

Leasing & Platform as a Service (PaaS)

Introduction

Virtualization is a steady trend now – most business have already adopted virtual infrastructures for data security and availability by the dozen these days. Those who haven't yet done it for some reason, are trying to catch up right now, looking for faster ways to introduce virtualization into their business. Virtual storage is what they start with, because it's a keystone of any virtualization process.

Problem

Virtualization projects usually require large upfront investments, making the CapEx reach for the stars with their stellar prices. Many companies just don't have sufficient IT budget to afford that. Thus, such companies either look for low-cost solutions or turn away from the idea of virtualization at all, both options being unfortunate.

Solution

StarWind offers a financing system for customer who do not want to buy the license and spend large sums upfront on their virtualization projects. There are two programs –

Platform-as-a-Service (PaaS) and **Leasing**.

PaaS is a way for companies to avoid high CapEx and the need to employ a cadre of IT people. StarWind offers its products “for rent” with support and maintenance services on quarterly payment basis, making the virtualized infrastructure cost reside completely in OpEx. This way the customer can link the price to the revenue movements and not worry about high license cost. Besides, PaaS can be terminated at any time. The customer either pays for service and gets it, or stops paying and terminates it – as simple as that.

Leasing works almost like PaaS, but allows the customer to redeem the license after 1, 2, or 3 years of monthly installments, depending on the chosen repayment plan. It's more expensive than PaaS, yet it basically offers the complete ownership as the full product price is repaid. After the term passes, the customer only pays for ASM, having his own license.

All StarWind products are available with Leasing option, while PaaS is an option for StarWind Virtual SAN and StarWind VTL only, for obvious reasons.

Conclusion

PaaS and Leasing are the answers to the basic problems of virtualization adoption among businesses, allowing them to acquire a virtualized storage infrastructure on a subscription basis.

In 2016, Gartner named StarWind “Cool Vendor for Compute Platforms”.

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