



Private Cloud Reseller Cheat Sheet

What is PaperCut Private Cloud?

The same PaperCut, but hosted on a server in a Private Cloud. PaperCut can be deployed in a Private Cloud today - it's ready and it works. PaperCut is ready for your customers when they have or are moving to cloud hosted apps.

Your Customer will provision and manage the server with a third party cloud provider, and then install PaperCut as usual. You, their PaperCut Reseller will configure and support your customer's service after installation.

Targeting customers for PaperCut Private Cloud

Customer scenarios

- 1 Customer is already using cloud/private cloud to host applications**
 - Enable the sale - they already have a cloud hosting provider and a professional services organization
 - Have clear definitions in place around who manages and provides the expertise in each area, including an experienced private cloud professional services organization

- 2 Customer is aware of private cloud and may move services**
 - Start the discussion - your customer will need to go and talk to large data center/ cloud providers or professional services organizations (some larger manufacturers have existing data center infrastructure). They provide the services and PaperCut can work in conjunction with them.
 - Share your knowledge. PaperCut is cloud ready, certify your organization so when the customer is ready, the product can be transitioned to ensure no data loss.
 - Advise your customer to move existing applications before PaperCut. Cloud deployments are riskier (more moving parts and different organizations involved) and PaperCut is a high profile application.

- 3 Customer is not aware, never going to implement**
 - If your organization does not have any expertise in this field then we strongly suggest that you do not actively promote it to your customers.
 - Talking about innovative technology with customers often helps you differentiate yourselves from the competition. Unless you are experts in the field we suggest waiting for the customer to approach you to learn about private cloud integration.

What is PaperCut Private Cloud Certification?

- The Certification process aims to educate your organization about what cloud is so you can have credible conversations with cloud aware customers.
- Certification gives your organization the credibility to work with customers and their professional services partner who brings expertise in security, service level management, deployment automation, bandwidth, continuity and other operational considerations.
- Certification is NOT a license to install where a customer is looking at cloud. They need a professional services organization and cloud provider to work with you, the reseller, to help configure PaperCut.
- Private Cloud Certification is only awarded at the organization level, not to individuals.

Blockers

- The customer does not have a clear vision around their cloud deployment
- The customer is proposing that PaperCut is the 1st service deployed to the cloud
- There is no access to experienced cloud deployment and service consultants
- The customer must use a wide area network service provider

Winning a deal - next steps

- Talk to your Authorized Solution Center
- Fill out an Opportunity Profile Assessment
- Our pre-sales technical team will be in touch to help you be successful!

Cloud Fast Facts

What is “the cloud”?

The term cloud generally refers to a third-party co-location of infrastructure (hardware and/or software) that provides some combination of the following services:

- Easy access to virtual machines in various configurations.
- Large capacity storage of different types.
- Low costs when compared to the cost of in house data centers. Charges are based on the amount of time the facilities are used and the amount of data stored .
- Access via the public internet to the cloud services. This may be augmented with a VPN running over the Internet for Private Cloud servers
- Other services provided might include DNS, dedicated hardware hosting, on demand capacity scaling, HA computing, etc.
- Providers might also include other services aside from server infrastructure such databases, email, analytics, content delivery etc.
- Cloud services are offered by global names such as Amazon, Microsoft Azure, Google and Rackspace, as well as large local providers.

Cloud vs. Private Cloud

Public clouds have network interfaces that can be accessed from other networks, including the public internet. This does not necessarily make them insecure, provided that adequate precautions are taken. Public clouds can be a good choice for services such as web servers.

Private cloud is configured so that the internal network is isolated within a private IP address range that is only accessible by one customer with access usually via a Virtual Private Network (VPN) tunnel.

- The private cloud network may even use the same network address as the customer’s network.
- Private cloud requires a more sophisticated network and security setup using a VPN.
- Private cloud is useful for internal services such as accounting systems or print management.