Why Choose CoreStack for Cloud Governance?

10 Ways CoreStack Stands Apart

By Sri Chandrashekar, Chief Digital Officer, CoreStack

Cloud is at the heart of any digital innovation. However, its real power continues to go widely unrealized due to operational complexities, security fears, and unpredictable costs – challenges that are multiplied in multi-cloud environments. At CoreStack, our goal is to empower enterprises to overcome these challenges and leverage best-of-breed cloud services like AWS, Azure, GCP, and OCI with the least friction possible.

To achieve this goal, we focus on delivering a NextGen Cloud Governance solution that is uniquely differentiated and delivers transformational value to our customers and partners. Our cloud-native platform enables enterprises to accelerate innovation by helping them automate operations, optimize usage, control costs, and achieve continuous compliance. In short, our cloud governance capabilities give today's enterprises the confidence they need in order to go faster and further with the cloud – to take the bold actions that will help them accelerate their digital ambitions.

Why should an enterprise or channel partner consider CoreStack when thinking about cloud governance? The reasons are as unique as the companies we serve. But in this white paper, I'm going to explore ten. Here are ten ways CoreStack stands apart in the cloud governance landscape – ten ways CoreStack can help you Cloud with Confidence™.

1 **We are cloud governance pioneers.**

As pioneers of the multi-cloud governance sector, we've brought thought leadership to cloud governance from day one. While others did not yet acknowledge that such a segment was necessary, CoreStack was already paving the way for it. We've been at it longer, so we know more about it and have invested more in it. We have a vision for cloud governance and, more importantly, we're bringing it to life.

All along, CoreStack has been designed, architected, and built as a multi-cloud governance platform. So, whether it's with FinOps, CloudOps, SecOps, or Well-Architected Assessments, CoreStack can help you govern your cloud resources as a model cloud citizen. We will help you ensure those resources are compliant, and we will help you optimize and operate those resources more efficiently and effectively than any other competitor.

Industry analysts have consistently called out CoreStack's innovation over the last three years. Gartner named CoreStack one of the Cool Vendors in Cloud Computing in 2019, followed by recognition in the Magic Quadrant for Cloud Management Platforms in 2020 and recognition in the Market Guide for Cloud Management Platforms in 2021. IDC recognized CoreStack as an Innovator in Multicloud Management in 2020.

More recently, Frost & Sullivan gave CoreStack the Competitive Strategy Leadership Award in 2022, and Forrester recognized CoreStack as a Strong Performer in Cloud Cost Management and Optimization in the 2022 Forrester Wave Report. CoreStack has also been ranked the 78th fastest growing company in North America on the 2022 Deloitte Technology Fast 500 list, reflecting 2,207% growth in the three-year ranking period.

2 **Our platform is unique.**

CoreStack was built from the ground-up as an enterprise SaaS product to provide multi-cloud governance. Once given access to a customer's cloud accounts, and once we discover all the resources associated with those cloud accounts, we address all aspects of those cloud resources, including cost, compliance, governance, security, and operations.

What's more, we continuously connect to these cloud resources to provide up-to-date, continuous visibility and compliance, cost, and security posture, and to provide recommendations and remediations to optimize and better use resources.

This approach not only reduces cloud costs, improves compliance, and enhances security, it also enables better control of multi-cloud environments, enables optimization of those resources, and minimizes chaos. Unlike some of our competitors, we do not require multiple sources of truth to cover all these aspects of cloud governance. We have a single system of record that we call Cloud Resource 360, or CR360. Whereas some vendors have multiple products with multiple backend systems that may have to be synchronized and aligned, CR360 alone supports all cost, compliance, governance, security, and operations activities.
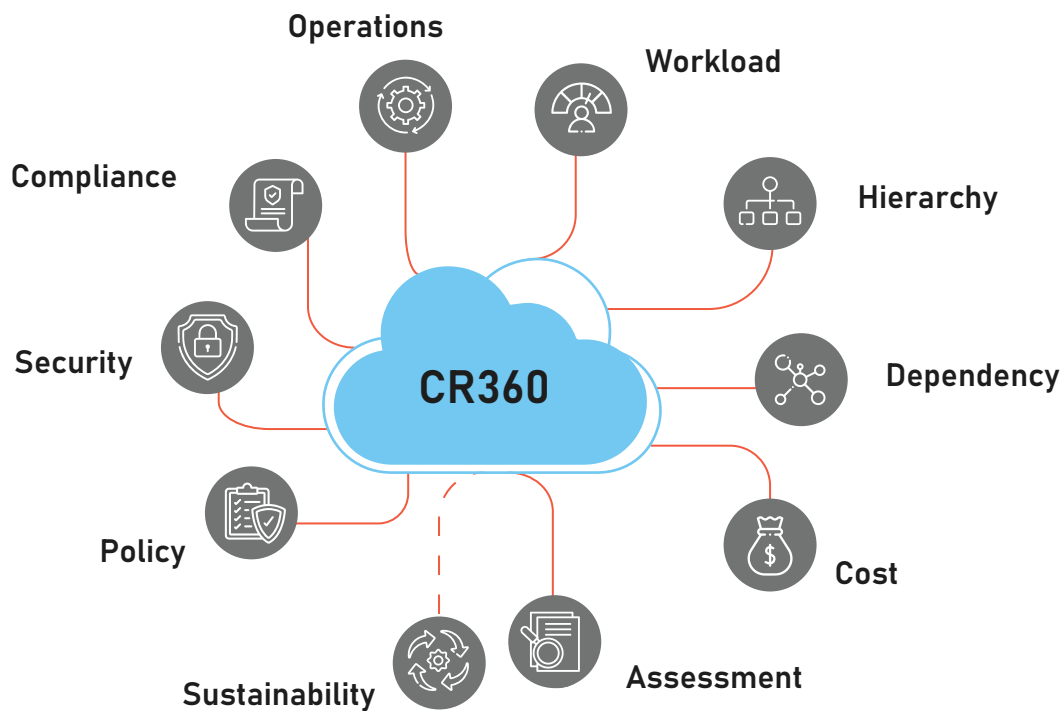
Our policy engine is another key differentiator. CoreStack supports 22 different regulatory standards, including NIST 800-53, FedRAMP, CIS, PCI-DSS, HIPAA, ISO27017, GDPR, SOC 2, and FIPS, and the platform offers a rich repository of more than 2,000 policies mapped to those standards, any of which can be scheduled or executed on-demand. Unlike some of our competitors, however, we also allow customers to implement custom policies.

Many enterprises have their own compliance standards that align with specific organizational requirements, and these standards require customized compliance policies. We allow customers to bring in those policies or leverage generalized (abstracted) CoreStack policies, whether for cost, compliance, security, or operations. Of course, CoreStack also provides guidance on remediation. In fact, where allowed by the hyperscaler, CoreStack can remediate issues automatically.

3 **We take a NextGen approach.**

Cloud governance has come a long way, from basic cloud management to more proactive governance across multi-cloud. However, many enterprises are still struggling to accommodate broadening cloud usage, increasing consumption complexity, and higher levels of technical sophistication from cloud vendors. As a result, the cloud governance landscape today reflects multiple point solutions, mushrooming data in silos, and exploding cloud spend.

CoreStack takes a NextGen approach to addressing the challenges of this landscape. Superseding first-generation cloud governance capabilities, it harnesses AI and ML technologies, it abstracts complexities, and it fronts the innovation curve. CoreStack provides a NextGen Cloud Governance platform that is Continuous, Holistic, Autonomous, Invisible, and Nimble – what we call CHAIN.

C CONTINUOUS

H HOLISTIC

A AUTONOMOUS

I INVISIBLE

N NIMBLE
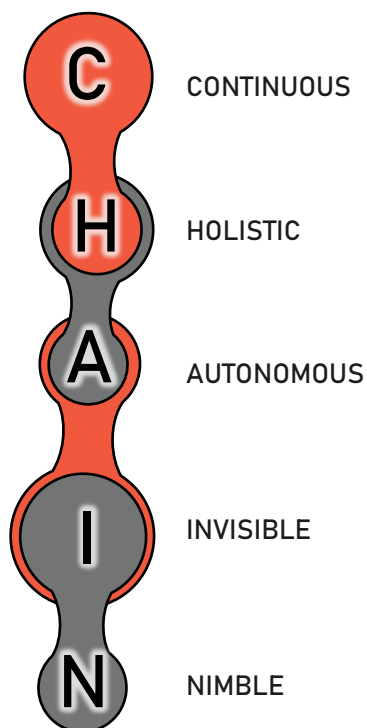
NextGen is not a buzzword at CoreStack – it's part of the DNA of who we are and the lens we apply to all we do. Cloud governance is the new frontier that organizations need to master, and NextGen is how it will be done.

4 Our platform is connectorless.

Today's enterprises are rapidly embracing multiple cloud services, including IaaS, SaaS, and PaaS, as well as multiple operational tools such as monitoring, logging, security, configuration management, etc. As a result, there is an increasing need for efficient orchestration across these multiple services and tools. Many organizations adopt cloud-native declarative domain-specific languages (DSLs) for provisioning and orchestration, but this approach has several limitations. Namely, cloud-native DSLs typically don't support discrete actions on cloud resources, only support orchestration of services and resources native to the platform, and don't support orchestration of on-premise infrastructure or third-party tools.

CoreStack has overcome these limitations by developing a patented system and method for interoperable DSL that enables orchestration of multiple cloud platforms and services providers. What does this "connectorless" approach mean for our customers and partners? It means that, as hyperscalers add more capabilities to their cloud offering and offer support for more standards, including Well-Architected Framework, the CoreStack platform can quickly integrate those capabilities, bypassing the typical time-intensive development cycles that other vendor tools require.

5 We provide flexible deployment options.

CoreStack can be deployed wherever the customer or partner wants it, as determined by requirements for data sovereignty, data isolation, or any other business reason. This flexibility gives customers and partners freedom as well as peace of mind.

CoreStack deployments fall into four broad configurations:

- A shared deployment in CoreStack's SaaS cloud. This deployment is the default for most customers and partners.

- A dedicated deployment in CoreStack's SaaS cloud. The customer or partner gets their own backend database, ensuring complete data isolation.

- A dedicated deployment in the customer or partner's hyperscaler account.

- A dedicated deployment in a customer's or partner's private cloud – behind their firewall.

We can also deploy in any region in the world – wherever any of the four hyperscalers provides a data center. If a customer wants to deploy in CoreStack's SaaS cloud in the US, Europe, the Middle East, or anywhere else, we can do that. If we do not yet have a CoreStack SaaS deployment in that region, we will start one.

6   We are hyperscaler-inclusive.

CoreStack does not favor any particular hyperscaler. We work with them all equally and support them all equally. We know the pros and cons of each platform for a given implementation, which means we bring out the best of each platform. CoreStack is a Microsoft Azure Gold Partner, Amazon AWS Advanced Technology Competency Partner, Oracle Cloud Build Partner, and Google Cloud Build Partner.

We stay in lockstep with hyperscaler development, ensuring that our customers and partners are up-to-date with hyperscaler releases, have access to the latest features, and can take full advantage of hyperscaler innovations. Our Well-Architected Assessment is a perfect example. As AWS, Azure, and GCP add assessments and make other changes to the Well-Architected Framework criteria, our product stays in sync.

7   Our cloud infrastructure is automated.

Customers and partners can sleep better at night knowing that CoreStack's cloud infrastructure is automated, that it offers high availability, and that any upgrades can be easily rolled-back if necessary. CoreStack also actively monitors all customer deployments in all regions 24x7 to ensure we're providing a reliable enterprise SaaS product.

CoreStack uses the CoreStack platform to govern our own use of the cloud. We eat our own dog food – or, as we prefer to say, we drink our own champagne. Along with our customers and partners, we use CoreStack to help us optimize usage, control costs, enhance security, and stay continuously compliant.

8 **We have a strong and vibrant partner ecosystem.**

From the beginning, CoreStack has prioritized the development of a strong and vibrant partner ecosystem. This approach gives us better and broader reach, including from a vertical and geographical perspective. As a result, direct customers have a broad choice of partners, including some of the largest cloud managed services providers in the world.

Because we want our partners to be more than just resellers, we have intentionally created an extensible product that gives partners the opportunity to add value on top of CoreStack. For example, we make it very easy for our partners to create custom dashboards, portals, and other intelligent visualizations with zero code. Partners can also easily review and update tags to better analyze cloud resources, improve recommendations and remediations, and optimize resource usage. These capabilities help our partners create more differentiation, create more value, and accelerate delivery for their customers.

9 **Our industry experience is significant.**

CoreStack is the direct result of a strong team of industry leaders with significant experience building large enterprise SaaS services that scale. Our team was building cloud technologies long before "cloud" was a household term, and our domain expertise in cloud management and cloud governance is unparalleled:

- **Ezhilarasan (Ez) Natarajan**, the founder and CEO of CoreStack, has more than 20 years of experience in architecting and delivering sophisticated software products and business solutions. In addition to holding leadership, strategy, and business ownership roles at Capgemini Group, and he was part of the Microsoft Azure Business group that built Public Azure services for China and Australia.

- **Saba Arumugam** is one of the co-founders and is the CTO of CoreStack. He is a cloud solutions architect with 20+ years of experience and a deep understanding of cloud technology and market trends. A Forbes Technology Council member, Saba mentors research scholars on cloud technology in universities and is a guest speaker in cloud conferences around the globe.

- **Sridhar Chandrashekar**, CoreStack's Chief Digital Officer, has more than 25 years of industry experience and 24 patents to his name. He was the co-founder & CEO of Optio3 (acquired by CoreStack), and he was the founder, GM, and VP of the IT Operations Management business unit at ServiceNow. Prior to ServiceNow, he served in key leadership roles at Microsoft for 18 years.

- **Robert Ford** is CoreStack's VP of Enterprise Strategy. He has is an accomplished and highly experienced former Microsoft IT executive, CEO of The Ford Consultancy Group, CIO of Northwest University, and digital transformation expert.

- **Bala Vishwanath** is CoreStack's Chief Marketing Officer. He has successfully led two venture-backed companies from startup through exit as founding CEO. He has 20+ years of hands-on experience, serves on the Forbes Communications Council, and is a strategic advisor to several companies.

Our strategic advisors include Jim Dubois, former CIO and CISO of Microsoft, and Abidali Neemuchwala, former CEO of Wipro.

10 **Our platform is built for enterprise.**

If you're small and growing, CoreStack can grow with you, scaling and evolving as your business needs change and expand. However, CoreStack was built for enterprise from the start – architected for scale, efficiency, flexibility, speed, and resilience. While it works for any size company, CoreStack is developed with an enterprise-grade mindset.

We know that most large enterprises are somewhere on the digital transformation journey, and that migrating workloads to the cloud is an important step. As they continue this transformation, CoreStack can provide the visibility, security, compliance, optimization, and operational efficiency that are necessary for success.

CoreStack begins each engagement by working with our customers and partners to conduct a basic assessment that provides visibility into current costs, compliance, security, operations, and policies. This assessment is part of a POV process that helps ensure enterprises get multiples on their ROI.

The Road Ahead

This list is just the beginning – CoreStack has much more in store. Our near-term roadmap includes a number of major enhancements such as sustainability / "green cloud" (GreenOps) capabilities, edge governance (including Kubernetes), "what-if" modeling of resources, and expanded cost management capabilities and perspectives, including chargeback and showback features.

It also includes important deployment and automation enhancements. For example, we'll be expanding our already flexible deployment options to include geographically dispersed infrastructure for both shared and dedicated deployments. And CoreStack's infrastructure will be fully automated to support disaster recovery, automated hourly, daily, and weekly backups, and migration of customer instances to different regions.

We'll also be providing partners with expanded capabilities, including the ability to:

- Co-create intelligent visualizations and other widgets that are specific to the partner and how they manage customers

- Review and update compliance models

- Set up alerts for thresholds, create triggers, generate notifications, and initiate workflows

- Create custom reports with zero code, then distribute them to relevant stakeholders at specified intervals (hourly, daily, weekly, etc.)

- Manage customer deployments, upgrades, rollbacks, backups, etc.

- Create synthetic metrics – complex calculations that can be done without writing any code for better analysis and reporting

The CoreStack NextGen Portfolio

The CoreStack portfolio includes two NextGen solutions, CoreStack Governance and CoreStack Assessments. CoreStack Governance is a suite of modules that leverage AI to provide continuous and autonomous governance for FinOps, SecOps, and CloudOps across multi-cloud. These modules can transform any organization from a reactive posture to a proactive one, enabling predictable increases in top-line revenues and bottom-line efficiencies.

CoreStack Assessments is a powerful assessment solution that streamlines and scales the cloud assessment process, allowing partners to run assessments against multiple cloud-native frameworks as well as custom frameworks. This solution helps partners identify and resolve potential issues in key areas such as security, cost, performance, and reliability, allowing customers to embrace cloud best practices in the most efficient way possible.

CoreStack Governance

- FinOps
- SecOps
- CloudOps

CoreStack Assessments

- Hyperscaler Frameworks
- Custom Frameworks

Learn More

CoreStack NextGen Cloud Governance can help customers and partners mitigate risk, accelerate delivery, experiment more, optimize performance, and innovate rather than just improve. It gives enterprises the capabilities and confidence to accelerate their digital ambitions, enabling them to more quickly and easily capitalize on the opportunities that matter. Reach out to us at contact@corestack.io to learn more.

CORESTACK®

✉ contact@corestack.io

🌐 www.corestack.io

CoreStack is an AI-powered NextGen Cloud Governance platform that enables enterprises to embrace cloud with confidence, rapidly achieving continuous and autonomous cloud governance at scale. CoreStack helps 750+ global enterprises govern more than $2B in annual cloud consumption. The company is a Microsoft Azure (Legacy) Gold Partner, Amazon AWS Technology Partner with Cloud Operations Competency, Oracle Cloud Build Partner, and Google Cloud Build Partner.