

Nominee: CloudSigma

Nomination title: The high performance virtual data center provider

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

The inherent flexibility, scalability and accessibility of the cloud makes it an ideal place for complicated Big Data workloads. In response to inflexible and restrictive providers, like Amazon, and to disrupt the IaaS market, CloudSigma developed its public cloud platform in a way that enables industries producing high volumes of data easily meet demands without making changes to their underlying infrastructure.

The media industry, in particular, has found great success in tackling their high-data volumes and project-based workflows in CloudSigma's cloud, while putting a huge dent in the resources usually required just to complete one media project. By leveraging CloudSigma's flexible and 5 scalable public cloud, providers are able to store, transfer and edit media projects in the cloud, eliminating geographic, bandwidth and cost issues raised by proprietary infrastructure. In this way, CloudSigma has completely modernized the media industry so that its underlying technology is as advanced as the special effects we see on screen.

Similarly, without the cloud, scientific researchers encounter infrastructural and cost-efficiency problems

when storing and processing the petabytes of data that are essential to their breakthrough successes, like CERN's search for the elusive Higgs particle. To overcome these challenges, researchers turned to CloudSigma to provide the storage and compute power they needed via its public cloud, thereby taking the strain off onsite servers. With CloudSigma, CERN and other research organizations such as EMBL and ESA were able to access the HPC resources they required at a competitive cost, without the need to constantly procure and scale in-house IT infrastructures.

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

A common barrier preventing companies from leveraging the cloud is knowing that they'll have to change their infrastructure somehow to migrate to it. This is particularly challenging with traditional IaaS providers like Amazon and Rackspace whose businesses are driven by proprietary solutions and only allow for a small amount of flexibility. Such offerings expect customers to fundamentally alter their computing environment to work in their clouds.

With this in mind, CloudSigma's IaaS has based its business on the idea that, for the cloud to be effective, it should morph to customers' needs – it should be as flexible as possible. Computing is heterogeneous and the nature of underlying computing requirements hasn't altered with the advent of public clouds. Yes, computing can be forced into a simplified framework, but that is neither efficient nor effective. Therefore, CloudSigma treats compute resources as a utility. That means customers can provision processing, storage, networks and other fundamental computing resources however they want, as well as deploy any operating system or application with full control. What's more, customers can completely remove their data from the cloud at any given time at little or no cost, without worrying about vendor lock-in. With this approach, CloudSigma has made IaaS the new de facto backbone of the corporate data center. No other cloud provider has taken such innovative steps to help companies realize all of the advantages the cloud has promised, including scalability, flexibility, reliability, availability and performance.

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

“CloudSigma is highly elastic in the way that it's architected, so we can easily scale up and down as needed, provisioning the exact capacity required of our testing environment. This lets us process data quickly while saving money on resources we aren't using.” - Barrie Hadfield, Visionary Founder & CTO at Workshare.

“CloudSigma has a top-notch, modern setup. This is a company that clearly understands tech companies. Rather than dumbed down one size fits all solutions, we get a hosting solutions customisable down to the detail and all the compute power we need is always available.” - Alexander Ljungberg, Managing Director at Wireload Inc.

“I recommend CloudSigma to all my clients. Their all-SSD storage, awesome web interface and KVM/QUEMU-based virtualization stack, as well as their well-designed API provides us

with unprecedented control and performance. On the few occasions when we've had to reach out to support, they were very responsive and actually solved our problems in real time, rather than placing them in a queue.” - Renich Bon Ciric, CEO, Founder and Lead Consultant at EvaLinux.

“CloudSigma encapsulates my idea of green computing by lowering the environmental impact of computing on planet Earth.” - Marco Rohner, Director & Publisher at Greenbyte.CH

Why nominee should win

1. Since its launch in 2010, CloudSigma’s platform has gained more than 1,000 active customers and witnessed year on year growth of 400-500 % in revenue.
2. Over 50 % of new customers are migrating off existing cloud platforms, most notably AWS and Rackspace.
3. Since launching the 2.0 cloud version in 2013 customer conversion rates from trials has increased 200 %.
4. Current customers include a top three German bank running their real-time position/risk assessment platform in CloudSigma’s cloud, the European Space Agency processing satellite data and imagery, CERN processing high energy physics calculations as part of their grid and Deutsche Börse freely operating identical applications and assignments between its public and private clouds.