Maxta for Service Providers

Software-centric hyperconvergence for managed service providers and cloud service providers

> **Maximize cloud offerings with software-defined hyperconvergence — scale on commodity servers with no vendor lock-in, no refresh tax, and no hypervisor restrictions**

The Service Provider Challenge

Managed Service Providers (MSPs) and Cloud Service Providers (CSPs) need infrastructure that can scale efficiently as customer demand grows, while maintaining healthy margins. Traditional storage arrays are expensive and complex. Hyperconverged appliances promise simplicity but lock providers into specific hardware and hypervisor platforms, prevent independent scaling of compute and storage, and impose a "refresh tax" — whenever hardware is refreshed, the software must be repurchased.

The Maxta Advantage for Service Providers

Maxta's software-centric approach to hyperconvergence is designed to address the unique requirements of service providers. Unlike appliance-based solutions, Maxta enables providers to build differentiated offerings on commodity hardware with the flexibility to choose and change platforms as customer needs evolve.

No Vendor Lock-In

Deploy on any x86 server from any manufacturer. Choose VMware vSphere, KVM or OpenStack as your virtualization platform. Mix and match server hardware within the same cluster for maximum flexibility.

No Refresh Tax

MxSP software licenses are transferable — when you refresh hardware, simply move the license to the new servers at no additional cost. This eliminates the hidden "refresh tax" that erodes margins with appliance-based solutions.

Independent Scaling

Scale storage capacity by adding drives to existing servers. Scale compute by adding compute-only nodes. Scale both by adding fully-configured servers. This granular scaling eliminates the over-provisioning required when appliances must be added as complete units.

Multi-Tenancy

MxSP supports multi-tenant configurations with per-VM storage policies for performance, availability and capacity. Service providers can deliver differentiated storage tiers on a shared infrastructure, optimizing resource utilization while meeting diverse customer SLAs.

Hypervisor Freedom

Maxta frees service providers to use Red Hat Enterprise Virtualization, KVM or OpenStack alongside or instead of VMware, with the ability to move virtual machines between platforms. This helps reduce or eliminate the VMware licensing tax by choosing the hypervisor that best fits customer needs.

Key Benefits for Service Providers

• Substantial CAPEX and OPEX savings with commodity hardware and transferable licenses

• Granular, pay-as-you-grow scaling from individual drives to full server nodes

• Platform flexibility: any x86 server, any supported hypervisor

• Multi-tenant per-VM policies for differentiated service tiers

• MxCloudConnect® cloud-based monitoring and proactive alerting

• Enterprise-class data services: snapshots, clones, compression, replication

• 24/7 global support with dedicated partner support programs

About Maxta

Maxta is redefining enterprise IT infrastructure through a groundbreaking approach to hyperconvergence that dramatically simplifies operations while delivering much greater agility and cost savings. Our award-winning MxSP® software and MaxDeploy® appliances offer unparalleled freedom of choice in servers, storage devices and server virtualization platforms. For more information, visit www.maxta.com.