

Is the cost of AWS clouding your bottom line?

Introducing **Uncloud** from Appioca.

What even *is* the “cloud”?

Heck if we know. And your customers certainly don't care whether their data is delivered from a cloud, a warehouse, a lake or some other meaningless marketing term. Data is served from servers in a datacenter. Call it whatever you want, and skip the payment to Amazon's marketing department.

Okay, then what's Uncloud?

- It's **half the price** and **more performant**.
- It's custom spec'd server hardware designed to fit your app.
 - Need a few tiny virtual servers? We got you.
 - Need ten servers with 40 CPU cores and a terabyte of RAM each? We got that too.
- It's world class managed hosting.
 - Our network operations team is watching your hardware around the clock.
- It's a secure and safe datacenter environment with 100% uptime.
 - Our servers are next to the servers of Fortune 500 enterprise customers. You'll be in good company.

How can Uncloud be so inexpensive?

It's not, it's priced reasonably! AWS is overly expensive. With AWS, you're paying for huge amounts of overhead. You are being nickel-and-dime'd for every byte of traffic that traverses their network, every CPU cycle your app consumes, and every megabyte of data stored on their hard drives. Everything is billable in the AWS environment, and everything and billed.

How can Uncloud be so performant?

One hyphenated word: bare-metal. Your app runs directly on the hardware. No virtualization hypervisor, no shared resources, nothing between the raw power of the CPU and your app. Plus, your servers can talk to each other via 10 gigabit per second ethernet for free.

How do I get started?

Tell us you're interested! We'll analyze your AWS usage and give you the data and pricing you need to make a decision.

It's time to **cut costs**.

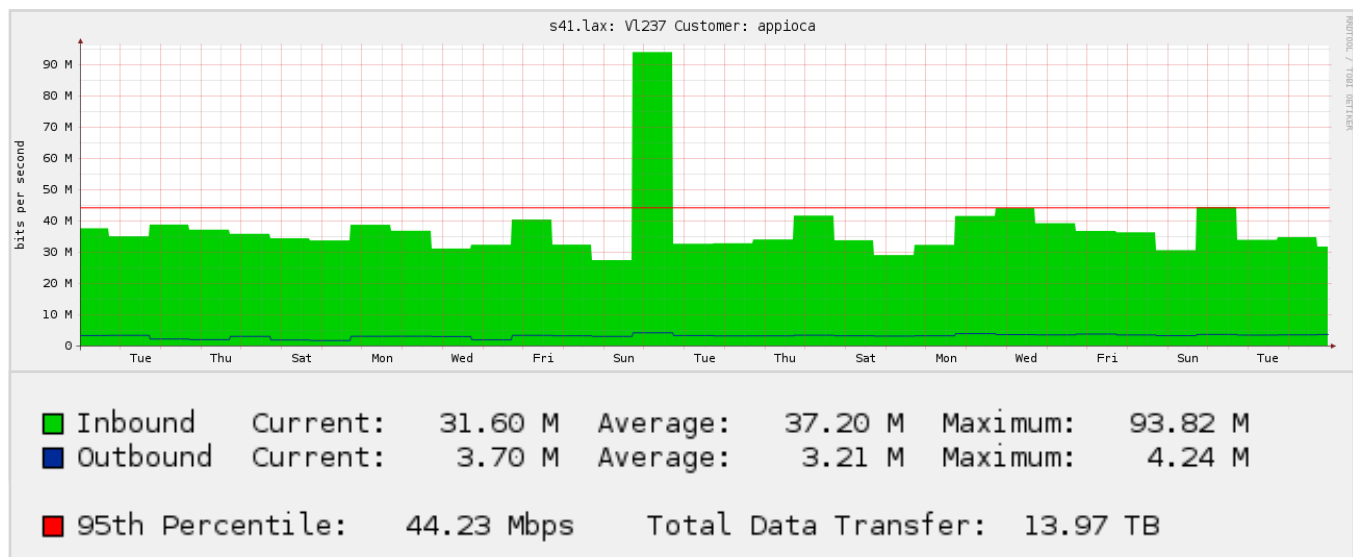
It's time to **boost performance**.

It's time to **Uncloud**.

Digging a little deeper...

What's wholesale bandwidth?

AWS charges retail rates for their data transfer, meaning they charge you for each byte that flows through their network's pipes out to your customers. Appioca charges based on the wholesale principle of 95th percentile billing. With 95th percentile, you pay for 95% of the size of the pipe you are using, not how much has flowed through the pipe. Let us explain:



The above graph shows a month's worth of network traffic from one of our clients. 95th percentile works like this: the amount of data flowing out to the internet is sampled regularly. At the end of the month, the top 5% of the samples are thrown away, and the customer is billed based on the remaining samples. See that giant spike in the middle? It took up less than 5% of the month, therefore the customer **didn't pay a cent** for that.

The bottom line sums it up: 13.97 TB of data flowed through a 44.23 Mbps sized pipe.

AWS would charge \$1,267.06 for that. We'd charge you a wholesale price of \$442.30.

If AWS is so bad, why does it even exist?

AWS and cloud services are good for some things, but if you find yourself running compute or database instances 24/7, it's time to **Uncloud**. Remember: **Uncloud** and the cloud work together seamlessly. Traffic spikes from when your app goes viral can be routed directly to traditional cloud resources via secure tunnel. In this hybrid approach, you'd be using the cloud for what it is designed for: scalable pay-by-use resources.

Ideal for AWS Cloud	Ideal for Appioca Uncloud
New applications with unknown requirements	Mature applications with known requirements
Spiky resource consumption	Predictable resource consumption
Part-time resource usage	Fully utilized resources

USE CASES – CLOUD VS UNCLOUD

So there you have it.

Contact us today and let's save some money.

Appioca LLC
info@appioca.com