

Bare Metal Cloud (BMC)

What is BMC:

A cloud-native ready IaaS platform, Bare Metal Cloud delivers non-virtualized servers for superior performance of even the most demanding workloads. It is an ideal alternative to Public Cloud, offering improved hardware features and performance potential with the same level of flexibility and at similar prices. It offers fast deployment, easy provisioning, more security, lower costs, and is very easy to scale. Public clouds are multi-tenant, and VMs share physical servers, which can result in resource contention. Private, non-shared dedicated resources on BMC equal more control and security.

Give Bare Metal Cloud a test run for as low as for **as low as \$0.08/HOUR!**

Main features:

- Kubernetes enablement through Rancher integration.
- Flexibility to mix, match, and bundle services as needed, ensuring optimal use of resources.
- Avoids costly hyperscale certifications.
- Access to emerging hardware.
- Helps your clients scale as growth demands.
- Provides significant cost savings, up to 50+%.
- Quickly deployed.
- Accelerates your go-to-market time frames.
- Flexible and predictable billing models to improve cost control.
- Global availability in the U.S., Europe, and APAC.
- BMC is resource-based, AWS, Azure, GCP, etc., are instance-based.

Why phoenixNAP:

As a global IaaS provider, we offer partners [tailor-made turn-key Infrastructure-as-a-Service Solutions](#) that are scalable and opex-friendly. We provide a user-friendly experience, giving you enhanced control over your infrastructure environment, as you can reach out to us directly.

What are the market challenges:

- 1 **High Operational Costs.** When companies outgrow their Public Cloud configurations and need additional resources, infrastructure costs skyrocket and become more unpredictable.
- 2 **Vendor Lock-In.** Difficult to migrate to a new platform since the code and tools are tied to the Public Cloud vendor.
- 3 **Dedicated account team.** Not having a dedicated account team can make deploying complex environments challenging.

What is different and unique:

BMC Price Calculator:

We empower partners to help their clients choose the right configuration for their cloud workload and optimize costs and investments. Get an instant pricing estimate for the computing solution your clients need. As it is based on the type of app, performance goals, and IT budget, your clients can select different parameters in our Bare Metal Cloud calculator to get the exact and predictable price for their preferred instance.



Test it now!

Benefits for channel partners:

- ✓ Cloud repatriation to rightsize and optimize your cloud environment.
- ✓ Dedicated account team. Prompt & responsive.
- ✓ No min/max of deal registration.
- ✓ Evergreen commission. Earn on up-sells, cross-sells, deal registration & protection.
- ✓ Boost your MRR instantly. De-risk your business.
- ✓ Reliable, high-quality services at competitive prices.
- ✓ Pre-sales technical enablement, marketing support, and engagement.
- ✓ Diversify your portfolio with value-add services.
- ✓ Create new opportunities and a new sales pipeline.

 *Check out the video for more benefits.*

Your target customers:

- > **Need to manage a highly dynamic workload:** AI, game servers, big data, render farms, SaaS, DevOps, media transcoding; clients who need to scale and maintain control with predictable costs!
- > **Develop applications where database access time is critical:** Real-time analytics, high-performance SQL and NoSQL databases, virtualized workloads, big data analytics, HPC.
- > **Adopted Infrastructure as Code and agile DevOps methodologies:** CI/CD pipelines, build servers, Kubernetes workloads, machine learning, video streaming and encoding, ad serving.

Questions to ask:	
Question	Follow-up
Do you have a Dev-Ops Team?	▶ We have some exciting options to help them save and speed up performance. Who should I speak to?
Have you ever thought about getting away from managing your own infrastructure?	▶ Have you ever considered what it costs to house, power, and cool your infrastructure, keep the software current, and maintain staff?
What applications are on premise that could be in the cloud?	▶ What has prevented you from moving your apps to the cloud?
Can you quickly deploy new resources, scale dynamically, and rightsize your environment according to your needs?	▶ Would it be useful to have an infrastructure that can support your high-demand workloads, big data, and data that requires real-time processing?
Objections and rebuttals:	
Objection	Rebuttal
My clients moved all their apps to the cloud, and they have managed Backup for Microsoft Office 365.	▶ How is that working for you? Would it be beneficial for you to have a predictable cost structure vs. your current environment in the Public Cloud?
I can find a cheaper solution.	▶ Being the cheapest doesn't mean you are getting the right or the best quality solution. What's most important for your company: finding the right solution or the lowest cost option?
I'll get myself into a financial obligation that I can't support later.	▶ With the hourly and month-to-month billing model, you do not have to make long-term commitments. Compared to Public Cloud, BMC is less expensive and provides a better cost-to-performance ratio. The flexible billing models (hourly billing and monthly reservations) further add to the cost efficiency.

To register a deal, please reach out to us at partner@phoenixnap.com