

# Expand MSP Portfolio Revenue with Hybrid Cloud Self-Service

Morpheus is a multi-tenant hybrid cloud management platform that enables cloud MSPs to differentiate themselves with a unified approach to self-service application provisioning, governance, and brokerage across private, hosted, and public clouds.



**MORPHEUS**

## As cloud usage grows, so does the opportunity for cloud MSPs to position themselves via differentiated services

MSPs must have competencies including technical leadership, industry specialization, geographic and provider coverage, pricing, application expertise, and platform tooling.

Unfortunately, even the largest providers have trouble completely covering all of these dimensions. They must decide which areas can be developed internally but also partner effectively where appropriate.

Application and platform tooling is one area where providers have tried to develop their own tools only to find them brittle and difficult to maintain at the speed required.

## It's hard to maintain platform tooling in an always changing hybrid IT landscape

- MSPs often have technical debt, fragmented infrastructure, and other headwinds that impact service delivery speed.
- Hypervisor technologies from VMware, Red Hat, and Microsoft by themselves do not enable elastic and self-service MSP cloud.
- VM automation isn't enough. Customers have embraced containers and cloud-native services for next-gen research applications.
- Bridging customer, MSP, and public clouds in a single unified platform is virtually impossible with home grown tools.
- The variety of cloud options and application architectures compound the challenge and expose major IT skill gaps.

## Morpheus Data is the market leader in persona-based cloud management and unified operations orchestration.

Recognized as a Leader by Gartner, Forrester, GigaOm and others, Morpheus has received best-in-class marks for provisioning, governance, and cloud brokerage.

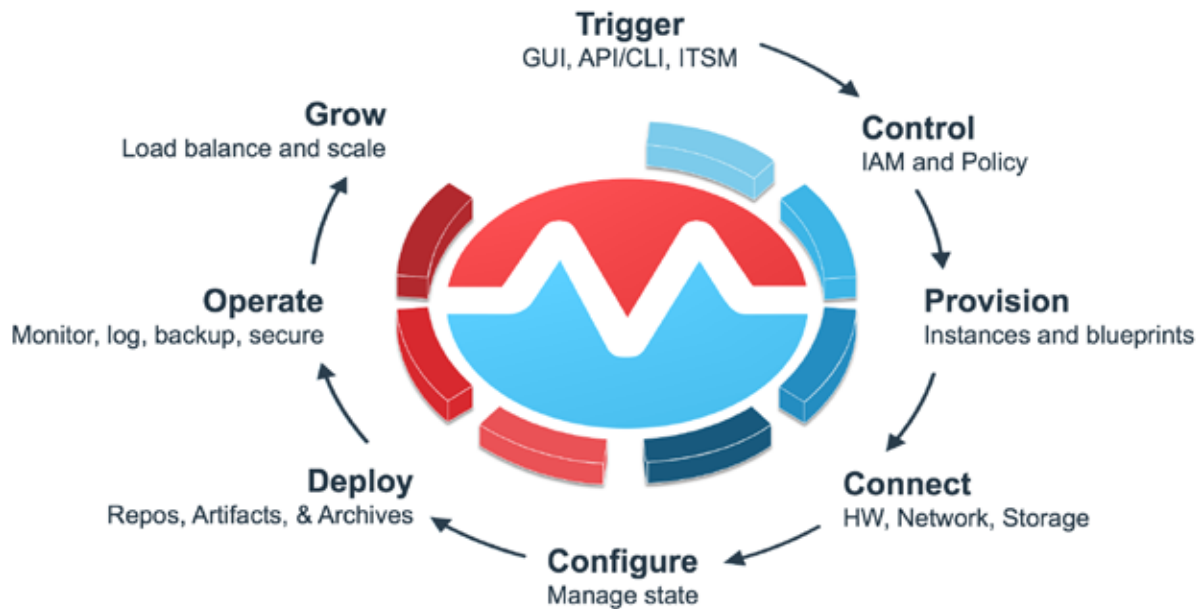
With MSP clients managing hundreds of tenants and thousands of workloads, Morpheus has enabled hybrid cloud service delivery and competitive differentiation for Fujitsu, Exponential-e, Lumen, and others.

## What is PERSONA-BASED hybrid cloud management and how is it different?

It means Developers, IT, Security Professionals, and Product Teams each get their self-service needs addressed without any compromise.

- A friendly white labeled interface for multi-tenant self-service and reporting across virtually any private, hosted, or public cloud.
- Flexible catalog builder with items ranging from a basic operating system, individual application service, or full multi-tier stack.
- Workflow and Job engine to simplify day-2 operations and enable GitOps style workflows using a range of task types.
- Built-in CNCF-certified Kubernetes (K8) cluster management and integration to popular external K8 and Docker services.
- Native blueprints and infrastructure-as-code plus the ability to enhance tools like Ansible, Terraform, CloudFormation, ARM, etc.

# Automate service delivery lifecycles for MSP tenants



## Why is Morpheus the unified operations orchestration choice for MSPs and CSPs?

It gives MSPs the ability to rapidly launch new services through automated on-boarding and self-service. With a 100% agnostic approach it eliminates the cost and risk of vendor lock-in, enabling MSPs to give customers flexibility.

Plus, with more built-in integrations than any other platform, Morpheus can be up and running in an hour, including connections into ITSM and CMDB, Identity Management, IPAM, DNS, Configuration Management, Backup Tools, Logging, Monitoring, and more.

## How does Morpheus work?

Morpheus has all the discovery, governance, reporting, and automation hooks to quickly create shared clouds from hypervisors like VMware and Nutanix while managing access to Public Clouds from AWS, Azure, GCP, etc.

It brings those integrations together into a logical framework for automating and managing the full application lifecycle. This speeds delivery and mitigates the risk associated with MSP employee churn.

Morpheus was built from the ground up with a multi-tenant architecture for MSPs. Through fine grained role-based access, security and workflow approvals, Morpheus enables MSPs to provide governance and compliance for security focused customers.

MSPs have the ability to easily manage billing and maintain customer intimacy through a white labeled interface that can be customized for each client.

In an increasingly commoditized world MSPs can move away from 'me to' scenarios to offer customers a differentiated solution.



## An example of how Morpheus helped leading European provider Ficolo - an MSP for other MSPs and SaaS providers

Needed to provide multi-tenant shared cloud in hosted datacenter, brokerage to public clouds, and automation for SaaS developers.

Ran a 6-month evaluation of different CMPs, selected Morpheus as a compliant, proven, and agnostic automation tool that did not require changing hypervisors and hardware.

Following an initial rollout and co-engineering with Morpheus, Ficolo can fully automate setup of cloud capacity for new tenants.

Using API automation they can spin-up a dedicated Morpheus instance along with new services, monitoring, backup, and other services for a full technology stack.

## UNIFIED: Because simple always wins

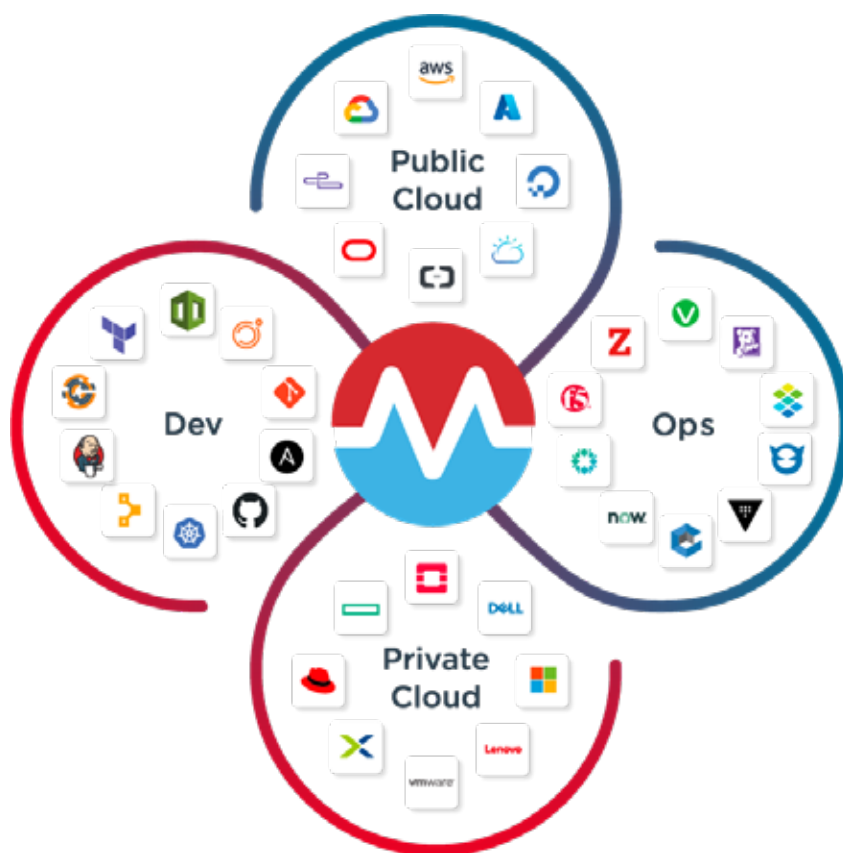
Bridge the gap between teams and technology plus assure transparency and visibility of resource utilization. Get more value from IT investments by linking tools in a single converged framework.

## AGNOSTIC: Because who likes lock-in

Provide consistent operation across hypervisors, container platforms, and cloud services with freedom to mix-and-match technologies without sacrificing the benefits of native API access.

## RESPONSIVE: Because things change

Utilize a built-in library of nearly 100 codeless integrations or embrace whatever comes next via an extensible plug-in architecture and virtually limitless task automation and workflow engine.



*“Morpheus is ideal for centralized management and automation. We think it is still the best product in the market.”*

*It has helped us to build our private cloud, hybrid cloud infrastructure, and wholesale capacity offerings.*

*Morpheus definitely brings us new business opportunities. It is an important and core part of the product portfolio.”*

*Seppo Ihalainen  
CEO and Co-Founder  
Ficolo*

Learn more and get a demo at [www.morpheusdata.com](http://www.morpheusdata.com)

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