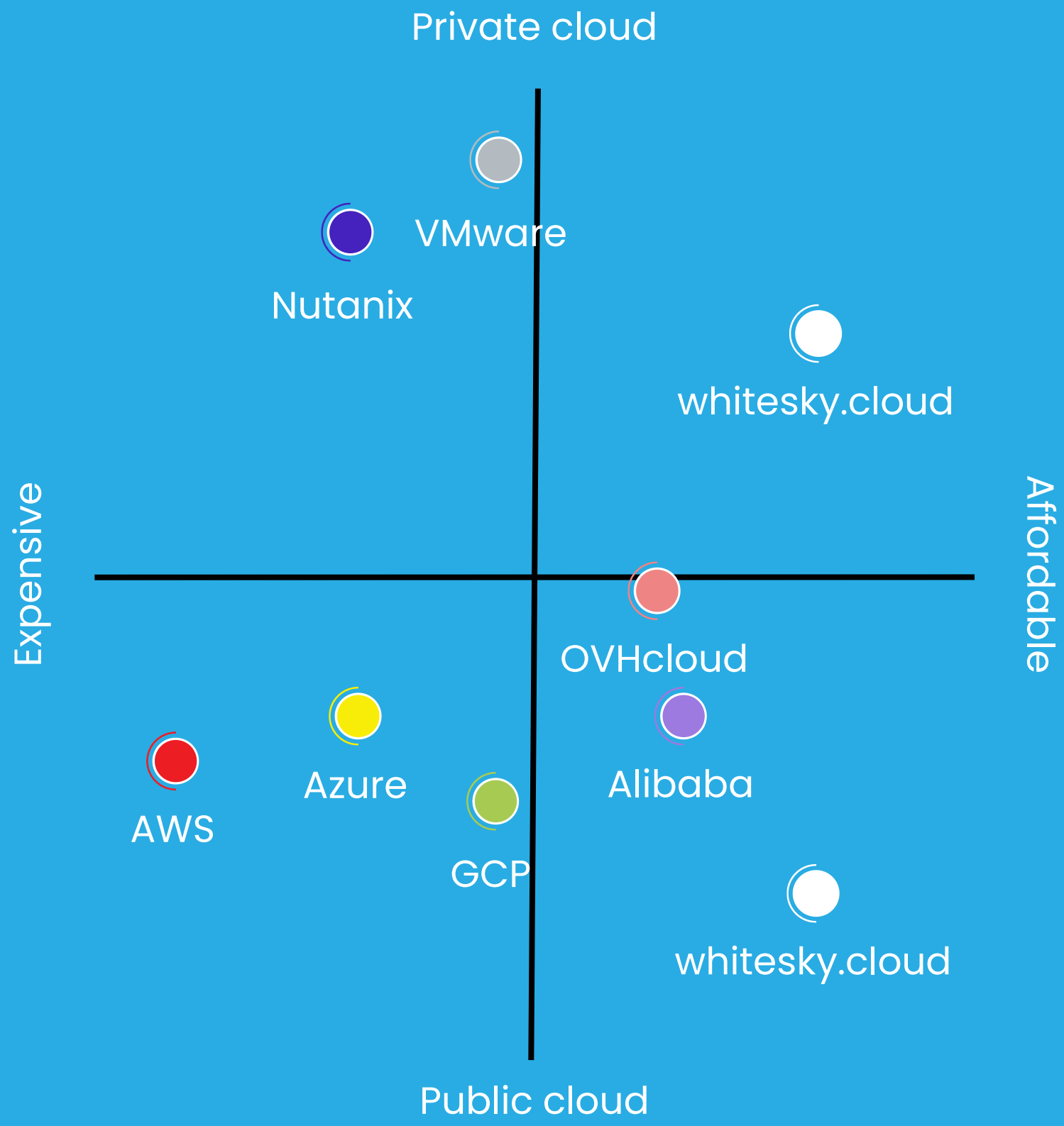
- IaaS
- S3 compatible storage
- K8s
- Billing
- White-label

### Experience

- easy to use UI
- dashboards
- wizards
- simple

# Competitive advantages

How we "steal" business from hyperscalers?



Top ten 10 cloud providers 2023



The smaller providers are the most cost effective.

whitesky.cloud is the only company providing a cost-effective fully managed Edge cloud solution.

The most expensive of the top 10 is AWS. The cheapest are 20-30% cheaper compared to AWS. Linode, DigitalOcean and OVHcloud.

#	Provider	Market Share
1	AWS	34%
2	Azure	22%
3	GCP	9,5%
8	OVH	<1%
9	DigitalOcean	<1%

[More info](#)

# An alternative for you

## VMware footprinting

How is our offering different?

	VMware	whitesky.cloud
On your hardware	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Location of choice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
IAAS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Out of the box block storage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Out of the box S3 storage	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Metering	Via Tanzu addon	<input checked="" type="checkbox"/>
Billing and payment	Via addon	<input checked="" type="checkbox"/>
Public and private cloud locations management through one portal	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Partner federation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
API	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
IaC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Affordable	WDYT ???	<input checked="" type="checkbox"/>
Who operates server structure?	You	whitesky.cloud, 24x7, complete lifecycle management

# Market validation

## Why now?

- There is a growing concern at companies about increased cloud costs
- Generating revenues with 30 paying customers in both Edge private- and public cloud
- Sovereignty has become more important in the EU
- Platform deployments in 3 continents

- Pipeline for significant growth in partnerships and direct multinational companies



*Basecamp decided to leave the public cloud after spending \$3.2 million in one year.*

*Public Cloud companies are making "obscene" profits over medium-sized businesses.*



# Underlying magic



What's the magic sauce we have?

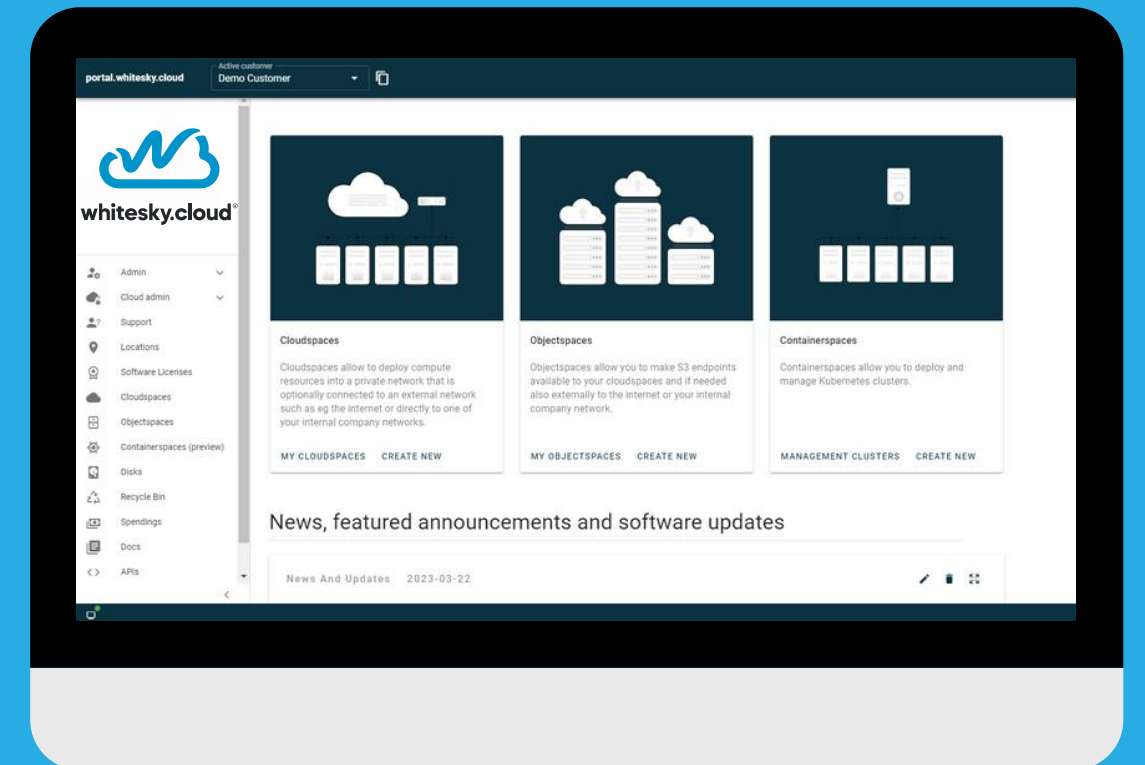


Fully owned IP

Highly automated operations

Customized configs to lower TCO

Engineered for Edge







**DEMO**

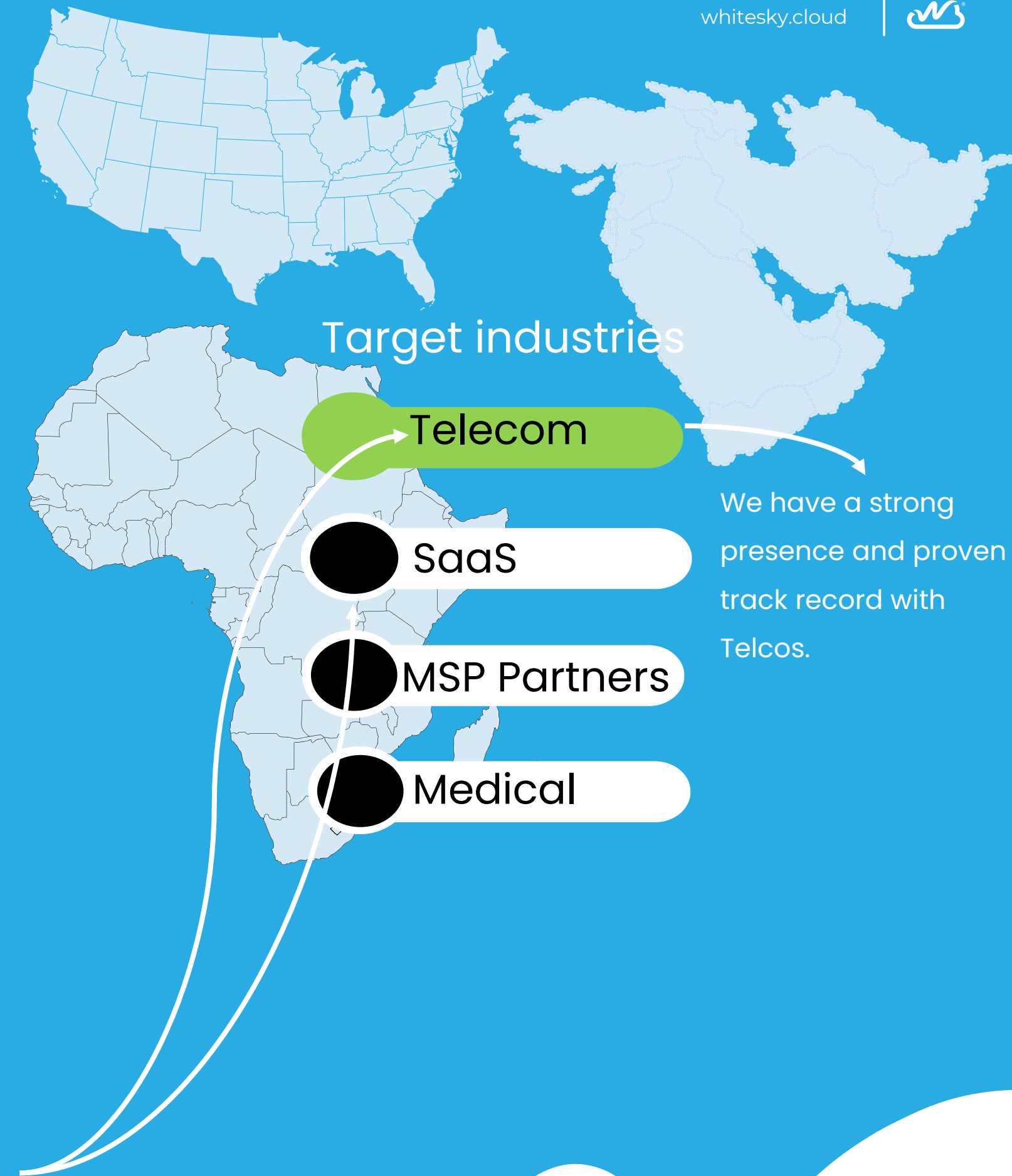




# Go to market

How do we sell it?

- Making Edge cloud locations available through partners in EMEA and the Americas
- Empower partners to sell Edge cloud to comply with local regulations
- SaaS and PaaS
  - acquisition through:
    -  EVENT
    - 
    - 
    - 
- Sell through system integrators and data centers
- Word of mouth through customers in certain verticals



# Business model

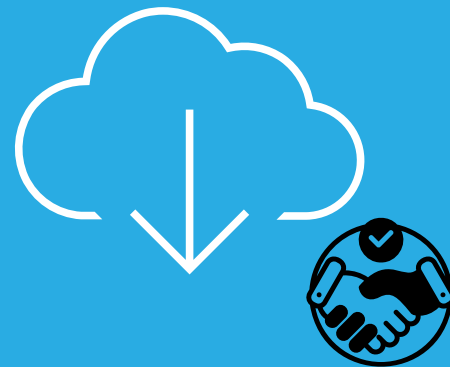
What do we offer?

- We offer Edge cloud directly to multinational customers and through a **strong** partner network  globally








Edge Private cloud\*

\* selling overcapacity for public cloud usage possible



Edge Public cloud

Which cloud and model for whom?

	Edge private cloud	Edge public cloud
Partner		
SaaS and PaaS		
Corporates		

# Our team



# Let's do stuff together!

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