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# WHAT IS OPENSTACK

The demand of OpenStack technology in the enterprise cloud market is on the rise. Learn more about it!



<b>80%</b>	ENTERPRISES PLAN TO ADOPT OPENSTACK OR ALREADY HAVE
	OPEN SOURCE SOFTWARE COMES AT A LOWER DIRECT COST THAN COMMERCIAL/PAID OPTIONS
<b>96%</b>	ORGANIZATIONS BELIEVE THERE ARE ADVANTAGES TO ADOPTING OPEN SOURCE PRIVATE CLOUD
	ALMOST ALL REPORT VENDOR LOCK-IN CONCERNS WHEN CONSIDERING A COMMERCIAL DISTRIBUTION
<b>77%</b>	ADOPT OPENSTACK TO INCREASE AGILITY/INNOVATION

Statistics provided by SUSE annual report

OPENSTACK IS A SET OF SOFTWARE TOOLS FOR BUILDING AND MANAGING CLOUD COMPUTING PLATFORMS FOR PUBLIC AND PRIVATE CLOUDS.

### OVERVIEW

OpenStack isn't a platform or single software program. It's more. OpenStack is a set of software tools for building and managing cloud computing platforms for public and private clouds.

OpenStack is an opportunity for the IT to move beyond traditional, costly multi-source legacy vendors while realizing a number of benefits:

- Lowering Cost - open source software comes at a lower direct cost than commercial/paid options
- Increasing Agility - by utilizing open source code, systems are inherently more flexible and adaptable to specific business requirements
- Enabling Hybrid Cloud - requires integrating multiple cloud technologies and providers, which naturally is easier to do when you're speaking a common language
- Eliminates Vendor Lock-In - community-based software explicitly eliminates the need for vendors altogether, but still retains the option of having commercial support with associated SLAs if desired

### INTRODUCTION TO OPENSTACK

OpenStack lets users deploy virtual machines and other instances which handle different tasks for managing a cloud environment on the fly. It makes horizontal scaling easy, which means that tasks which benefit from running concurrently can easily serve more or less users on the fly by just spinning up more instances.

OpenStack is open source. This means that anyone who chooses to can access the original source code to make any changes or modifications they need, and

freely share these changes back out to the community at large. It also means that OpenStack has the benefit of thousands of developers all over the world working in tandem to develop the strongest, most robust, and most secure product that they can.

### HOW IS OPENSTACK USED IN A CLOUD ENVIRONMENT?

Cloud computing typically refers to running different items "as a service"—software, platforms, and infrastructure, all remotely. The cloud is all about providing computing for end users with ubiquitous network access on a web based model, where the actual software runs as a service on reliable and scalable servers rather than on each end user's computer. OpenStack is considered Infrastructure as a Service (IaaS). Providing infrastructure means that OpenStack makes it easy for users to quickly add new instance, upon which other cloud components can run. Typically, the infrastructure then runs a "platform" upon which a developer can create software applications which are delivered to the end users.

### WHO IS OPENSTACK FOR?

You may be an OpenStack user right now and not even know it! As more and more companies begin to adopt OpenStack as a part of their cloud toolkit, the universe of applications running on an OpenStack backend is ever-expanding.

Enterprise companies currently using OpenStack include Wal-Mart, PayPal, OverStock.com, Time Warner Cable, and more.

This information was provided in part by:  
<https://opensource.com/resources/what-is-openstack>



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453 S Spring Street 2nd Floor Los Angeles, CA 90013 +1 855.586.4827 [inquiries@unitasglobal.com](mailto:inquiries@unitasglobal.com)