



connectcloud

2014 Cloud Management Platforms
New Product Innovation Leadership Award



F R O S T & S U L L I V A N



50 Years of Growth, Innovation & Leadership

Background and Company Performance

Industry Challenges

Cloud computing has enabled enterprises to utilize computing resources as services rather than products. This reduces the capital expenditures normally incurred when buying, maintaining, and licensing these kinds of products. Cloud computing is extremely beneficial because it enables companies to use software, hardware, storage, and networking resources on-demand. This intelligent usage model streamlines business processes while concomitantly reducing costs to make a true win-win scenario.

Various cloud management solutions have emerged to facilitate the deployment of private and public clouds, but they have failed to meet many enterprises' expectations. Traditional cloud management solutions are either focused on internally hosted private cloud infrastructures, or they aim to establish software-defined networking (SDN) with routers and switches. However, these solutions do not provide optimum and integrated support for cloud management.

One of the biggest challenges for a cloud management platform has to do with the speed and complexity of deployment of cloud infrastructures. Traditional cloud solutions take months to design and deploy, and that's with highly skilled professionals handling the deployment. Frost & Sullivan's research clearly shows the market need for greater agility in cloud system deployment. By deploying these cloud systems more expeditiously, cost of deployment comes down considerably and enterprises thus achieve return on investment much quicker.

To address the above challenges, Texas-based Connectcloud has designed an innovative and unique software-defined cloud management platform known as uCloud™.

Visionary Innovation and Product Excellence

Unmet Needs

To address the previously mentioned challenges related to agility and cost efficiency, uCloud™ offers an infrastructure agnostic approach that is capable of deploying private clouds in mere days. This innovative solution is capable of rapid provisioning and deployment of software-based routers, firewalls, and switches with existing hardware. In addition, the solution enables advanced orchestration and virtualization of the entire architecture to enhance cloud security significantly.

uCloud™ also offers optimum transparency over cost and capacity utilization of the internal cloud infrastructure. This open-compute and open-source based solution leverages standard Network Function Virtualization (NFV) components to automate the

entire process of provisioning and deployment, ultimately cutting down capital expenditure and operational expenses, resulting in a low cost of ownership.

Pioneering Best Practices

To enable its highly agile and cost-effective cloud management platform, Connectcloud recognized that the software development method played a key role. The company implements a unique, hybrid approach by integrating both on-shore and off-shore software development as per requirements and constraints. This enables the company to attain an agile software development life cycle (SDLC).

Connectcloud has pioneered and built ground up the industry's first SaaS based Cloud Management Platform that provides integrated and unified Cloud Management capabilities for both enterprises and service providers, and functions across multitudes of private clouds and data centers.

Unlike competitors that follow a top-down approach for solution development, Connectcloud follows a bottom-up approach to create a better understanding of industry challenges and needs. This helps the company innovate solutions that meet critical IT challenges.

Another best practice identified and adopted by the company is the use of open-source components and virtualization. Standard, open-source components that have been deployed in production by industry leaders for decades adds reliability to the solution. In addition, virtualization of cloud infrastructure allows delivery of low-cost solutions to best meet market demands.

Blue Ocean Strategy

Being a first-of-its-kind, software-defined cloud management platform, Connectcloud solution allows enterprises to achieve highly scalable, multi-tenant, and secure automation mechanisms to facilitate fast and cost-effective deployment of private, public, or hybrid clouds in less time and at a lower cost. This has helped the company attain a competitive advantage and achieve a first-mover advantage in the cloud management platform space. Connectcloud's go-to-market is unique as well, where the uCloud™ platform is offered as a software as a service subscription.

In order to retain its competitive advantage, Connectcloud partners with established and respected participants in the space to develop unified solutions to meet the growing demand of 'cloudification'. The company leverages these strategic partnerships, with the likes of Cisco, VMware, VCE, Red Hat and Citrix, to gain traction in a bigger market with plans of expansion in the European and Asian markets.

Match to Needs

Connectcloud recognizes that its success depends on customer satisfaction. In contrast to competitors that are rarely involved in direct customer interaction, Connectcloud interacts with its customers at regular intervals to acquire valuable feedback and has operationalized customer satisfaction to be Connectcloud's principle core value. In addition, the company is involved in active customer engagements from deployment phases, hand-in-hand suggestions to the identification and fulfillment of unmet needs.

The company focuses on proper documentation of customer feedback. These documents are then passed on to the design team for implementation in the SDLC to further improve the solution.

Reliability and Quality

Connectcloud focuses on ensuring quality of service to enhance reliability. In contrast to the lack of security measures found in competing solutions, uCloud is highly secure and meets regulatory compliance needs including Sarbanes-Oxley and the Health Insurance Portability and Accountability Act (HIPAA).

uCloud™ uses a Layer2 and Layer3-capable encrypted virtual network to attain optimum security of the virtualized infrastructure. uCloud™ does not have any connection with the enterprise data; the solution only enables seamless cloud architecture. Connectcloud solution offers highly encrypted access to data and the cloud at all points to enhance security, which adds to the solution's reliability.

In addition, uCloud™ platform offers a self-service portal that allows users to seamlessly experience, provision, deploy, modify and monitor clouds in a few minutes. The software-defined solution enables automation and control over cloud provisioning. Another notable feature of uCloud™ that elevates the quality of service is the offering of role-based administrative capabilities to users. This allows users to control and monitor access across various areas in the cloud.

Positioning

One of the key product capabilities that helped the company penetrate the cloud market and gain popularity, as well as a considerable market share, is the inclusion of an intuitive, multi-tenancy feature. It allows the required level of scalability to seamlessly orchestrate a heterogeneous constellation of private clouds. Connectcloud solution enables enterprises to dynamically provide any number of subtenants to meet cloud requirements, coupled with high security for each dataset. uCloud™ allows users to meet the growing demand for the dynamic scaling of billions of cloud components from a single user-friendly Web-based User Interface.

Another strategic step taken by Connectcloud is its partnership with Cisco, VMware, VCE, Red Hat and Citrix. This has enabled the company to integrate built-in virtualization features in uCloud™. In addition, the partnerships have enabled Connectcloud to have a wider reach over a bigger market.

Connectcloud offers enterprises the power of uCloud™ as a service, following the adoption of cloud computing. Customers pay per month based on usage. This unique business strategy to offer an on-demand, low-cost, and highly efficient cloud-management platform has been key in the company's success.

Conclusion

Connectcloud has broken new ground in the cloud-management platform space by introducing uCloud, a unique, software-defined cloud management platform. Its unrivaled performance, enhanced agility, service provider grade scalability, and virtualized delivery make it far superior to competing solutions. The cost efficiency and multi-tenancy and vertical-tenancy features are added advantages that work to further strengthen the company's position in the market. Based on Frost & Sullivan's independent analysis of Cloud Management Platforms provided by ServiceMesh, RightScale, Cisco, Dell, IBM, VMware and hundreds of other vendors, Connectcloud is recognized with the 2014 North American New Product Innovation Leadership Award.

The Intersection between 360-Degree Research and Best Practices Awards

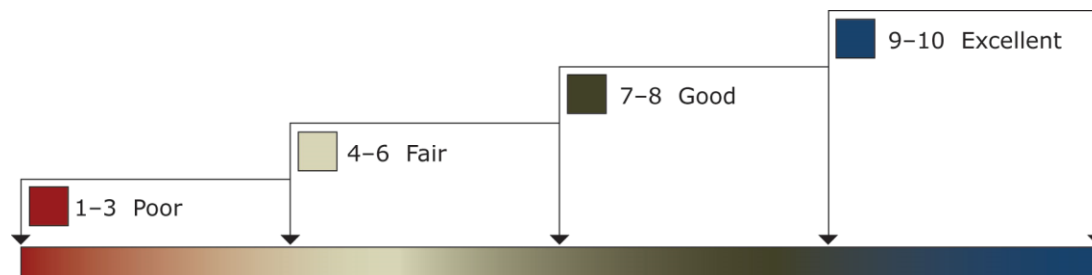
Research Methodology

Frost & Sullivan’s 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan’s research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.



Decision Support Scorecard and Matrix

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Scorecard and Matrix. This analytical tool compares companies’ performance relative to each other. It features criteria unique to each award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. This tool allows our research and consulting teams to objectively analyze performance, according to each criterion, and to assign ratings on that basis. The tool follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are illustrated below.



Best Practice Award Analysis for Connectcloud

The Decision Support Scorecard, shown below, includes all performance criteria and illustrates the relative importance of each criterion and the ratings for each company under evaluation for the New Product Innovation Leadership Award. The research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

Finally, to remain unbiased and to protect the interests of all organizations reviewed, we have chosen to refer to the other key players in as Company 2 and Company 3.

Decision Support Scorecard: Visionary Innovation

Measurement of 1-10 (1 = poor; 10 = excellent)	Award Criteria					
	Unmet Needs	Use of Mega Trends	Pioneering Best Practices	Blue Ocean Strategy	Aspirational Ideals	Weighted Rating
Visionary Innovation						
Relative Weight (%)	20%	20%	20%	20%	20%	100%
Connectcloud	9.0	9.0	9.0	9.0	9.0	9.0
Company 2	8.0	8.0	8.0	7.5	8.0	7.9
Company 3	8.0	8.0	7.5	8.0	7.5	7.8

Criterion 1: Unmet Needs

Requirement: A clear understanding of customers' desired outcomes, the products that currently help them achieve those outcomes, and where key gaps may exist

Criterion 2: Use of Mega Trends

Requirement: Ability to incorporate long-range, macro-level scenarios into strategic plans, thereby anticipating and preparing for multiple futures that could occur

Criterion 3: Pioneering Best Practices

Requirement: A nothing-ventured-nothing-gained approach to strategy implementation that results in processes, tools, or activities that generate a consistent and repeatable level of success.

Criterion 4: Blue Ocean Strategy

Requirement: Proven track record of creating new demand in an uncontested market space, rendering the competition obsolete

Criterion 5: Aspirational Ideals

Requirement: A willingness to look beyond the simple goal of generating a profit to embrace a more powerful ideal of bringing greater value to customers or the planet

Decision Support Scorecard: Product Excellence

Measurement of 1-10 (1 = poor; 10 = excellent)	Award Criteria					
	Match to Needs	Reliability and Quality	Product/Service Value	Positioning	Design	Weighted Rating
Product Excellence						
Relative Weight (%)	20%	20%	20%	20%	20%	100%
Connectcloud	9.0	9.0	9.0	9.0	9.0	9.0
Company 2	7.5	8.0	8.0	8.0	8.0	7.9
Company 3	7.5	7.0	7.5	8.0	7.5	7.5

Criterion 1: Match to Needs

Requirement: Customer needs directly influence and inspire a product’s design and positioning

Criterion 2: Reliability and Quality

Requirement: The product consistently meets or exceeds customer expectations for performance and length of service

Criterion 3: Product/Service Value

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market

Criterion 4: Positioning

Requirement: The product or service delivers a unique, unmet need that competitors cannot easily replicate or replace

Criterion 5: Design

Requirement: The product’s visual presentation makes it easy to use, and makes customers happy to use it

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.