

Corporate Backgrounder

Facts at a glance

- Motto: Build a Better Internet ™
- One Line Description: The leading bare metal cloud for developers.
- Founded: June, 2014
- Service Launched: August, 2015
- Headquarters: New York City
- Datacenter Locations: Parsippany (NJ) Sunnyvale (CA) and Amsterdam (NL)
- FTE Employee Headcount: <50
- Registered Users: ~3500
- Funding: \$1.75 Million Seed Round (December 2014), \$9.4 million Series A round (August 2016)
- Investors: SoftBank Corp

Company Overview

As the leading bare metal cloud for developers, Packet brings the benefits of public cloud-style automation to dedicated, physical infrastructure.

Packet's proprietary technology automates "Layer 0" [e.g. the physical servers and networks that provide raw compute, storage and connectivity] without multi-tenancy, virtualization or overlays. This creates a consistent, secure, programmable, and cost-effective infrastructure option that can be deployed anywhere.

Thousands of users from over 50 countries - from developers and SaaS platforms to Fortune 100's - currently deploy in Packet's global public cloud. The company is in beta with an "on premise" version of its product - allowing enterprises and service providers to deploy automated physical infrastructure within their own facilities.

Market

Marc Andreessen coined the term "software is eating the world," and this idea is more true today than ever. In order to compete, organizations must think and act like software companies or risk becoming obsolete.

This ever-increasing demand for (and reliance on) software, as well as an accelerated pace of innovation at all levels of the stack and a shift towards an OPEX-based IT spend model, has resulted in an exploding market for flexible, scalable infrastructure. It has also resulted in a market shift, led by developers, away from traditional IT which can be slow to evolve and hard to

consume.

This disruption of the multi-trillion dollar IT industry by software is challenging the dominance of entrenched players while inspiring a new group of attackers up and down the stack. The problem is that it's too hard and expensive for these defenders and attackers to consume infrastructure without relying on their mutual competition: the virtualizes public clouds, which now account for 10% of the market. As the IT and infrastructure industry continues to evolve, the big emerging question is: Can virtualized, centralized, shared public clouds really solve all the IT workload for developers? What about the other 90% of the addressable market?

Today, developers, private cloud providers, and traditional enterprise IT companies are left between a rock and a hard place: on one hand, they can rely upon one of the major cloud offerings (AWS, Microsoft Azure, Google Cloud), which locks users into closed, walled-gardened environments; or on the other hand, they can deploy a custom-built network of dedicated infrastructure from various providers but without the benefits of automation, which is critical to developing fast and flexible services.

To succeed in an economy increasingly driven by software, online innovators need a solution that provides the price and performance benefits of dedicated infrastructure with the ease of use of the cloud without vendor lock in. What Packet provides isn't revolutionary; it's evolutionary. Where AWS introduced and dominated cloud 1.0, Packet is leading cloud 2.0 as the first company to bridge the gap between dedicated container-based infrastructure and public cloud-style automation.

Packet's Solution

How does it work? Packet uniquely automates the physical hardware and networks the Internet runs on and where software lives - what we call "layer 0" - a solution which nobody else provides today. Developers can quickly and confidently deploy consistent global infrastructure to power their applications using all the latest deployment technologies and ensure those applications get to the end consumers quickly - and unlike the major public cloud providers today, we can do that without multi-tenancy, lock-in services, or opaque networks.

Packet's product is built to deliver leading "price to performance" value, recognizing that high-performance infrastructure is more than just hardware and electricity. Instead it's a multi-part equation that includes ease-of-use, access to actionable data, smart implementation of evolving technologies, and pricing that doesn't require an accounting degree to predict.

- **Innovative Software Platform:** Our management platform includes a web portal, iOS and Android mobile apps, and a robust API. We've rethought the ways in which customers interact with their infrastructure and teams, allowing multi-user collaborations, grouping global infrastructure by project, seamless configuration of network assets, and fluid delegation of billing relationships.

- **Clear and Simple Pricing:** We provide easy to understand pricing by the hour and a streamlined bandwidth model. In short, our pricing is transparent and predictable.
- **Curated Configurations** - We carefully optimized a small number of powerful server configurations, which allows us to offer outstanding pricing, reduced complexity, and consistent inventory across an expanding set of global locations.
- **Clear and Meaningful Proactive SLAs:** Our service is backed by a simple yet meaningful time-window based SLA. Users are automatically credited for any hardware or network downtime based on pro-active metrics and monitoring.
- **Future-Proofed Network:** We built a software defined network backbone based on the premise that everything should be engineered with the next ten years in mind, yet able to accommodate limitations of the past ten. This translates to native support for key performance-enhancing technologies: global server load balancing; IPv6; advanced routing such as anycast; portal-drive support for custom BGP announcements; client configurable router ACLs; inter-facility/server transport; and portal-based address management. Clients also gain visibility into flow data through powerful data streams and an intuitive dashboard.
- **Native Docker and CoreOS Support:** We believe that Docker and similar container technologies will be just as revolutionary and disruptive to the way that applications are deployed as virtual machines were in the past decade. To that end we offer native container support, and use CoreOS and Docker (among other related tools) to deploy our own stack.

Partners & Customers

Partners

Packet is an active participant in a diverse range of ecosystems and sales channels, enabling powerful solutions for end users. Featured partners include:

- Docker
- Platform9
- Jelastic
- Mesosphere
- CoreOS
- Cloud66
- Stackpoint Cloud
- Cisco VIRT
- CloudFlare
- Fastly

Customer Examples

- Agency Analytics
- Baremetrics
- Talky.io / Andyet
- Tiingo
- Ripple
- NS1
- Hashicorp
- Cloud66
- Cisco
- Platform9

Company Executives

Zachary Smith

CEO & Co-Founder

Jacob Smith

SVP, Revenue & Co-Founder

Aaron Welch

SVP, Product & Co-Founder

Adam Rothschild

SVP, Network

Steve Smyser

SVP, Finance

Corporate Timeline

Q2 2014

Company founded by Zachary Smith, Jacob Smith, and Aaron Welch
Hires first core tech team executives to lead platforms and infrastructure
Opens Seed round of 1.25MM

Q3 2014

Brings R&D infrastructure lab online in NYC, engineers begin developing the Packet platform
Seed round fully subscribed with 15 influential investors

Secures data center, network and hardware partners to launch initial East Coast facility
Officially launches Packet brand and website on Packet.net

Q4 2014

Brings first facility online in Parsippany, NJ

Q1 2015

Introduces Bare metal booting in 5 minutes

Q2 2015

Opens Packet platform to Beta Customers

Q3 2015

Platform opens for production customers, quickly grows to 1000 users

Q2 2016

Packet is launch partner for major product by CoreOS (Tectonic) and Mesosphere (DC/OS)

Q3 2016

Packet announces Series A funding led by SoftBank of Japan.

Sales Contact

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Media Contact

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