



Keynote: From Vision to Impact: Making a Difference with CloudStack



John White
Chief Operating Officer

About Me

- 20+ years in Infrastructure
- Various Innovation titles
- Ex-AWS
- Creator of multiple Gartner recognized products
- Responsible for: Solution Architecture, Product, Engineering, Operations, Delivery, Marketing
- Chasing 4 kids, driving to soccer, racing cars, vacationing



About US Signal



ussignal.com

- Established in 2001, based in Grand Rapids MI
- Connectivity and Data Center Services Provider, two core competencies
- Security, Managed Services, Cloud one step adjacencies
- 16 National Data Centers with **2 edge and 8 micro under construction**
- 9,500 route miles of fiber with **1,200+ under construction**
- 3,000+ customers across the US
- Dedicated pre and post sales architectural support
- Technical Operations Center staffed by engineers 24/7/365



A *Cloud Carol*

Act I - Ghost of Cloud Past

Virtualization is Not Cloud

Technical

- Maximum Cluster Sizes
- Hardware Compatibility Matrix
- Challenging Service Windows/Upgrades
- Fleet Management
- Lackluster API for automation
- V→T
- Hyper-Converged

Business

- Expensive Licensing
- Bundled Software
- Limited R&D for the service provider
- Vendor Lock-in
- Enterprise Support
- Self Service

Cloud is Not for Everyone



52%

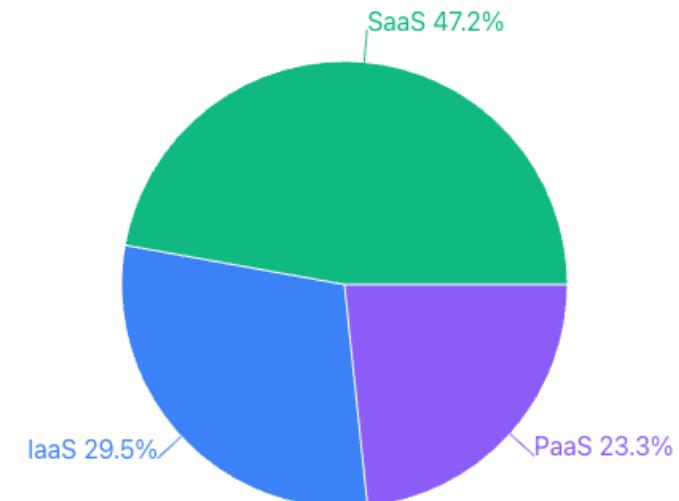
of engineering leaders say the **disconnect** between FinOps and developers is leading to **wasted spend on cloud infrastructure costs**.

2021 Public Cloud Spending Distribution

Core Cloud Services: \$308.4 Billion

Source: Gartner (Actual 2021 Results) - IaaS, PaaS & SaaS only

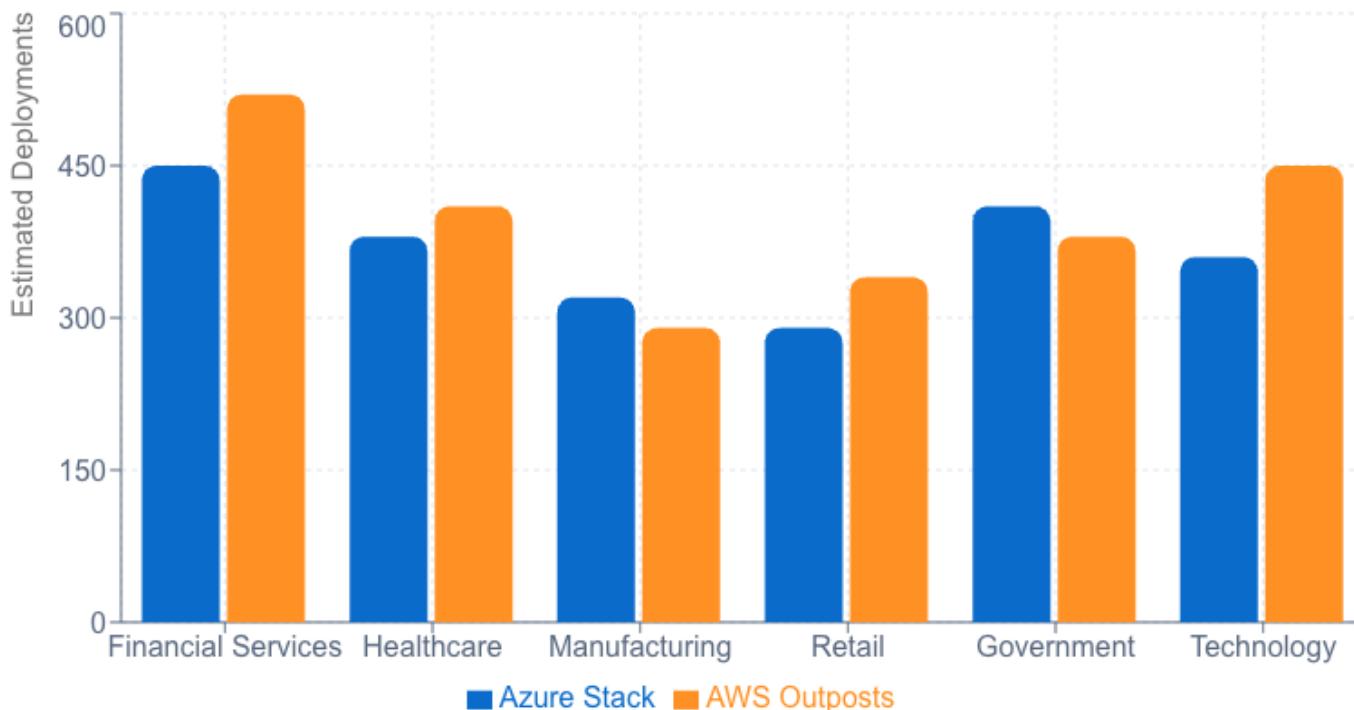
Complete Market Breakdown



■ SaaS (Software as a Service): \$145.5B ■ IaaS (Infrastructure as a Service): \$90.9B
■ PaaS (Platform as a Service): \$72B

On-Premises is Not Dead

Azure Stack vs AWS Outposts: Estimated Industry Adoption



Azure Stack Portfolio

Consistently build and run hybrid apps across on-premises, cloud, and edge





What do Customers Need?



Performance & Reliability



Cost Predictability



Simplicity & Self-Service



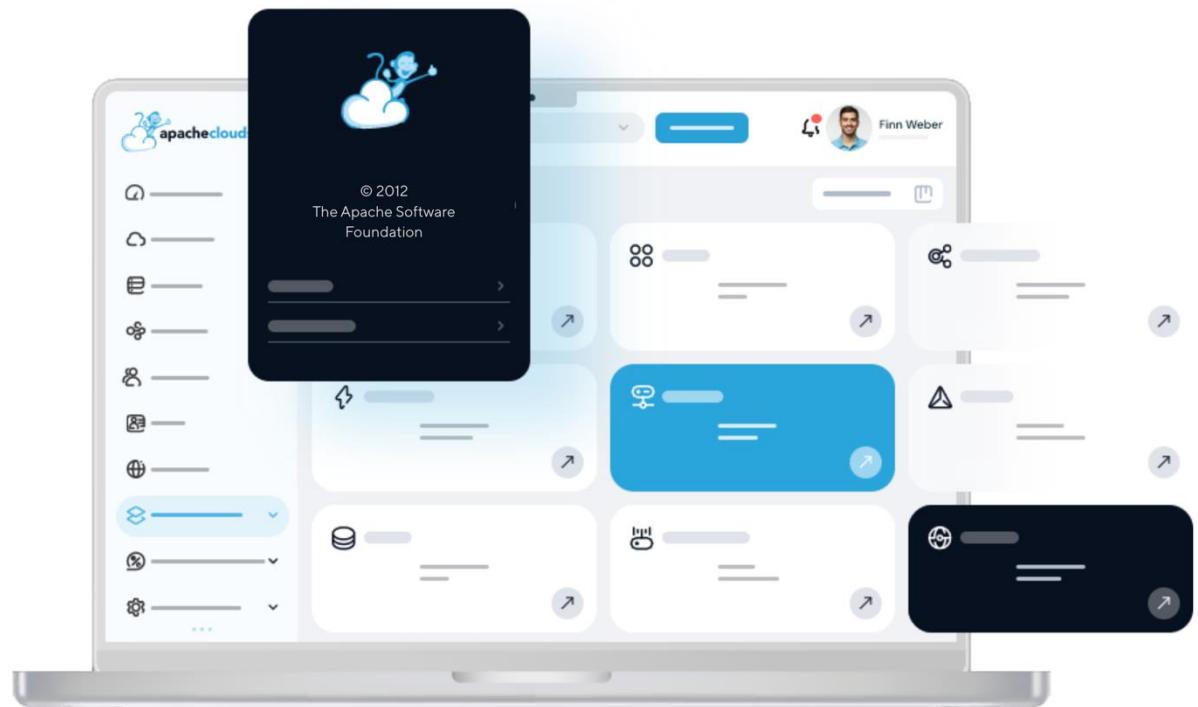
No Vendor Lock-in



True Cloud-Like Consumption

Why CloudStack?

- **Mature and Battle-Tested**
- **Strong Global Community**
- **Simpler to Operate at Scale**
- **Multi-Hypervisor Support**
- **True Open-Source (No Future Licensing Surprises)**
- **Robust API and Self-Service Capabilities**

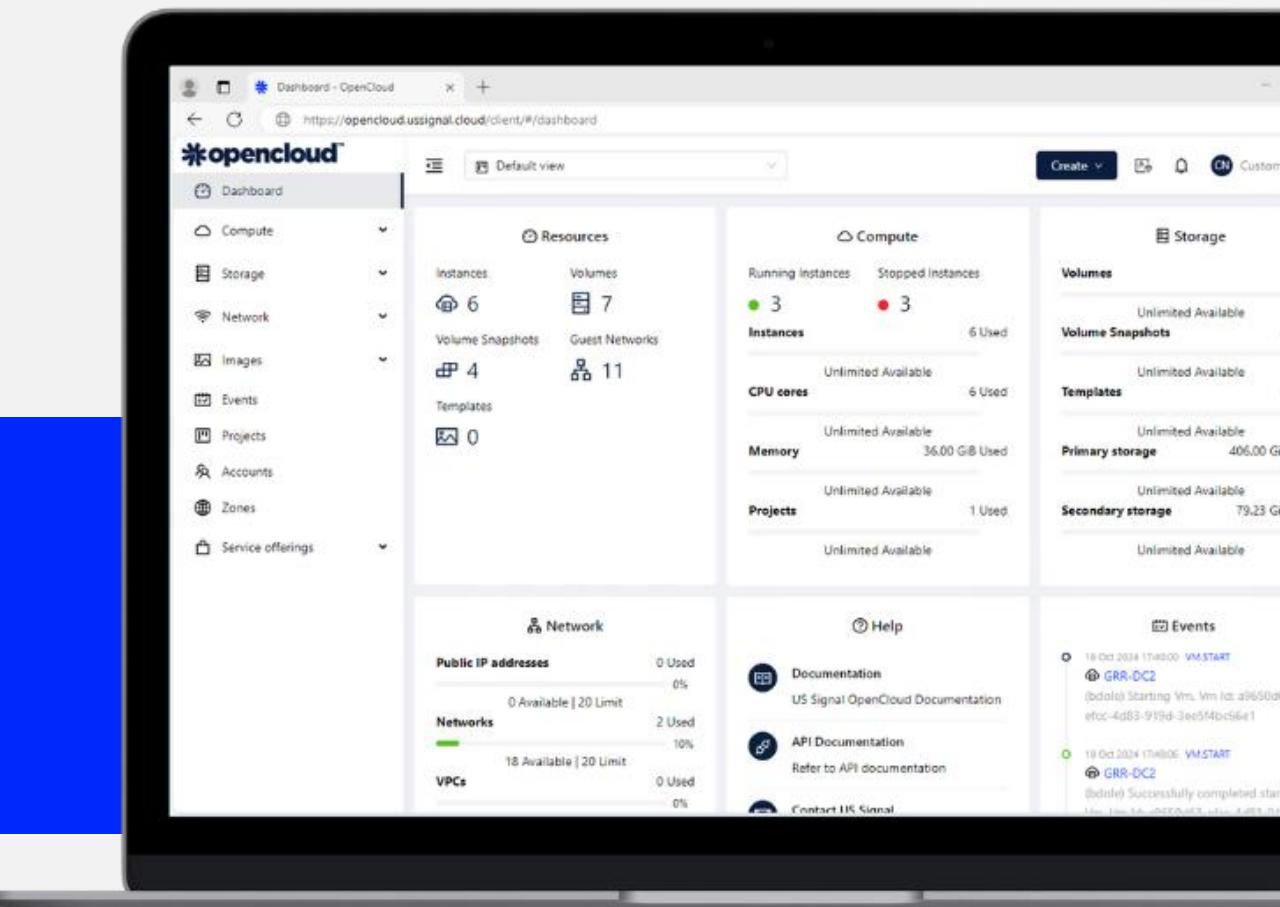


Act II - Ghost of Cloud Present

The Launch

- Enterprise Hardware
- Performance Tested
- Two Sites
- Focus on Infrastructure Only

- Open Source Focus
- True Cloud Consumption
- Customer Centric Development
- Compliant (SOC2 Type 2, PCI-DSS, HIPAA)
- Choice





US Signal
6,757 followers
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In case you missed it — the recording is now available!

Rethink Your Cloud Strategy is a must-watch session where David ...more

Virtual Session Recording

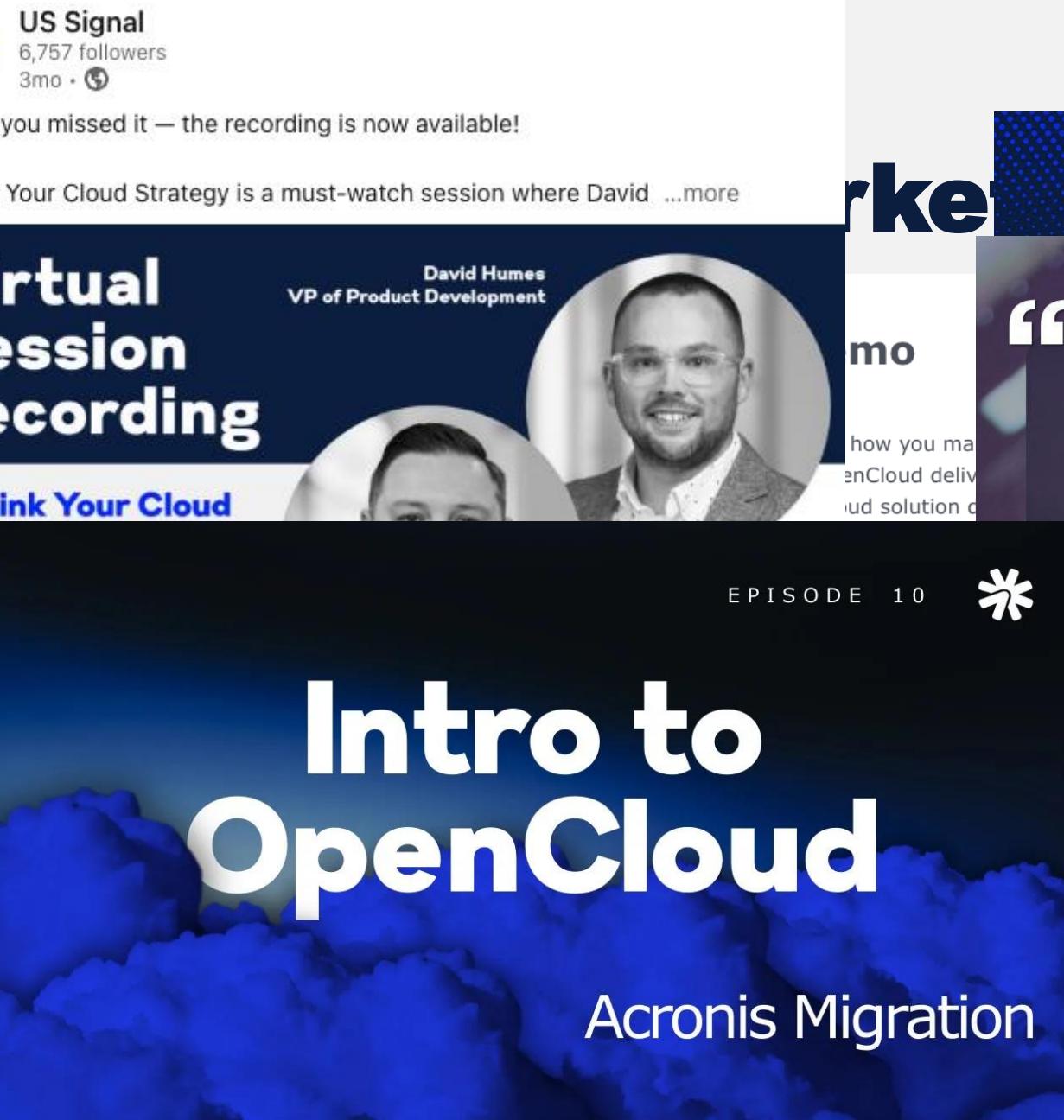
Rethink Your Cloud
Strategy
David

David Humes
VP of Product Development

Intro to OpenCloud

Acronis Migration

EPISODE 10



us signal | Cloud Advantage Virtual Summit

Day 1

We're migrating VMware customers to it literally every day. And we actually created self-service for customers to migrate themselves into it.



Cloud Cost Comparison Calc X + Gemini

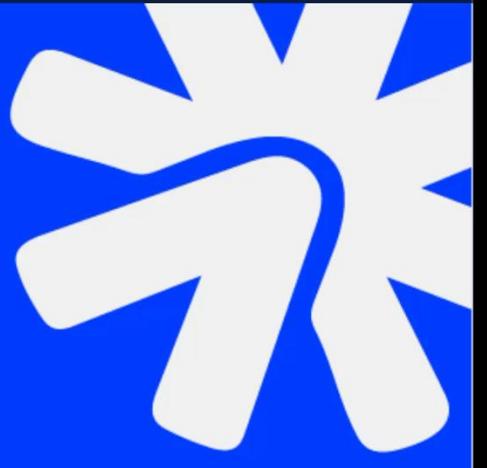
ussignal.com/cloud/cloud-cost-comparison-calculator/ ☆ 1

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Customer Portal Partner Program Support 

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Cloud Cost Comparison Calculator



Compare Your Costs Across Major Cloud Providers

This cloud cost comparison calculator will compare the costs of running your workloads across different cloud providers. Upload your VM inventory to see detailed cost comparisons between AWS, Azure, VMware, and US Signal OpenCloud.

The results are estimates based on current pricing and are not binding.
The calculator is not supported on mobile devices.

Cloud Advantage Virtual Summit

A New Way Forward in Cloud Starts Here

Register Now!



Rebecca Weekly
GEICO, VP Platform & Infrastructure



Rob Strechay
SiliconANGLE, Managing Director

Day 1:

Embracing Multi-Cloud, Multi-Customer & Multi-Tenant



John Hein
Cloud Services Specialist



Parham Shabaniani
Solution Architect



Day 1:

Cloud Strategy Deep Dive

David Humes, VP of Product Development



A Journey to Open Cloud with NetSource One

August 26th:
11:40am – 12:25pm

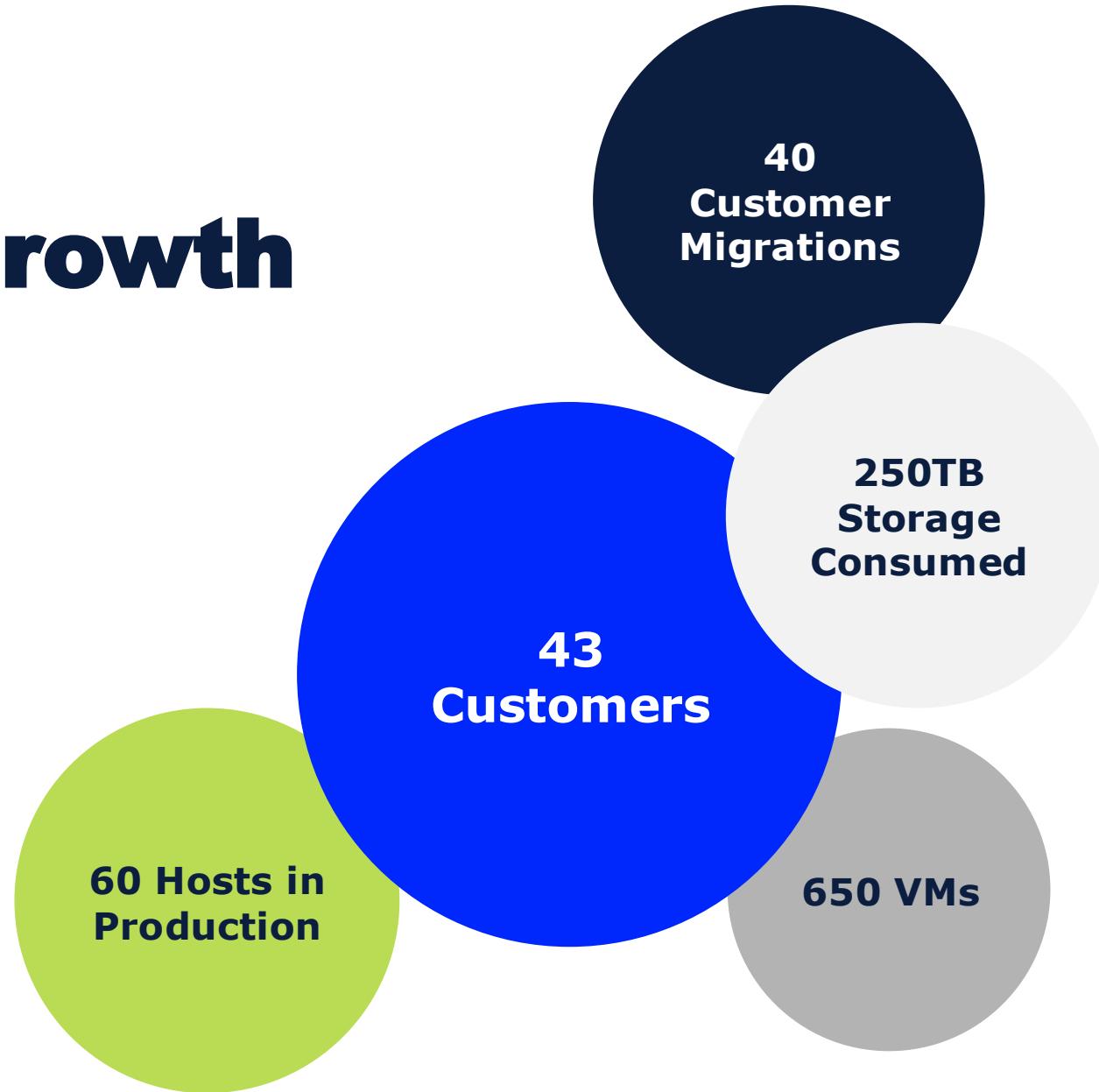


Andy Skrzypczak

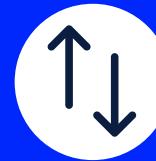


Ed French

OpenCloud Growth by Numbers



What do Customers Need?



Enterprise Backup and DR



Licensing Options



Inference



Desktop as a Service

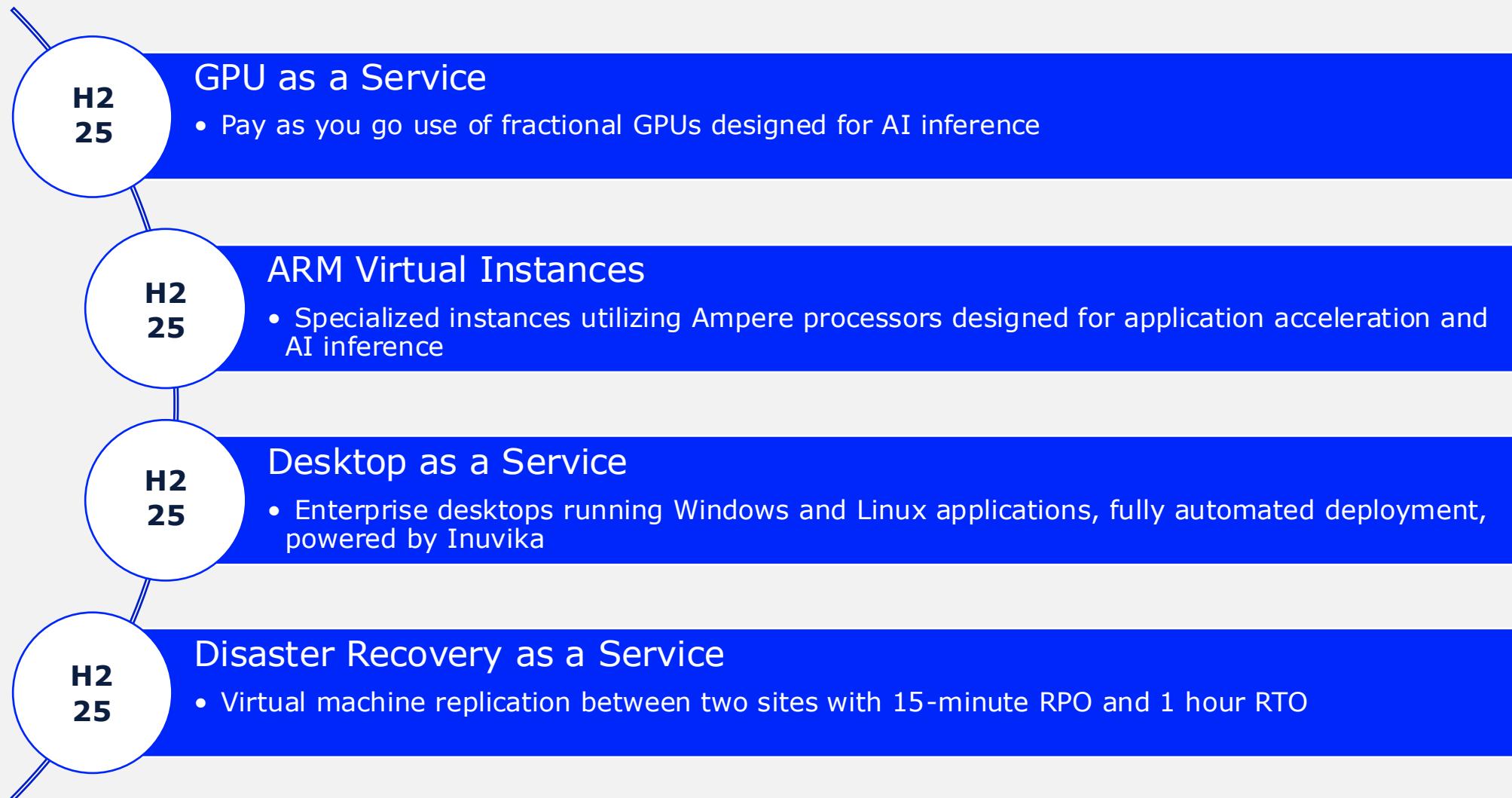


More Locations

OpenCloud Roadmap



Heavy investment in R&D is underway to increase the features of OpenCloud to build the ideal Private Cloud of the future.



Act III - Ghost of Cloud Future

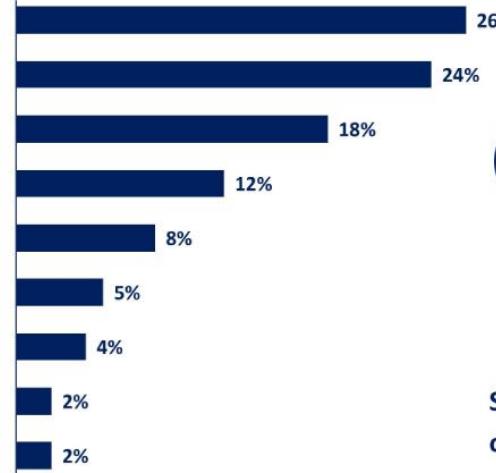
Why OpenSource?

- Vendor Lock-in Fatigue
- Community Innovation Velocity
- Economic Reality



VMware was acquired by Broadcom. How does your company react to changes in licence model and costs?

- ... monitoring the development 26%
- ...optimising the existing VMware environment** 24%
- Cloud-Migration to AWS, Azure, Google Cloud 18%
- Switch to Microsoft Hyper-V 12%
- Switch to OpenStack* 8%
- Switch to Nutanix AHV 5%
- Switch to Proxmox VE* 4%
- Switch to Apache CloudStack* 2%
- Switch to Citrix XenServer 2%



Statements from
our interviewees

"Get informed,
negotiate hard, find
an alternative."

Optimise existing
environment, **minimise**
dependence on
providers.

"Clear **cost analysis**
before making a
drastic change"

Source: Metrics 2025 IT Agenda

* Open-source alternative

** e.g. cluster consolidation, reducing cluster sizes, hardware upgrade

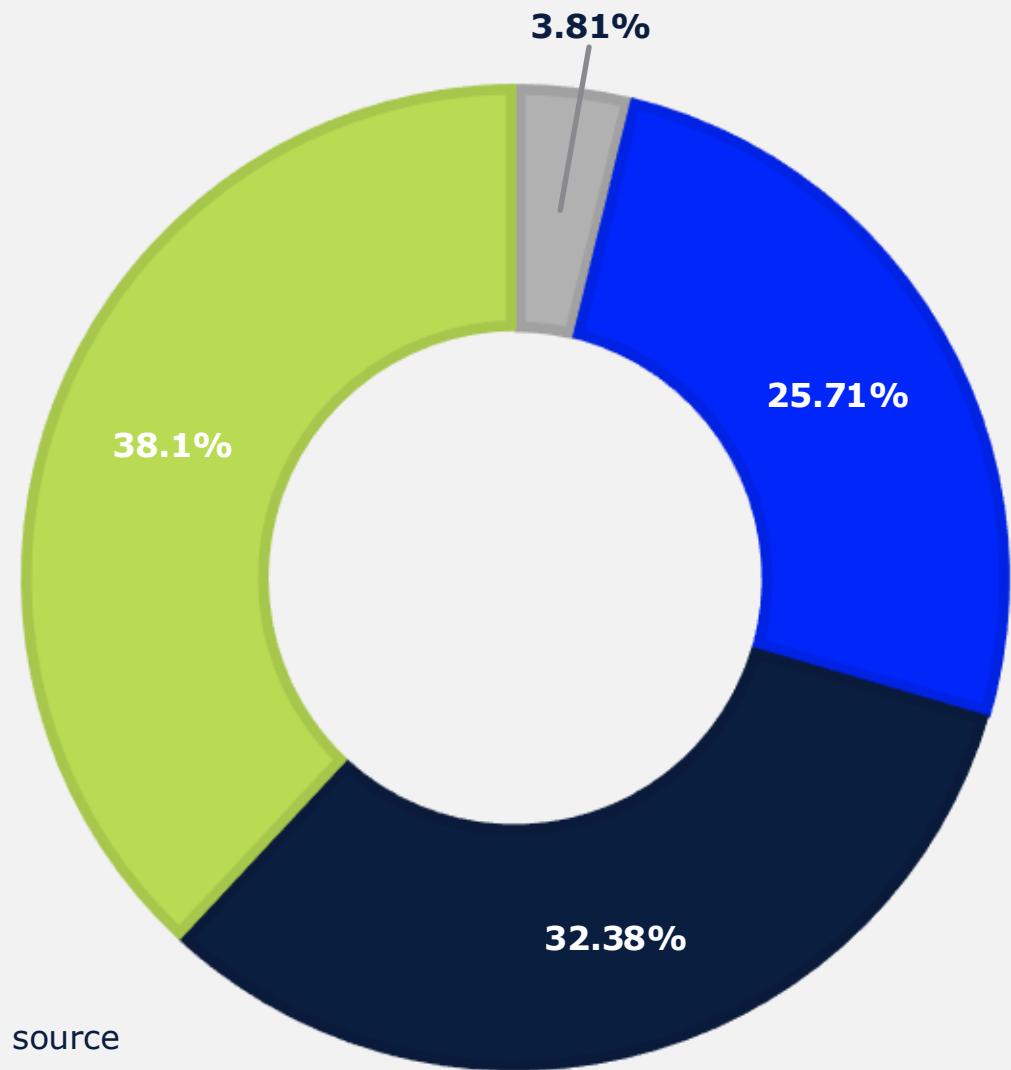


Why CloudStack?

- Maturity meets modern requirements
- Open governance model
- Technical architecture advantages
- Growing ecosystem

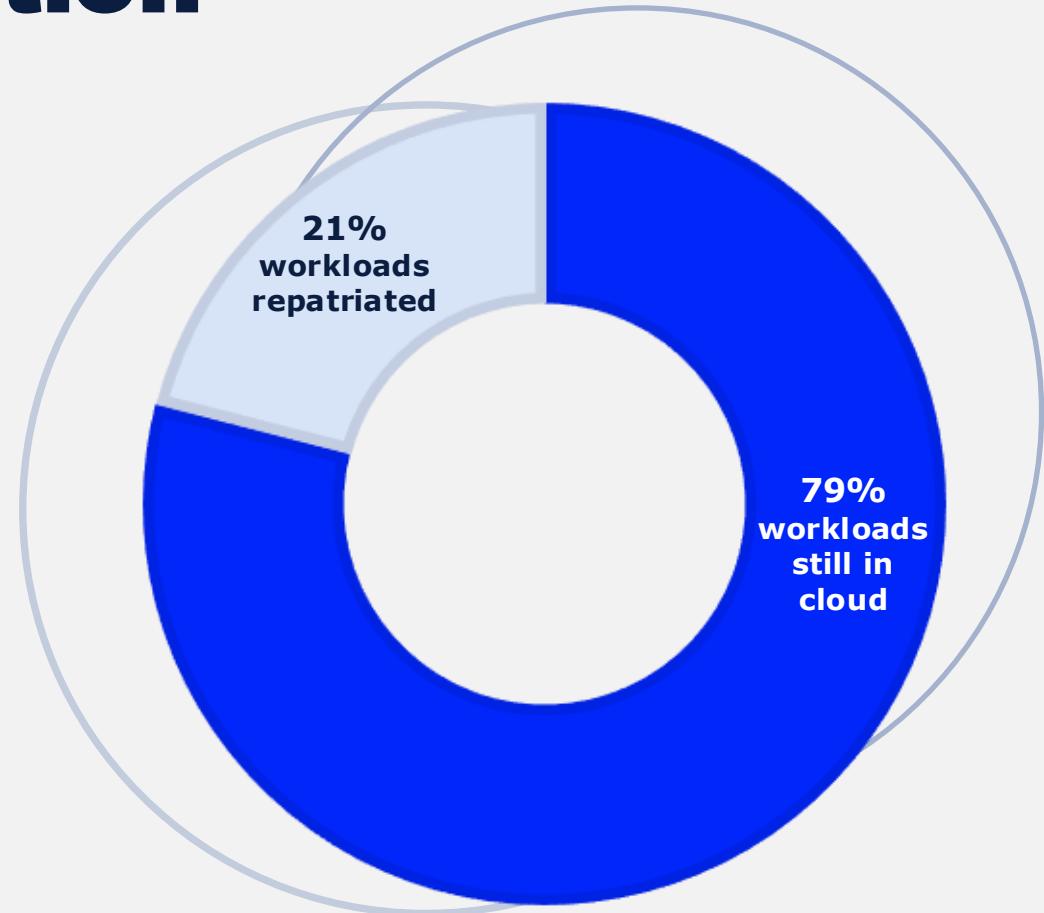
- Yes, significantly
- Yes
- It remained the same
- No, we reduced the use of open source

Has Your Organization Increased the Use of Open Source Software Over the Last Year?



The Next Wave of Innovation

- Edge computing explosion
- Cloud repatriation 2.0
- Hybrid and Multi-Cloud maturity



What Percentage of Cloud-Based Workflows Have You Repatriated?

US Signal Roadmap

OpenCloud Anywhere

- More locations – customer premises, partner data centers, anywhere
- Asset heavy or lite model

OpenCloud Marketplace

- Curated applications to help any IT department scale
- Ability for users to create their own apps and create self service for their team

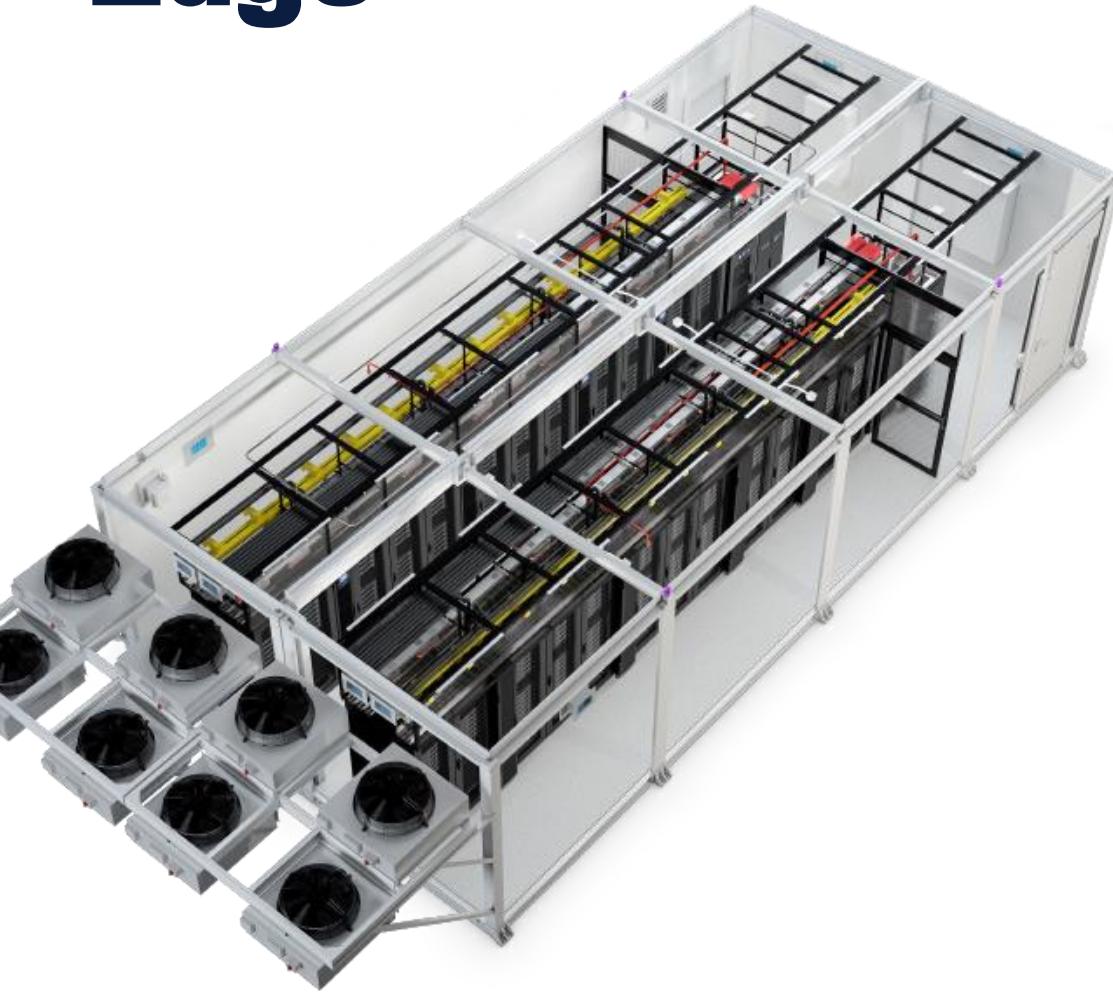
Ecosystem Leadership

- Continue pushing ISVs to support CloudStack

US Signal Inference Edge

- Edge deployment for inference and distributed cloud software

Inference Edge



The OpenCloud Vision

**Honest
Open
Transparent**



“

One year ago, we shared a vision. Today, we're delivering impact. Tomorrow, together as a community, we'll shape the future of open cloud computing.

”

OpenCloud's Impact

“

Thank you for making this the smoothest migration ever! The client people have been working away for three hours now like nothing happened. Your level of organization, planning, attention to detail, and communication are all top tier. 5 stars!

Derek Laing

Xericloud

“

OpenCloud gives us the agility to respond to whatever comes next—market shifts, evolving threats, even vendor disruptions. **It's not just a platform; it's a strategy.**

Andy Skrzypczak

President & CEO of NetSource One

OpenCloud can save your business up to 50% in cloud costs

The Future is Ours to Shape

Let's build _____ together.



download the presentation

ussignal.com/wp-content/uploads/2025/11/2025-CloudStack-Keynote-v01.pdf

Fill in the CloudStack User Survey

Help us understand the CloudStack Ecosystem

