



Company Overview

Executive Summary

Delivering the *Continuously Integrated Data Center* software using multi-vendor commodity “bare metal” hardware.

The RackN software platform **completely automates data center configuration**. RackN starts with the physical server bootstrap, BIOS/RAID configuration and installation of virtualization and advanced workloads on commodity infrastructure without specialized operators or technicians.

Our **multi-site management capabilities** transform globally distributed facilities into centrally controlled infrastructure without compromising site autonomy.

Unlike managed services, RackN is **operator managed behind the firewall**. We let customers keep control while providing a deep library of proven standard operating practices to completely manage the physical layer.

A Platform Approach

Our fourth generation, Digital Rebar Platform has a deep feature set proven in the enterprise and on the edge.

We support production deployments and a global community of users. As a software company, we focus on building a generally available product with minimal customization. Our commercial focus is on license sales with training and consulting to support customer pilots, prototypes and full scale roll-outs.

The RackN data center automation takes an integrated platform approach.

Other companies offer tools that overlap with RackN, but no other company has matched our combination of physical control, provisioning, configuration, workflow and multi-vendor support as an on-premises product. This integrated capability provides an unmatched advantage.

Company Vision

Our vision comes from a belief in the transformational power of automation for managing the IT physical layer (aka bare metal).

We improve data center operations by making advanced techniques from cloud operators accessible at any scale.

We are a founder-owned, profitable software company specializing in data center automation based in Austin, Texas, serving Fortune 500 customers across the globe.

The RackN team has made careers in data center infrastructure and automation. We were founded by engineers who experienced the challenge of data center operations with companies like Dell, IBM, Netapp, Symantec, USMC. And we've been founders at start-ups in the infrastructure space building leading cloud, networking and storage capabilities.

Technology Advantage

We make it simple to build, test and package new capabilities for zero-touch and remote deployments by non-technical users.

The RackN platform automates the full lifecycle of physical layer infrastructure from first boot, verification and configuration through to completely installed virtualization and applications. Our software uses portable system manifests to deliver a self-contained, in-field service at the physical layer without external networking, specialized hardware or As A Service (aaS) management.

We create an air-gapped bare metal cloud: our offerings are behind the firewall only. There is no managed service or cloud component for RackN software.

In cases where wide-area networking (WAN) is available, RackN offers a self-managed multi-site federation that creates a single view of edge remote data centers and allows automation to be easily updated. This capability also works for intermittently connected sites.

RackN software provides integration and infrastructure control for commodity components using their current control APIs.

Since we're a software only solution, that means working with customers' existing hardware vendors, networking, operating systems and configuration tooling. No specialized gear or virtualization layer is required.

Platform Benefits

Our integrated platform provides significant advantages over a patchwork of tools approach.

Speeds Deployment: RackN will greatly reduce the post-cloning time required by operators to deploy systems to the field by automating the process to remove human intervention. While it's working, operators can monitor progress on an integrated role-based Web UI.

Enables Redeployment: Our continuously integrated data center tooling makes it simple to patch and update existing infrastructure. RackN dramatically improves data center resiliency by eliminating the cost, time and risk of resets.

Reduces Operator Effort: System discovery and verification, an integrated part of RackN processes, allows applications to seamlessly detect an air-gapped bare metal cloud adapt to the field environment. This closed loop automation eliminates operator work during the delivery.

Use Legacy and Commodity Infrastructure: The platform already includes integration with many of the technologies operators currently implement (Puppet, VMware, etc.) which enables rapid deployment through Immutable Automation which allows a "Target State" to be defined and achieved with little to no human intervention.

Truly Heterogeneous: RackN supports a wide range of server vendors (Dell, HPE, Lenovo, Cisco, Supermicro, etc) to install your current operating systems (Windows and Linux) and platforms (VMware, Kubernetes, and others). While not required for lifecycle management, we often leverage existing configuration management scripts (Puppet, Ansible, Terraform, etc).

API Driven: RackN provides multiple ways to access our system interface depending on role:

- Most operators use our full featured, interactive Web UI
- Advanced users will also work with our multi-platform CLI and REST APIs
- Operators get streamlined views of Web UI for narrow use-cases based on their role.

Multi-Site Federation: RackN unique evented API and "infrastructure as code" management approach allows operators to create a single pane of glass console spanning geographically distributed data centers. Our unique design never compromises site autonomy: each site operates without any outside management. Centralization is a benefit, not a requirement.

Conclusion

With RackN, every company is smart enough to manage their own infrastructure in a fully automated way. We have broken the cloud provider barrier by bringing hyperscaler caliber platforms to operators at any scale. Try it for yourself at <https://portal.rackn.io>!

To learn more about our specific capabilities, please see our *Key Features and Differentiation Document*.