

Adria Forum 2025

Cloud on your terms

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KING ICT
INFORMATION & COMMUNICATION TECHNOLOGIES



Cloud on your terms

or

How a system integrator leverages the VMware stack to deliver hybrid cloud solutions

The Modern Cloud dilemma

Finding the right path in a complex landscape

Everyone today faces a critical choice when it comes to cloud strategy, often caught between two extremes

Global hyperscalers

Pros: massive service portfolio, global reach

Cons: unpredictable costs, risk of vendor lock-in, generic support, data sovereignty concerns (GDPR, US Cloud Act)

Traditional local hosting:

Pros: local presence and support

Cons: often an "advanced hosting", or a VPS, not a true cloud experience, which means lack of self-service, questionable scalability, slower technological adoption

Is there a third way that offers the best of both worlds?

Presence and scale

Vendor lock-in?

Unpredictable costs?





The third way: a system integrator-powered cloud

Combining global technology with local expertise

The optimal solution lies in partnership. A seasoned system integrator, leveraging a standardized, enterprise-grade stack, can bridge the gap.

Built on a foundation of VMware technology, this model delivers "Cloud on Your Terms" for everyone

For Customers

A true cloud experience with the flexibility, security, and partnership of a local expert, who understands customer's business context

For Partners

An opportunity for niche partners to deliver own value-added services on a proven, multi-tenant platform without the massive investment of building a cloud from scratch



The core engine: VMware Cloud Director (VCD)

*As the heart of a true multi-tenant, hybrid cloud,
VCD transforms a robust infrastructure into a genuine, self-service cloud*



True multi-tenancy

VCD provides complete logical, network, and security isolation for each customer, ensuring that they see only own resources in their own private environment



Self-service portal

Empowers users to manage their own resources – from VMs and networks to firewalls and load balancers – without needing to open a support ticket



Foundation for hybridity

Because it's built on the VMware stack that powers most on-premise data centers, VCD makes hybrid scenarios seamless: extend data centers, implement DRaaS, or migrate workloads with ease





An extensible ecosystem: the power of integration

More than an island: a hub of integrated services

A cloud platform's value grows with its ecosystem. VMware Cloud Director is designed for extensibility, allowing us to integrate best-of-breed third-party solutions directly into the platform.

Some of key integrations on KING Cloud are:

Veeam

Fully integrated BaaS and DRaaS enable managing own backup and replication tasks directly from VCD, leveraging a proven BCDR solution

Cloudian

For scalable, S3-compatible storage, we have integrated Cloudian to offer Object Storage as a Service. This is ideal for unstructured data, archives, and cloud-native application development



Navigating change: Broadcom and the VCF Future

Embracing evolution for a stronger platform

Transition to VMware Cloud Foundation (VCF) is an opportunity for an even more resilient and powerful cloud



The Mandate We recognize the requirement to migrate to VCF within the designated timeframe



Our Plan We are actively planning the integration of VCF 9.0 into our multi-site cloud infrastructure. This isn't just a compliance step; it's a strategic upgrade



The Key We will continue to run VCD on top of VCF 9.0. This ensures retention of powerful multi-tenancy, self-service, and hybrid capabilities our customers and partners rely on. It also preserves the rich ecosystem of third-party integrations like Veeam, Cloudian and others



Benefits for customers: solving the hyperscaler challenges

Control, clarity, and compliance

KING Cloud, powered by VMware, directly addresses the common pain points of global clouds

No vendor lock-in

Built on the enterprise standard VMware stack, making migration in – and out – significantly simpler. All customer data remains portable

Predictable costs

The billing is transparent and straightforward. You pay for what you reserve, without hidden fees for network traffic or disk operations, making OpEx predictable

Data residency & sovereignty

With all data stored in two Tier III/IV data centers in Croatia, we guarantee GDPR compliance and data residency. All data is protected by local and EU laws

Local expert support

Our team of 100+ engineers provides 24/7 support in local language, with a deep understanding of customer's business and local context



Benefits for customers II: a true cloud experience

Beyond hosting: enterprise-grade capabilities

We provide the technological maturity and advanced features that go far beyond what traditional local hosting can offer

True scalability

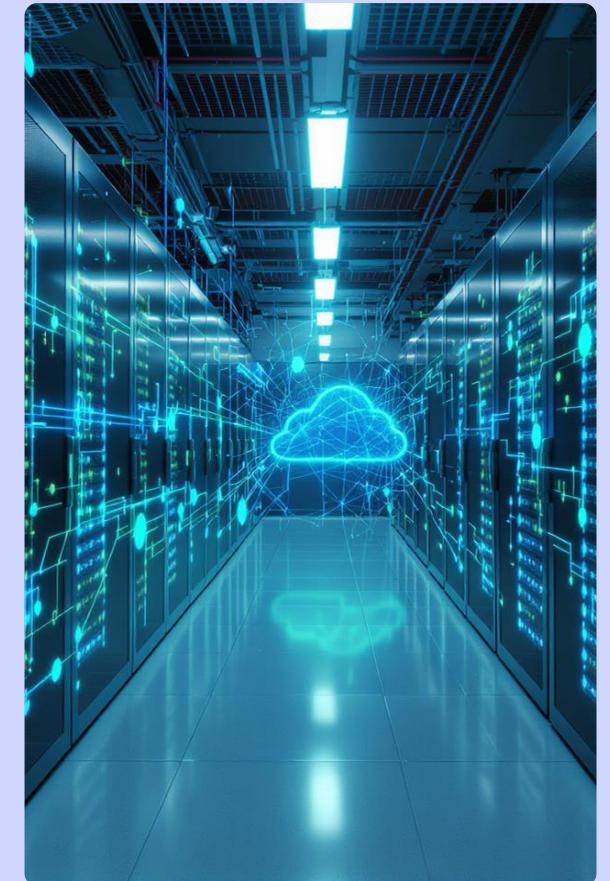
Flexibly adjust resources up or down on demand to meet real-time business needs

Advanced networking & security

Leverage integrated services like VMware NSX for micro-segmentation and firewalling, and VMware AVI for enterprise-grade load balancing and WAF capabilities – all configurable via the self-service portal

Technological maturity

Our platform is built on an enterprise-grade hardware and software foundation with continuous investment in technology and expertise, ensuring high reliability and performance



Benefits for partners: a platform for success

Leverage our cloud, deliver own value

KING Cloud, built on VCD, is also a powerful enabler for fellow system integrators and technology partners

Accelerate time-to-market

SI can offer customers advanced cloud services (IaaS, DRaaS, BaaS) without the cost and complexity of building and maintaining their own infrastructure

Focus on core expertise

SI concentrates on unique value-added services – application development, managed services, consulting – while we manage the underlying cloud platform complexities

Create branded, multi-tenant offerings

Use the power of VCD to create isolated environments for own customers, allowing delivery of tailored, secure, and even white-labeled cloud solutions

Expand portfolio

Seamlessly add enterprise-grade disaster recovery, backup, and S3 storage to the service catalog



Our service portfolio

A complete stack for all business needs

From foundational infrastructure to advanced services, we provide the building blocks for digital transformation

Foundation

Cloud Tenant Organization & Virtual Data Centers

Compute

Cloud Servers (IaaS)

Container as a Service (CaaS)

Storage

High-Performance Block Storage

S3-Compatible Object Storage

Business continuity

Backup as a Service (BaaS)

Disaster Recovery as a Service (DRaaS)

Network & security

Advanced Firewalling, VPN, Load Balancing, WAF, DDoS Shield

**Compute,
Networking &
Security**

BCDR

**King ICT XaaS
offering**



Case in point: KING Cloud today

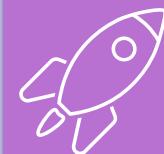
Experience, technology, and local presence in action

Our commitment is backed by a concrete, mature, and certified platform



Robust infrastructure

Two Tier III/IV data centers in Croatia ensure high availability and full redundancy



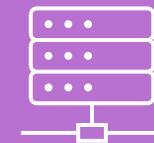
Proven expertise

Built on 20+ years of system integration experience and supported by over 100 engineers



Certified security & compliance

We are ISO 27001, 27017 (Cloud Security), and 27018 (Cloud Privacy) certified, guaranteeing our commitment to the highest standards



Comprehensive service portfolio

A wide range of services: from IaaS, CaaS to Object Storage, BaaS, and DRaaS
...and other XaaS offering from King ICT: SOC, SIEM, GRC, Helpdesk...



Summary: your cloud, your partner, your terms

The power of a VMware-based SI cloud

The partnership between a dedicated system integrator and VMware creates a unique and powerful cloud proposition

For customers, it means:

- **no compromises:** get the flexibility of the cloud without sacrificing control, security, or data sovereignty
- **a true partner:** work with an expert team that understands your entire IT landscape, from on-premise to cloud

For partners, it means:

- **an accelerator:** a platform to build upon, enabling you to deliver more value to your own customers, faster

*KING Cloud is the tangible result of this model: a secure, reliable, and local foundation for our mutual digital future, delivered **on your terms***





Let's talk about your challenges

- **Get in touch and see a demo**
- Discuss your specific challenges with our cloud experts
- Visit us at our booth for a **LIVE DEMO** of the KING Cloud portal
- Schedule a one-on-one meeting tailored to your needs

Contact:

cloud@king-ict.eu

Explore:

<https://portal.king-cloud.eu>

<https://king-ict.eu/king-cloud/>



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Thank You