THE CLOUD DILEMMA

Despite rapid advances in cloud, enterprises still face an intractable dilemma. On the one hand, cloud is great. Virtually anything you need is available whenever you need it in precisely the right size and for exactly the right length of time. Cloud is an everything-as-a-service (EaaS) world. The intercloud WAN, on the other hand, is unlike cloud in almost every regard. It can take a long time to spin up dedicated WAN connectivity, months even. It almost always requires long term service commitments, sometimes as long as three years. And dynamically tailoring bandwidth to meet application needs is difficult, if not impossible. Basically, with the WAN it’s a little-or-nothing-as-a-service (LoNaaS) world.

As a result of this misalignment, enterprises are faced with the dilemma of having to choose between two suboptimal alternatives in order to satisfy their intercloud connectivity needs. They can sacrifice performance, reliability, and security by opting for internet connectivity. But many are unwilling to make those sacrifices and many enterprise workloads are unable to operate over the internet. Or they can employ existing dedicated connectivity products from major cloud providers and accept the long setup times, rigid terms, and lack of service flexibility.

Fortunately, there’s another alternative. A better alternative.

INTRODUCING THE WAN-AWARE CLOUD.
SiaraS cloudScape is a software platform enabling network service providers to seamlessly combine their two most critical assets—networks and data centers—in order to deliver a revolutionary new cloud offering to their enterprise customers.

**CLOUDSCAPE FUNCTIONS**
- Automate orchestration of intercloud WAN connectivity, making it available on demand.
- Apply policy-based, per-app traffic engineering at WAN endpoints.
- Extend cloud footprint into third-party public clouds (i.e., enable cloud bursting) in an open manner.

The result is a WAN-aware cloud. A more compelling, more complete, and more open cloud offering. And a cloud that can only be offered by network service providers.
WHY NETWORK SERVICE PROVIDERS?
Cloud consists of three important functions: compute, storage, and networking. Regarding networking, early innovation focused on LANs within the data center because that’s where most management challenges were found. But now, with more diverse hybrid clouds, the intercloud WAN is the hurdle to broader cloud adoption and more seamless cloud services.

Arguably, the intercloud WAN can only be “cloudified” by the owners and operators of WAN assets—network service providers (NSPs). NSPs operate, broad, deep, multi-layer networks with the requisite capacity and reliability to interconnect cloud data centers. Further, many NSPs also offer data center services. By seamlessly integrating their cloud and WAN assets and by extending their footprints into third-party public clouds, i.e., by building open WAN-aware clouds, NSPs can expand cloud market share, increase revenue, and enhance profitability through greater resource utilization.

WHY SIARAS?
The Siaras technical team has a long and successful track record helping NSPs address intractable networking and software challenges. Continuing in that spirit, Siaras was founded specifically to target cloud and WAN orchestration issues unique to network service providers. Contact us today to discuss how we can help you grow your cloud.