

Lower Fees and Transparent Pricing

OVHcloud's Plan to Become America's
Alternative to the Hyperscalers



White Paper by



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EXECUTIVE SUMMARY

Renowned for its competitive edge against hyperscalers, OVHcloud offers open, transparent, and scalable cloud solutions at compelling prices. By maintaining vertical integration across its operations—from server design and data centers to fiber networks—OVHcloud optimizes costs and ensures superior performance.

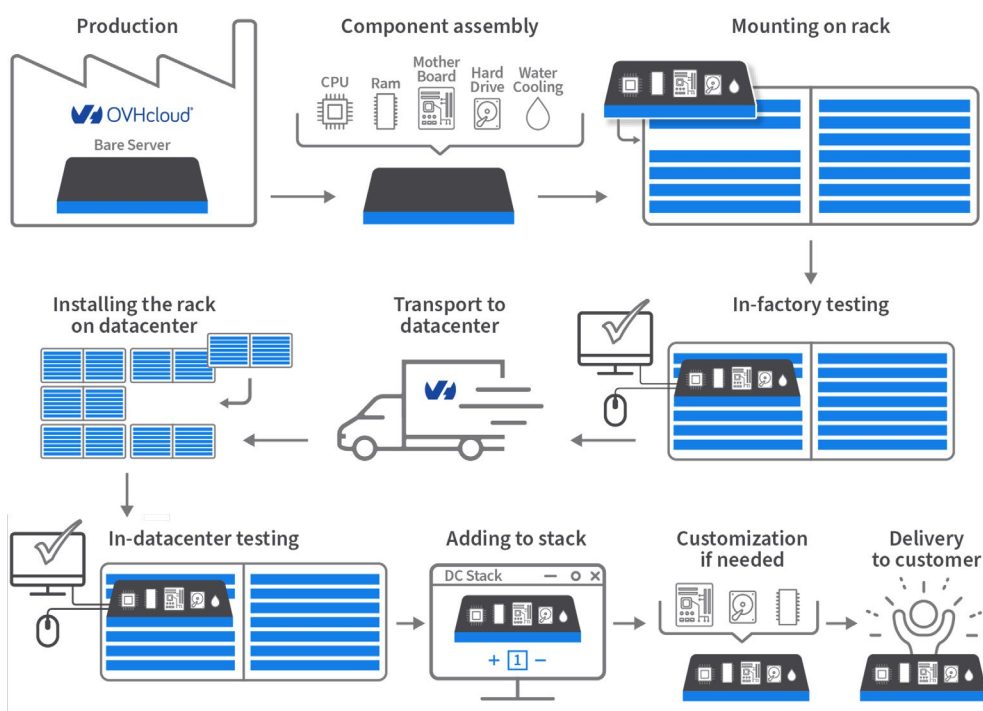
Navigating the fiercely competitive North American market posed initial challenges due to OVHcloud's relative anonymity compared to larger competitors. However, by focusing on specialized offerings like bare metal and private cloud solutions, OVHcloud rapidly gained traction. Recent expansions into public cloud and container services further underscore its commitment to tailored, flexible solutions without the constraints of proprietary platforms.

INTRODUCTION

OVHcloud is recognized as one of the top alternative cloud companies in the world, and in 2017, they expanded their operations to the United States, where OVHcloud US is a wholly owned subsidiary of OVH Group.

Since then, they have remained competitive with hyperscalers through a robust offering of open, transparent, and reversible cloud solutions with industry-leading performance and very competitive pricing. OVHcloud is a vertically integrated organization, something that's been a part of their DNA since the beginning. This approach allows OVHcloud to keep costs low because it owns and operates all phases of the supply chain. The cloud provider designs and builds its servers, and it owns and operates data centers as well as a fiber network.

OVHcloud Supply Chain



As a customer-centric organization, OVHcloud is dedicated to providing the best cloud experience possible. Instead of offering just a few types of cloud solutions or server types, OVHcloud can design each server to meet a customer's specific needs to ensure it has suitable drives, the right amount of RAM, and the optimum ratio of RAM-to-compute power. In addition, the cloud provider takes pride in delivering predictable and transparent pricing with no ingress or egress fees. OVHcloud customers can budget their cloud expenses with confidence without being surprised by usage-based overage fees for high amounts of bandwidth. Pricing is competitive and transparent, and customers know exactly what they're going to get.

THE CHALLENGE

The North American market is the largest and most competitive market in the world, so when OVHcloud expanded to the U.S. and Canada, it was already coming into a crowded market. Because of this, the biggest challenge was that OVHcloud was still relatively unknown compared to the hyperscalers and even some peer competitors. They are considered the best-kept secret in the cloud because of the performance and value they offer customers.

One way OVHcloud has differentiated itself from other cloud providers is that it does not offer a web hosting product in the U.S. The cloud provider evaluated the market when it launched in the U.S. and decided that it was too crowded. Instead, OVHcloud focuses on where it could be competitive, starting with bare metal cloud and private cloud with the VMware stack. It recently added Nutanix BYOL to its private cloud, and now, OVHcloud is moving into the public cloud and containers. The company has enjoyed tremendous growth over the past five years, and with new services coming online, it is projecting steady growth and additional market share over the next few years and beyond.

THE SOLUTION

The value OVHcloud brings to its customers is tied to the sustainable ecosystem it developed more than 20 years ago. This strategy allows OVHcloud to offer customers more performance, flexibility, scalability, and transparency than any other cloud provider. Instead of purchasing off-the-shelf hardware at high prices, the cloud provider builds its own bare metal servers in-house from the ground up, which gives it the ability to upgrade components to fit the needs of customers. Production expertise combined with sophisticated logistics also enables OVHcloud to guarantee fast delivery and offer customers more value for their money.

An additional value that OVHcloud provides customers is that it doesn't lock them into a proprietary system that only runs on one platform. The cloud provider gives all customers the flexibility to choose the solution that works best for them. Something that runs at OVHcloud should be able to run anywhere. If an organization is operating something on-premises or in a colocation, it's very easy for them to move to OVHcloud because there isn't a steep learning curve or need to refactor code. Customers can begin their cloud journey with a 'lift and shift' of their current solution and then modernize it later; start with the bare metal cloud and then move it over to the public cloud and Kubernetes.

The most valued solutions

One of OVHcloud's strengths has always been its ability to offer one of the most complete hybrid cloud solutions of any provider. With OVHcloud's platform-as-a-service offerings, whether it's bare metal cloud, hosted private cloud, dedicated resources, or public cloud and containerization, the cloud provider lets the customer decide what's most valuable for them. Customers can mix and match solutions to come up with a fully hybrid cloud solution within OVHcloud or as part of a multi-cloud solution between OVHcloud and other cloud providers. At the end of the day, OVHcloud takes a very customer-centric approach, and it's dedicated to helping customers establish the cloud solution that works best for their organizations.

Offering a wide array of services and solutions is something OVHcloud takes pride in. While the cloud provider has a lot of different solutions, it has been very careful not to spread itself too thin. All of their products are purposefully designed and selected to differentiate OVHcloud from the hyperscalers, which have thousands of offerings. OVHcloud tries to offer just the key building blocks that its customers want and need most. Bare metal cloud is at the base; on top of that, OVHcloud offers industry-standard hyperconverged solutions with VMware and Nutanix.

For the public cloud, it runs Open Stack, which is the industry standard, and it also offers additional platform services, like Kubernetes, high-speed object storage, S3-compatible storage, and high-speed block storage. The cloud provider also has targeted offerings for data, data analytics, notebooks, machine learning tools, managed databases, and more. OVHcloud is not trying to be everything to everyone, and it understands quality, especially in the U.S. market.

Global expansion and market penetration

As the United States is expected to remain the world's largest cloud market for the foreseeable future, OVHcloud US will play a crucial role. "We will continue to support U.S.-based businesses with lower fees and transparent pricing," said Jeffrey Gregor, General Manager for OVHcloud US. "We also strive to gain market share from customers based in other countries. Currently, about one-third of our customers are international businesses."

OVHcloud US aims to achieve the same level of name recognition in the U.S. as it has in Europe.

OVHcloud US is a subsidiary of OVHcloud, a global player and Europe's leading cloud provider operating more than 450,000 servers within 43 data centers across four continents. For over 20 years, the company has relied on an integrated model that provides complete control of its value chain, from the design of its servers to the construction and management of its data centers, including the orchestration of its fiber-optic network. This unique approach allows it to independently cover all the uses of its 1.6 million customers in more than 140 countries. OVHcloud now offers latest generation solutions combining performance, price predictability, and total sovereignty over their data to support their growth in complete freedom.

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