FAQs

Who is OrionVM®?
OrionVM is a wholesale Infrastructure-as-a-Service (IaaS) provider. The company's revolutionary technology suite (virtual storage, compute, orchestration and virtual networking) enables the delivery of high-performing, highly reliable cloud solutions at market-leading price-to-performance ratios.

When was the company established?
Sheng Yeo and Alex Sharp co-founded OrionVM in 2010 while attending the University of Technology in Sydney, Australia. From their dorm room they hatched an idea to build an IaaS company using a completely new technology blueprint. In just a few years the company has grown to service global clients and has headquarters offices in Sydney, Australia and San Francisco, CA as of early 2014 .

Is the company profitable?
Founded in 2010, in just two short years OrionVM achieved profitability in 2012.

What does your cloud service do?
OrionVM's revolutionary technology suite (virtual storage, compute, orchestration and virtual networking) enables the delivery of high-performing, highly reliable enterprise-grade cloud solutions at market-leading price-to-performance ratios. OrionVM is offering a fully distributed, homogenous scale out cloud architecture versus the traditional three tier architecture of competitors. What this enables is doing more with less infrastructure which translates to a host of benefits for our channel partners and their end customers in both the form of product efficiencies and cost savings. OrionVM's technical vision represents a fundamental advancement for Cloud 2.0 infrastructure. The OrionVM Wholesale Cloud Platform supports private, public, and hybrid cloud deployments and is built for internal consumption or resale.

What are the features and benefits of your cloud service?
OrionVM's wholesale product allows partners to easily leverage next-gen cloud infrastructure tailored to their deployment goals. Previously cloud providers had two limited options to deliver cloud services – they could either build their own cloud infrastructure, which can be too complex or cost-prohibitive, or partner with a large cloud vendor to resell their pre-built solution and earn relatively low margins. The wholesale model is a third virtually untapped space between the two ends of that spectrum, where partners can have their own cloud without building it themselves. Service providers no longer must adhere to a restrictive Cloud 1.0 paradigm with soaring CapEx, hidden scaling costs, and vendor lock-in. OrionVM partners can now within minutes provision services to support complex operational requirements, and outperform at a lower cost. Channel partners have full control – from a complete white-label re-brand to billing integration and flexible account management.

Notable highlights of the OrionVM Wholesale Cloud Platform:
- Custom designed and built infrastructure utilizes tech commonly found in supercomputers to eliminate a majority of the COGS seen in Cloud 1.0 systems.
- Highly efficient platform, extreme reliability with performance that allows migration of enterprise workloads.
- Storage systems offer between 40 – 1,000 times the performance of a standard Amazon server; enables doing more with less infrastructure and up to 80% off AWS list prices.
- Fully redundant platform for rapid fail-over of servers in the event of an outage. Multiple copies of all data ensures data resiliency.
- Turnkey and easily white-labeled, allowing partners to re-brand and resell or use internally, complete with end-user reporting and management, including custom rate cards and integrated billing.

- Lucrative profit margins, allowing partners to outperform at up to 1/4 the price of Amazon and Google.
- Leverage existing network integration via Direct Connect, enabling public, private and hybrid cloud solutions.

Why is your cloud service innovative and what makes it distinctive in the market?
OrionVM is offering a fully distributed, homogenous scale out architecture versus the traditional three tier architecture of competitors. Utilizing technology traditionally found in supercomputers, and with the investment and technical validation from computer visionary Gordon Bell, the OrionVM team constructed a completely new cloud infrastructure from the ground up. Instead of centralizing network storage for hundreds of virtual servers, they built the storage into the server by emulating the parallel design of supercomputers. Each component is tied together with Infiniband, marking the first time a wholesale cloud provider commercially leveraged the high-bandwidth networking standard. The resulting platform is more efficient, cost effective, and reliable than a stack built with traditional brands such as VMware and Cisco. OrionVM's technical vision represents a fundamental advancement for Cloud 2.0 infrastructure. Currently there is no other cloud provider offering the features and benefits offered with this unique cloud architecture.

The key reason that OrionVM is defining wholesale cloud is quite frankly because no one else is doing it the way we are. The reason why the composition of our cloud infrastructure and business model is so pivotal to the current cloud conversation is primarily because of margins and Cost of Goods Sold (COGS). OrionVM has a very low cost and efficient platform because the technology behind it is custom tailored from the ground up for this purpose. Our world leading scale out infrastructure reduces the number of tiers, lowering our cost which in turn means more financial benefit for customers and partners. Furthermore our unique platform architecture also delivers unparalleled reliability and efficiency. In turn this self healing infrastructure breeds better price to performance ratios.

What third-party hardware, software or services were instrumental in creating and delivering your cloud service?
The company has formed strategic partnerships and alliances with leading technology partners such as Mellanox® (Infiniband®) and Cumulus Networks®. The OrionVM platform is the first cloud architecture to commercially leverage Infiniband®.

What metrics support the success of your cloud service?
OrionVM is Australia's largest wholesale cloud provider and services over 450 global clients including government agencies, MSPs, and SaaS and PaaS vendors, with notable enterprise clients including, Fastly®, D-Link®, and Vodafone®. They have signed on channel partners such as StrataCore, an IT services consultancy and brokerage, allowing StrataCore to offer the power of OrionVM's unique cloud offering to their enterprise clients. OrionVM is backed by tech luminaries Gordon Bell (Microsoft Research) and Steve Baxter (Pipe Networks). They have also been benchmarked as world's fastest cloud. OrionVM was also recently recognized by several prominent industry awards, including the 2014 Gold Stevie and People's Choice for New Product or Service in the Software- Cloud Infrastructure category by the American Business Awards. Co-founder Alex Sharp also received the Hills Young Innovator Award in the Cloud category by the 2014 iAwards.

What proprietary intellectual property, including process or technology, do you possess?
OrionVM is offering a fully distributed, homogenous scale out architecture versus the traditional three tier architecture of competitors. Currently there is no other cloud provider offering the features and benefits offered with this unique cloud infrastructure. Their platform is also the first cloud architecture to commercially leverage Infiniband®.

What are the primary incentives for channel partners to work with you?
OrionVM is a self service system – offering simplicity, reliability and high margins. OrionVM's wholesale cloud platform is a turnkey solution, giving partners a rapid time to market. OrionVM was designed with resellers in mind so they can customize every component for their needs, such as billing, custom branding, etc. OrionVM partners earn higher margins (30-70%)

than if they were to build their own cloud platform, or even as opposed to using other traditional cloud models. This is especially important to consider in light of the recent price wars between large public cloud providers such as Google and AWS. These dropping prices put more pressure on small solution providers and integrators to deliver. With OrionVM partners can define their own pricing and can enjoy less complex terms, conditions and pricing limitations as compared to competing cloud providers.

What key markets are you targeting?
OrionVM's key segments include: IT service providers, telcos, enterprise PaaS and SaaS companies. OrionVM offers their services primarily through the channel, ensuring no channel conflict with partners.

Are there requirements for channel partners to get started with your cloud platform?
OrionVM offers a turnkey and flexible cloud platform, allowing partners to light up their new cloud offering within minutes. The platform offers many layers of customization for any specific type of deployment partners or their clients might want OrionVM fits their solution to the client's business model, rather than the other way around.

How do partners get paid?
Simplicity is our goal, partners can choose from several options when it comes to account setup. They can choose a complete white label solution to make the OrionVM wholesale cloud platform their own, complete with their own branding. In this scenario they buy the resources from OrionVM and partners define their markup and any other add-on services, most partners then bill the customer directly and they pay OrionVM for the resources. However, if they want to leverage the brand and reputation of OrionVM in the cloud industry and utilize a "powered by OrionVM" tagline on the product; there is also a customer referral model.

What marketing development programs do you offer to help partners with marketing materials, advice, selling tools etc.?
Most OrionVM partners choose to take advantage of an OrionVM "partner success package" complete with sales, billing, integration basics and technology training. OrionVM believes that our customer's success is our success. We know that partners need go-to-market help, marketing support and training and we are continually adding new layers of support to fuel their success.

Who makes up the OrionVM management team?
- Sheng Yeo, Co-Founder and CEO
- Alex Sharp, Co-Founder and CTO
- Daniel Pfeiffer, VP Marketing and Partnerships
- Kris Peterson, VP Business Development

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