



MANAGED SERVICE PROVIDERS

Deliver Managed Private Cloud with Public Cloud Economics

Maxta's Hyperconvergence software enables MSPs to reduce infrastructure and operational costs while still offering the peace of mind that comes with hosted private cloud.

As an MSP or hosting provider, you need to keep pace with the big public cloud providers and create customer solutions with the same flexibility and potential scale. Traditional storage infrastructure can't keep up. Hyperconverged appliances look promising, but come at a premium price and lack the flexibility to scale compute and storage separately.

Hyperconverged appliances simplify infrastructure installation, configuration and management, especially compared to traditional storage. But that simplicity comes at a cost later. There's a hidden refresh tax since you have to rebuy software when you refresh nodes, and an upgrade tax since adding capacity means adding an appliance. And you can get locked into the hardware platform, and potentially a hypervisor. That's not a business model that works for MSPs.

Maxta Hyperconvergence Software gives you the ability to use industry standard hardware, scale compute and storage independently, and frees your business from the VMware tax.

The freedom to choose. The flexibility to Change.

Maxta is hardware and virtualization independent, with support for over seven enterprise server vendors and multiple hypervisors.

Hyperconverged appliances and even some hyperconvergence software restrict your choice of hardware and hypervisor. Maxta provides platform-agnostic Hyperconvergence Software, so you have a choice of hardware and hypervisors. That gives you a clear advantage over costly and complex traditional storage arrays that lock

you in to their platform. Hyperconverged appliances promise to solve this too, but still lock you in to a hypervisor, a hardware platform or both.



Maxta gives you the freedom to choose both, and easily change platforms down the road, so you're never locked in to hardware or a hypervisor. That means you can choose your server vendor and hypervisor and build infrastructure that's best for you and your customers. Maxta works with most major server vendors, including Cisco, Dell-EMC, HP Enterprise, Huawei, Lenovo, Quanta and Super Micro. Maxta supports VMware vSphere and Red Hat Enterprise Virtualization platforms, and gives you the ability migrate VMs seamlessly between them.

FOCUS ON CUSTOMERS, NOT INFRASTRUCTURE

Why waste your time on managing and provisioning storage?

Maxta is a VM-centric platform. It optimizes performance and availability on a per application basis, so you can reduce per customer costs by running mixed workloads on the same cluster and improve performance for applications by 25 percent. With Maxta, storage is pooled for the entire cluster and doesn't need to be provisioned for each new workload.

Traditional storage and even software-defined storage can only create and manage storage objects, such as LUNs or volumes, forcing you to become a storage expert. As an MSP trying to compete for business with bigger cloud providers, you don't have the luxury of hiring dedicated storage experts. Even if you did, customers want infrastructure provisioned faster than traditional storage allows.

Advantages for Managed Service Providers



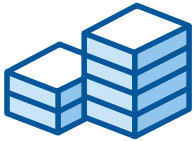
Compete with the Cloud

Level the playing field when you go up against Amazon, Google and Microsoft with a flexible, cost-effective infrastructure.



Hardware & Virtualization Independent

Use your brand of x86 server with the flexibility to run different hardware and multiple hypervisors on a single platform.



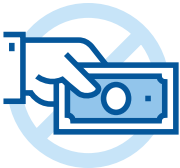
Never Overprovision Compute or Storage

Scale compute and storage separately by adding disk, memory, or CPU to existing nodes, add new nodes as you need them.



Manage VMs, Not Storage

Improve infrastructure utilization by 40% **and** improve performance by 25% with VM-level policies.



No Refresh Tax

Only pay for software once with a perpetual or subscription license - not every time you refresh hardware.



No Upgrade Tax

Add capacity to a node, add a node, or add compute only nodes - without appliance or storage vendor markups.



No Vendor Lock-In

Mix and match server hardware, drives, and leading hypervisors within a single deployment, so you're never locked-in.

ALL THE ADVANTAGES OF AN APPLIANCE WITHOUT ANY OF THE DOWNSIDES

Scale compute and storage independently with Maxta

MSPs need the flexibility to scale in small increments, shift resources around and grow compute and storage independently - all things traditional storage and hyperconverged appliances can't offer. On the surface, a turnkey hyperconverged appliance looks like a good way to go. It's simple to rack and stack new systems as demand grows. But appliances can't scale in small increments, or scale compute and storage resources separately - the very thing MSPs need.

To scale a hyperconverged appliance solution, you have to add an entire node - easily a \$45,000 investment for enterprise hardware. You end up with either storage or compute you don't need. That's an "upgrade tax."

Maxta Hyperconvergence software lets you scale compute and storage independently so you can meet customer demands without paying an "upgrade tax" when you want to add capacity. That means you can run your business like a cloud provider.

FREEDOM FROM THE VMWARE TAX

Seamless migration from VMware to Red Hat and back

The "VMware tax" - the license costs for VMware vSphere software - drags down profit margins for MSPs. But it doesn't have to be that way. Maxta frees MSPs to use Red Hat Enterprise Virtualization with the ability to move some or all virtual machines to a fully-supported, but still truly open source virtualization solution. That helps you reduce or eliminate the VMware tax by choosing the hypervisor that best fits the needs of your customers. Maxta is the only hyperconverged solution in the market that supports VMware and Red Hat Virtualization.