

OpenStack as a Catalyst for Innovation, Resilience, and Cost Efficiency

Making the Case for OpenStack as a Strategic Business
Asset in Mexico and LATAM

Speaking the Language of C-Suite

- Addressing C-level priorities: growth, cost control, competitive advantage, and risk management.
- OpenStack as a transformative solution that directly supports these priorities.
- How OpenStack not only meets technical needs but also drives strategic value.

Cost & Control

- How OpenStack's open-source nature avoids vendor lock-in and licensing fees, offering long-term cost savings.
- Managing expenses (e.g., scaling infrastructure to meet demand without costly over-provisioning).
- Case study: how an organization achieved a clear ROI by reducing infrastructure costs with OpenStack.

Flexibility and Agility in a Dynamic Market

- OpenStack ability to support multi-cloud, hybrid, and edge deployments, allowing businesses to pivot quickly in response to market shifts.
- OpenStack enables businesses to adopt only the components they need, making it adaptable and scalable.
- Protecting against market disruptions and new competitive pressures by ensuring agility.

Innovation and speed to market

- OpenStack support for cloud-native architectures, which accelerates development cycles and enables rapid product innovation.
- Compatibility with DevOps practices, containers, and CI/CD pipelines, which support faster time-to-market.
- Examples of companies using OpenStack to quickly bring new products and features to customers, helping them outpace competitors.

Why choose OpenStack?

- How OpenStack provides unmatched control over infrastructure, allowing companies to customize configurations based on unique requirements like AI-enablement, CI/CD, Edge computing, Automation, etc.
- The value of open-source solutions in building proprietary differentiators or optimizing infrastructure for specific workloads.
- Control over infrastructure enhances data privacy and regulatory compliance, a significant factor for data-sensitive industries.
- How organizations gain autonomy over compliance with local regulations, ensuring adherence to data sovereignty and privacy laws.

Risk Mitigation: Security and Compliance

- Detailing OpenStack robust security features, emphasizing open-source transparency and community-driven security updates.
- OpenStack as a reliable choice for avoiding lock-in, which lowers the risk of sudden price increases or forced migrations (Vmware, AWS, etc.)

Transitioning: how to secure a successful adoption

- Adopting OpenStack in phases, starting with a pilot project to demonstrate value.
- Addressing C-level concerns by showing that OpenStack adoption can be low-risk and incremental, with options for support at each stage.
- Solutions to overcome the barriers: using managed services, partnering with third party, vendor support.

Closure: the Future-Proof Choice for Strategic Growth

- Benefits of OpenStack for fostering innovation, resilience, and strategic growth.
- OpenStack's position as a versatile and scalable choice for the present and future of cloud infrastructure.