IndiQus and ShapeBlue Accelerating Cloud Growth in Emerging Markets

Shape Blue

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A Massive Opportunity for Cloud and Managed Service Providers in Emerging Markets

With an increasing focus and legislation coming in on data localisation globally, there is a massive opportunity for cloud and managed service providers in developing countries to set up their public cloud and offer IaaS/PaaS/SaaS to local Enterprises and SMBs. On the technology side, there is a growing demand in emerging markets for cloud-native services like or around Kubernetes, AI/ML, Big Data, DevOps. **IndiQus takes this opportunity and enables local providers to benefit from this demand by helping them to build in-country public clouds.**

"We work in markets where there's a rising demand for local cloud services, but no major/hyperscale providers are present locally to address this demand. Herein, we help service providers build and operate a locally-hosted public cloud and sell it to their local enterprise and SMB customers. We provide a full solution that includes cloud monetisation solution, management platform, the required tech stack, managed services and also business consulting.", **said Kshitish Purohit, Chief Product Officer at IndiQus.**

The Challenge

Delivering a Fully Managed Cloud Solution with Unbeatable Quality

IndiQus needed to enable its customers to deliver a wide variety of services from a single marketplace and ensure unbeatable SLAs for the end-users. To achieve this, they needed to solve 2 major challenges:

• Implement a reliable cloud orchestration technology, which is easy to deploy and manage. The solution needed to allow IndiQus to develop services on top of it. Their target was to offer fully managed cloud service, a complete customer life cycle management and a monetisation solution.

• Engage with a reliable technology partner who can help them achieve an unbeatable quality of their solution, fix complex issues rapidly and deliver a specific niche market expertise.

The Solution

Building In-country Public Clouds with CloudStack

IndiQus chose CloudStack as a turnkey solution for building in-country public clouds for their customers. They engaged with ShapeBlue to help with the migration process of their environments from the existing Accelerite CloudPlatform (ACP) to Apache CloudStack.

ShapeBlue provided a migration plan, professional services and consultancy, followed up by long-term support for the CloudStack needs of IndiQus. As a result, they can now rely on the strong capabilities of CloudStack and the proven expertise of ShapeBlue in the domain to provide the monetisation and cloud management solutions needed from regional cloud service businesses.

Why CloudStack?

IndiQus were attracted to Cloudstack as it is a highly versatile cloud orchestrator, giving them the building blocks to develop their services. More importantly, it's a community-first product, meaning it is more responsive to actual production use cases. In addition, while testing different solutions, the tech team of IndiQus found CloudStack also much simpler to manage than alternatives. This became a significant advantage for their customers, as other orchestrators proved either commercially unviable or required a greater extent of in-house skills to manage, or in extreme cases, a combination of the two.

"We have been proponents of open-source tech since before IndiQus was started and have been working with CloudStack ever since. The biggest reason for choosing CloudStack is the simplicity of management arising out of its design. For our use case and in our experience, CloudStack is that 'whole' that is greater than the sum of its parts."

Kshitish Purohit, Chief Product Officer at IndiQus

Why ShapeBlue?

As an active CloudStack community member for over 8 years, IndiQus knew ShapeBlue as a major contributor to the Apache Cloudstack project. In addition, ShapeBlue is the largest independent integrator of CloudStack technologies globally. They are specialists in the design and implementation of IaaS cloud infrastructures for private and public cloud implementations. IndiQus was searching for a strategic partner, who can ensure the quality of the solutions they build, provide unmatched expertise through consultancy and help in solving fast complex issues for their customers.

ShapeBlue was the best choice to support IndiQus in building cutting-edge cloud architectures orchestrated with CloudStack for their customers.

Thanks to ShapeBlue's team, IndiQus can build complete SLA-based managed CloudStack solutions. Moreover, they can rely on comprehensive instant help in Severity 1 and Severity 2 issues to guarantee the reliability of their customers' environments and workloads.

"*Being part of the CloudStack community for over eight years, we have known the ShapeBlue team for a long time. We were initially working with Citrix and then Accelerite (who provide a commercially supported version of CloudStack called CloudPlatform) but were not too happy with their quality of L3-L4 support. We wanted to deploy and support native CloudStack and ShapeBlue emerged as our most obvious choice.*", **shared Sunando Bhattacharya, Chief Executive Officer of IndiQus.**

Key Outcomes

- IndiQus is offering **a complete SLA-based managed CloudStack service** to their end customers, allowing them to focus on sales and growth, while IndiQus team ensure the technical reliability of the cloud.

- On top of the CloudStack infrastructure, IndiQus built Apiculus - **a full-featured cloud monetisation and management solution.** Now they offer a single pane of glass experience to the end-users and delivers a combination of automated onboarding, provisioning, billing and self-service operations. Thus allowing their customers to offer an AWS-like or Digital Ocean-like cloud experience to their end-users.

- IndiQus team is entirely focused on their customers, while **ShapeBlue helps them meet needed SLAs and provide niche expertise** and unique skills when complex issues need to be resolved.

- ShapeBlue is partnering with IndiQus by supporting their customers and providing with them a **seamless IaaS experience**, resulting in local cloud providers delivering a high-quality service competitive even to hyperscalers.

"CloudStack is a single, coherent product, which provides great benefits across all teams and functions. For our Product Team, finding and testing API and functionalities is super easy. For our Support Team, diagnostics are straightforward. For our projects and DevOps teams, setting up labs and production environments, tinkering, rolling back if necessary, everything is extremely simplified. We recommend CloudStack to service providers of all sizes and scale."

Sunando Bhattacharya, Chief Executive Officer of IndiQus.

About IndiQus

IndiQus is a 360-degree cloud solutions provider based in India. The company focuses on working with local and regional service providers (telcos, data centres, ISPs) in emerging markets, enabling them to set up their in-country public clouds. IndiQus helps service providers build and operate a locally-hosted public cloud and sell it to local enterprise and SMB customers. They also provide a complete solution for cloud providers, including a cloud management platform, the required tech stack, managed services and business consulting.

IndiQus is trusted by leading telcos and ISPs globally, like Aritel, Tata Communications, Datahub and Ooredoo. They manage public and private CloudStack deployments in 7 countries.

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www.indiqus.com | marketing@indiqus.com

About ShapeBlue

ShapeBlue is the largest independent integrator of CloudStack technologies globally and are specialists in the design and implementation of IaaS cloud infrastructures for both private and public cloud implementations. We combine 100's of man-years of experience in designing and building complex network, storage and compute infrastructures with globally leading skills in Apache CloudStack.

Our services include Consulting, Integration, training and infrastructure support. Our technical teams are all active contributors to the Apache CloudStack project and a good percentage of our team are also project committers. We have helped design and build some of the worlds largest cloud infrastructures. See our Case Studies for examples of our work.

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www.shapeblue.com | info@shapeblue.com

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