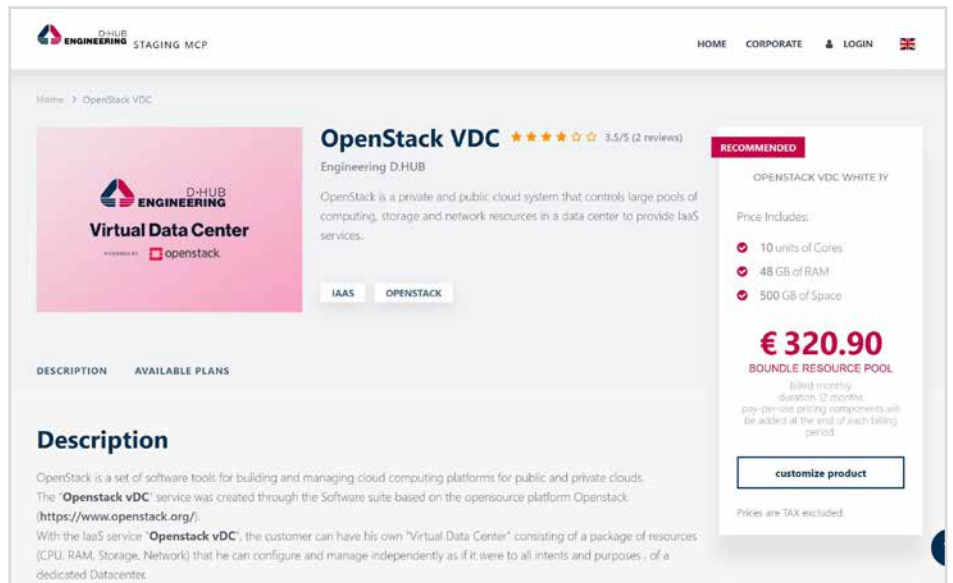
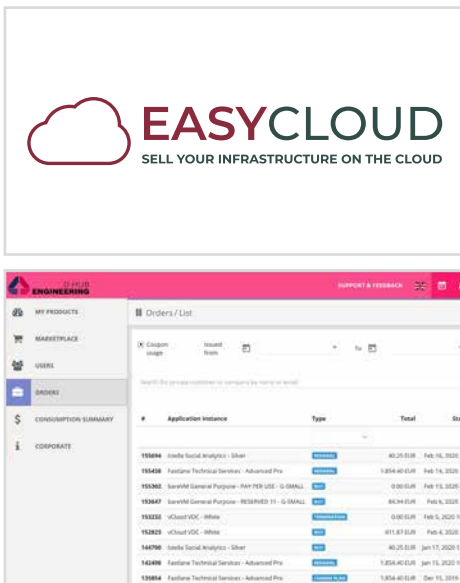


# Digital Tech EasyCloud



## PRODUCT LAUNCH

**PARTNERS:** Engineering D Hub (Italy),  
Alter Way (France), Engineering (Italy)



## An off-the-shelf solution for selling IaaS resources

EasyCloud provides a toolset for allowing companies to easily create an IaaS resource shop to sell their spare resources easily, effectively, reducing the barriers of entering the IaaS business.

How many companies are running data centers? How many of them could sell their spare resources, improving their business performances?

EasyCloud is an added value feature on the Cloudesire marketplace. It will allow companies to create their own IaaS marketplace and ecosystem to sell spare IaaS resources expanding their market and creating new revenue streams.

It will offer simple and automatic resource management in private environments for OpenStack and VMware vCloud. EasyCloud, will also offer a flexible rating and billing system to support a wide variety of models, including the creation of prepaid resource bundles.



THE FUTURE OF  
EUROPE'S DIGITAL  
INNOVATION

eitdigital.eu  
f o i n t w @EIT\_Digital



EIT Digital is supported by the EIT,  
a body of the European Union

## Competitive Advantages

- Off-the-shelf solution
- Enabled cloud IaaS marketplace with cloud resource management features in one solution
  - Customizable metering and billing engine
  - Optimisation of resource usage

## Target Markets

### Customers

- Managed service providers
- Cloud service providers (e.g. telco, data center owners)
- Large private cloud owners (e.g. banks, oil&gas)

### Markets

- Partners' main countries of influence i.e. Italy and France.
- In 2021 the target market will be widened to other countries, mainly in Europe.

## Status/ Traction

- EasyCloud is grounded on Cloudesire platform recognized as one of the best in the world for creating application marketplaces. EasyCloud added value feature will enable the creation of an IaaS marketplaces through the integration of OpenStack and VMware (Engineering D.HUB). EasyCloud will also integrate cloud resources benchmarking capabilities (Engineering Ingegneria Informatica SpA) and specific tools for Containers-as-a-Service and rating (Alter Way).
- Engineering D.HUB will host a demo site and will identify potential customers within its existing customer basis.

## Road Map

### 2020

- By June - EasyCloud platform consolidation and customization to fit the specific needs of identified business scenarios.
- July - Platform demo instance setup, beginning of selling campaign.
- From July to November - Platform fine tuning according to early adoption feedback.
- December - final version of EasyCloud platform and go-to-market strategy

## Leveraged Technologies

EasyCloud will be grounded on the Cloudesire platform. The integration with OpenStack and VMware will be one of the goals of the project. ENG will contribute with outcomes from CloudPerfect, an H2020 project aimed to define optimized deployment strategies in multi-cloud scenarios enabling multilevel marketing for IaaS. Alter Way brings both its CAAS technology known as the first microservices hosting platform implementation in France; and its Wolphin 2.0 project leveraging reactive rating.

## Contact



**Giuseppe Cafiso**  
Business Champion and Activity Leader

e: giuseppe.cafiso@eng.it  
t: +39 3483503137

viale Carlo Viola, 76 | 11026  
Pont Saint Martin (AO) | Italy



**EasyCloud** is an innovation activity proudly supported by EIT Digital.

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.