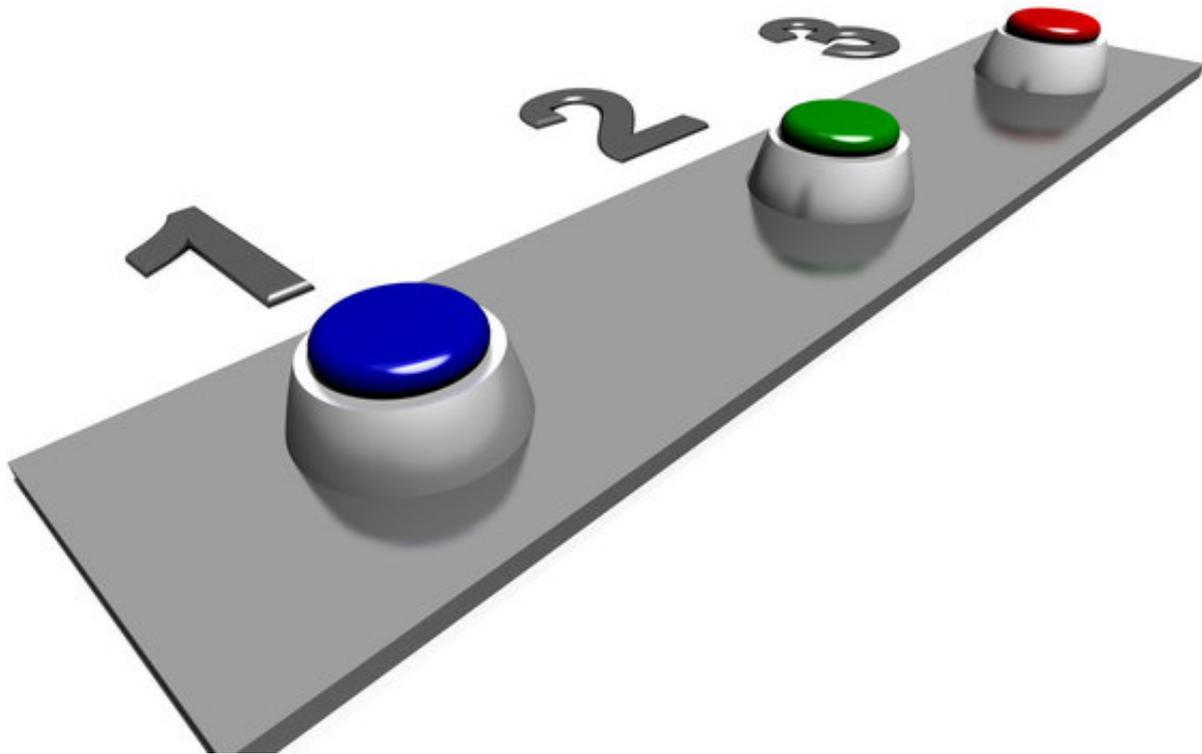


CloudJumper launches cloud hosting alternative

MSP explains why WaaS offering is more appealing than hosting on its own or via larger players



Scharon Harding

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Workspace as a service (WaaS) platform vendor CloudJumper has introduced the CloudJumper Channel Partner Program.

The program targets IT service providers, including MSPs, ISVs and agents, and includes nWorkSpace - a WaaS solution for offering cloud desktops, data, hosted apps and what CloudJumper calls "complete" IT workspaces. The offering also allows partners audibility to ensure compliance with SLAs, the vendor said.

According to Frank Pulliam, director of managed services at Gainesville, FL-based CloudJumper MSP partner Communication Systems Incorporated (ComSys), the announcement addresses a problem ComSys has battled for the past two years. He points to various cloud hosting options, including the MSP doing the hosting itself, Amazon Web Services (AWS), Citrix and VMware, and says it's been hard to find something to satisfy its diverse customer set.

"We've never really been able to settle on something that was kind of a 'one size fits all'," Pulliam told *Channelnomics*. "This is the closest thing we found to 'one size fits all!'"

Pulliam further explained that considering the various verticals ComSys services and that 80 percent of a client's needs come down to more than applications and include areas like the specific hardware on site and local network needs, it's been challenging to find a sufficient hosting technology.

And when it comes to hosting its own environment, Pulliam says that remote desktop services ComSys could stand up on its own (either in its own datacenter or within another provider's datacenter), would not scale, while CloudJumper's offering does.

"If we stood up our own remote desktop environment, every time we take on a new client, they're going to have something new that we haven't seen before, and we [would] have to come up with a way to address that," he explained. "You build it as you grow; you don't have to invest \$50,000 - \$100,000 into your own environment - not to mention having staff and knowledge in-house to be able to do that."

Indeed, the talent shortage is top of mind for MSPs in this space, according to Max Pruger, chief sales officer at CloudJumper, who pointed to difficulties in acquiring the over eight different skill sets required, such as server expertise and network engineers.

"The challenge most MSPs face is they don't have those skill sets in house in order to deliver that service. The smaller MSPs [don't] have the skill set to deliver this. There are very few companies that can do it...," Pruger told *Channelnomics*, adding that larger MSPs are failing to delivering WaaS at a cost that makes sense for them.