

Nominee: HyperGrid

Nomination title: HyperCloud: Cloud Management Product of the Year

What are your product's/solution's key distinguishing features and/or USP?

True hybrid cloud

While the various cloud solutions permeating the market have gone a long way towards satisfying a wide range of business requirements, finding a way to truly marry all the benefits of cloud in a single solution has historically proven elusive. Hybrid cloud arrangements have gone some way towards filling the void between public and private cloud, helping to satisfy a demand for both on-premises and remotely based cloud infrastructure.

However, with this demand for fully flexible, pay-as-you-use services continuing to increase, and regulations such as GDPR potentially turning data governance into something of a minefield, it is important that businesses have access to cloud solutions that go one step further than hybrid cloud. This is where HyperCloud makes a difference.

HyperCloud unifies the worlds of public and private cloud in a way that has never been achieved before, by providing a fully-managed, consumption-based enterprise cloud infrastructure on-premises, which enables IT to be transformed without disrupting the way the business is run. Effectively, organisations adopting HyperCloud gain the security, peace of mind and flexibility of on-premises cloud, without having to worry about investing in the infrastructure and its ongoing maintenance.

HyperCloud's key features include the following:

- **Controlled on-premises:** the infrastructure lies within the four walls of a company's data centre. This means that issues relating to data sovereignty, availability and long-distance network connections are consigned to the past

- **Automated management and maintenance:** despite the infrastructure residing on-premises, the ongoing upkeep is managed by a third party, meaning IT departments can spend more time on innovation
- **Consumption-based pricing:** organisations only spend money on the resources they consume, without being tied into leasing agreements or long-term subscriptions
- **Central hybrid cloud management:** IT departments can control all cloud environments, whether public or private, from one central location. This gives IT staff the power to rein in Shadow IT initiatives by providing greater visibility
- **On-demand resources:** HyperCloud can be scaled up or down quickly and efficiently as the needs of the business change, delivering true on-demand capabilities

What tangible impact has your product/solution had on the market and your customers?

While demand for cloud remains high, the market has been in need of a significant shake-up for some time. Agility and efficiency are everything to a modern business embracing digital transformation, so we were not content to rest on our laurels and essentially replicate in our offering what most other vendors in the space provide.

Pioneering technology

Given its ability to seamlessly combine the advantages of both public and private cloud in a way that no other provider can match, HyperCloud is revolutionising the way businesses approach the cloud. By making public cloud on-premises a reality, and by making it possible for applications and resources to be easily managed from one central location, HyperCloud is cutting through the complexity and making it much easier for customers to embrace cloud technology.

Looking after the pennies

However, HyperCloud's impact on the market is not limited purely to the level of innovation it brings: it is also redefining the financial demands that cloud places on a business.

The consumption-based nature of the HyperCloud solution means that customers adopt the technology on a pay-as-you-use basis, so they only have to commit to what they need in the here and now. There are no long-term contracts to be signed, and users can choose to scale up or down according to the varying needs of the business. There are no upfront CapEx costs, as the infrastructure is fully installed and managed by HyperGrid.

In creating HyperCloud, HyperGrid has listened to the needs of modern businesses, and adapted its entire product offering to provide the flexibility and affordability they need to maintain competitive advantage.

What are the major differentiators between your product/solution and those of your primary competitors?

Cloud clarity

Where HyperCloud differs is how it successfully manages to combine all of the various cloud offerings' benefits in a single, easy-to-manage service. HyperCloud can be integrated seamlessly into an existing data centre and deployed in under four hours, eliminating the need for IT to buy, test, validate, fine-tune and continuously update various components.

HyperCloud also enables existing production applications and public cloud-based applications to be managed from a central location, across all on-premises cloud services and over 18 public clouds. IT staff can track workloads and easily move them between these resource pools, integrating all aspects of infrastructure in a manner which facilitates more efficient, better-performing IT.

Consolidation through automation

Alongside these features, HyperCloud also provides a powerful cloud IT automation tool out of the box, which provides multi-hypervisor support that delivers high performance for any application, whether on bare-metal, containers or virtual machines, including VMware and Hyper-V environments. This enables organisations to rapidly bring apps to the cloud, with minimal or no code change required.

All of this is offered in a pay-as-you-use pricing structure, which is something that no other provider currently offers.

In short, HyperCloud provides an unrivalled level of seamless functionality between public and private clouds. Efficiency and cost-effectiveness are key in any modern IT environment, so decision-makers want a solution that meets their requirements but does not cost the earth or take months to implement. HyperCloud brings a much-needed shake-up to the market in this sense.

Please supply any supportive quotes and/or case study materials to demonstrate the value of this product/solution to your customers/partners.

“As a charity, we do not often get the opportunity to adopt truly world-leading technology, but HyperGrid has given us that opportunity. I have worked in the IT sector for 25 years, and this has been, by some distance, the easiest, smoothest project that I have ever managed. HyperGrid has met absolutely every requirement we set, and we couldn’t be happier with the solution.”

Stuart Hall, Infrastructure Lead at Tearfund

“The HyperGrid teams’ understanding of our business – and the challenges we were confronted with – was impressive. But it was the way the team worked with us on delivering the Proof of Concept that further impressed us. We were told we could operate the system for as long as we needed to feel comfortable with it. It all worked very well and in terms of initial VDI remit, the HyperCloud solution has massively overperformed.”

Corin Grieves, Head of Service Design at Jac Travel

Why nominee should win

- **A pioneering approach: no other provider currently offers a solution that unifies public and private cloud in such a comprehensive way**
- **Security and peace of mind: a public cloud experience on-premises means customers get the added security and ownership of private cloud, with all the benefits of public cloud**
- **Cost-effective at its core: no upfront CapEx costs are required, with all ongoing infrastructure management handled by HyperGrid**



- **Pay-as-you-use:** no long-term contracts mean a truly consumption-based model, allowing for easy scalability
- **Blazing a trail:** HyperCloud is redefining how we approach cloud, by giving customers greater choice and flexibility than ever before