



Solution overview

HPE V-OEM solutions and Nebulon, Inc.

The benefits of the public cloud, securely on-premises

Nebulon delivers a cyber resilient, cloud-like data center solution


Hewlett Packard
Enterprise

nebulon[®]

Solution overview

With the help of HPE V-OEM solutions, Nebulon deploys its **smartInfrastructure** on HPE ProLiant servers to help hybrid cloud enterprises deploy, manage, and maintain cyber resilient application infrastructure on-premises as simply and rapidly as in the public cloud.

Cyber resilient infrastructure, at scale

Many enterprises have a cloud-first strategy, fueled by the need to improve operational simplicity. Whether it is self-service provisioning ease or comprehensive infrastructure management behind the scenes, the public cloud provides an operating model that allows IT leaders to focus on their priority projects rather than the underlying infrastructure. However, while the advantages of the public cloud are clear, many organizations still have critical workloads that will continue to operate in their data centers.

Nebulon mission is to enable hybrid cloud enterprises to deploy, manage, and maintain cyber resilient application infrastructure on-premises at scale, as simply and rapidly as in the public cloud. The company was founded in 2018 on the principle that the cloud is an operating model—not a destination.

Craig Nunes, chief operating officer and co-founder of Nebulon explains, “We give our customers a public cloud experience in their own data centers.”

Headquartered in Fremont, California, the rapidly growing company has pioneered smartInfrastructure, an operating platform that delivers public cloud experience on-premises from core to edge for any application—containerized, virtualized, or bare metal.

The case for an **on-premises cloud** smartInfrastructure is server-embedded software that enables self-service provisioning, infrastructure management as a service, and enterprise-class shared and local data services. The software allows organizations to flatten their three-tier infrastructure to a more cloud-like, server-based data center. “This transition that comes with infrastructure cost savings of up to 40% and storage cost savings of up to 50%,” states Nunes. “And unlike traditional hyperconverged approaches, there is no data services overhead (often 20 to 25%), so you get 100% of the server for your application workload.”

Reduced hosting costs, improved security

Cybersecurity and the ability to secure the distributed edge appeal to many of Nebulon’s customers: IT leaders can address today’s elevated threat of ransomware for their on-premises infrastructure deployments. “One of the hallmark features of our smartInfrastructure platform is our four-minute ransomware recovery capability,” states Nunes.

Typically, when a ransomware attack occurs, recovery teams must rebuild the server infrastructure, restore backup data, and recover applications, all while the business is down—the average ransomware recovery takes 22 days.¹

The fact that the company offers its solution as a private cloud as a service is a win for managed services providers (MSPs) because it can reduce hosting costs and extend managed services both off- and on-premises. Nebulon provides an easy-to-customize cloud for MSPs, which strongly supports their security practices.

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– Craig Nunes, Chief Operating Officer and Co-founder, Nebulon

¹ “Average duration of downtime after a ransomware attack from 1st quarter 2020 to 3rd quarter 2021,” Statista, November 2021.

HPE OEM solutions: the right choice for Nebulon

Nebulon's smartInfrastructure includes a cloud-controlled on-premises data plane consisting of data processing unit (DPU)-like endpoints called services processing units (SPUs), which can be embedded in third-party servers, such as the HPE ProLiant servers. "Our customers need flexibility in their server configurations, and it wasn't plausible for us to integrate and sell the hardware ourselves," says Steve Crimi, vice president of business development for Nebulon, who works with partners to put together procurement, processing, and fulfillment processes.

Nebulon partnered with Hewlett Packard Enterprise through its V-OEM program to deliver smartInfrastructure to market. "HPE has incredible reach, a loyal customer base, and quality technology, which were all important to us since we were bringing something new to the market," says Nunes. "HPE leads in innovation in several areas, so for us, that's really a magical combination."

Through the HPE V-OEM partnership, Nebulon can market fully integrated solutions while working with an HPE authorized partner to transact and deliver the hardware. Nebulon chose to bring its offering to market through HPE V-OEM supplier, TD SYNEX, because of its global presence. Nebulon is responsible for driving product demand, and TD SYNEX fulfills and supports the integrated solution.

"The HPE V-OEM program allows customers to customize their HPE ProLiant servers with choice of processors, size of memory, and type of disk. Then our SPU is added, along with the cloud subscription, and TD SYNEX puts it all together as an integrated HPE solution," Crimi explains.

"Through Pathfinder, we received engineering assistance, a global support infrastructure, and more, and that is actually how we were introduced to the V-OEM program."

– Paul Brodie, Vice President Global OEM and Channel Sales, Nebulon

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Getting started with smartInfrastructure

Nebulon was introduced to the HPE V-OEM program during its participation in the Hewlett Packard Pathfinder program, which identifies and invests in category-leading startup companies. The value of the smartInfrastructure product was evident, as the solution does not require any server CPU or memory overhead.

"HPE is keen to develop a way for companies like ours to bring products to market" reflects Paul Brodie, vice president global OEM and channel sales for Nebulon. "Through Pathfinder, we received engineering assistance, a global support infrastructure, and more, and that is actually how we were introduced to the V-OEM program."

Now, the Nebulon solution provides centralized data plane updates for all Nebulon-based servers across the enterprise. This task can complete in minutes, which reduces time spent on software and firmware updates by 90%. Organizations realize all these benefits without adding a new data center vendor. "Being able to manage a heterogeneous infrastructure environment—HPE servers and whatever other servers are sitting next to them—in one unified way is a great value for our customers," confirms Nunes. "They don't want one kind of cloud for HPE and a different cloud for the others. They want one cloud that works across everything, and we offer that."



Solution overview

Customer at a glance

Solution

Cyber resilient, cloud-like data center solution

Hardware

HPE ProLiant DL380 Gen10 and Gen10 Plus server

HPE ProLiant DL385 Gen10 Plus and Gen10 Plus v2 servers

V-OEM partner

TD SYNnex

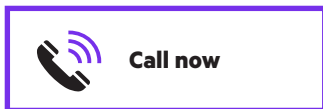
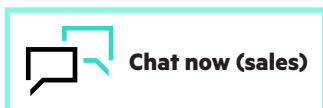
HPE OEM solutions and Nebulon solution benefits

- 99.99% less time spent in ransomware recovery²
- 33% reduction in infrastructure costs³
- 90% less time spent on firmware updates⁴

² [Four-Minute HPE ProLiant Server Ransomware Recovery; Nebulon TimeJump](#)

^{3, 4} [Nebulon Introduces smartInfrastructure Support for HPE ProLiant Servers with AMD EPYC Processors](#)

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When asked what's next in store for Nebulon and HPE, Nunes mentions the similarities between his company's business model and that of HPE GreenLake, which delivers infrastructure as a service on-premises. He says, "We're working through both the V-OEM and GreenLake teams to figure out how to best connect those dots. It would be a wonderful alignment for HPE customers from a value perspective: they would have a choice of how to consume Nebulon, just like the rest of their HPE portfolio."

About HPE V-OEM solutions

HPE developed the V-OEM program in alignment with its channel partners worldwide to help OEMs market fully integrated solutions, without being explicitly involved in the hardware. OEMs with V-OEM agreements still sell their solutions but benefit from a trusted HPE authorized partner to transact and deliver the hardware component. Having less engagement with the hardware means the potential impact of hardware margins on OEMs is reduced, and they can instead free up funds for digital transformation to maintain a competitive advantage.

With support from HPE channel partners, the HPE V-OEM solution offers OEMs and their customers the stability and reliability of HPE technology, with consistent hardware, software, and support anywhere in the world. With this global reach, OEMs have increased scalability options and greater flexibility, helping ensure their businesses can grow and respond to market demand and deploy solutions faster.

Company overview

About Nebulon

Nebulon, Inc. offers server-embedded, infrastructure software as a service, which delivers the benefits of the public cloud experience, on-premises from core to edge for any application—containerized, virtualized, or bare metal. Nebulon smartInfrastructure provides self-service infrastructure provisioning, infrastructure management as a service, and enterprise-class shared and local data services. Nebulon is headquartered in Fremont, California, with offices in Seattle, London, and Belfast.

About HPE

HPE is the edge-to-cloud company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere. Built on decades of reimagining the future and innovating to advance the way people live and work, HPE delivers unique, open, and intelligent technology solutions, with a consistent experience across all clouds and edges, to help customers develop new business models, engage in new ways, and increase operational performance.

Learn more at

hpe.com/us/en/oem/virtual-oem.html

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