



## Vultr Launches Marketplace for Composable Cloud Services

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### IDC's Quick Take

Cloud customers are increasingly open to working with multiple providers to optimize feature sets, performance, and cost. The Vultr Cloud Alliance aims to facilitate the concept of composable cloud services by creating an ecosystem of partners that extend the capabilities of Vultr's cloud infrastructure without vendor lock-in or long-term contracts.

### Product Announcement Highlights

Vultr [announced](#) the launch of the Vultr Cloud Alliance, which includes a marketplace of services from IaaS, PaaS, and SaaS providers, with the goal of bringing composability to cloud computing. This facilitates a best-of-breed approach to cloud architecture, providing more choice and flexibility as application requirements evolve.

There are four inaugural members of the Vultr Cloud Alliance:

- **Cloud 66:** An end-to-end solution for building, deploying, and managing applications on any cloud without the need for a dedicated DevOps team
- **Backblaze:** Enterprise-grade cloud object storage for building applications and safeguarding data with low-cost pricing
- **Domino Data Lab:** A unified platform that orchestrates the end-to-end data science lifecycle accelerating time-to-value for AI investments.
- **Console Connect:** A network-as-a-service platform that provides high-performance connectivity between devices, applications, clouds, office locations, and datacenters

This enables customers to create a cloud environment with Vultr Kubernetes Engine (VKE) clusters on virtualized compute instances or bare metal and then select prebuilt, container-based services with the following benefits:

- **Composability:** A compatible ecosystem of best-of-breed IaaS, PaaS, and SaaS providers for flexibility and scaling cloud operations
- **Price to performance:** The freedom to choose from a range of enterprise-grade partner services offering competitive and transparent pricing
- **Global reach:** Services can be deployed in over 32 global datacenter locations, allowing customers to optimize data sovereignty and performance requirements

### IDC's Point of View

Although it lacks the brand recognition of larger players in the market, Vultr is not new to cloud services. The privately held company was founded in 2014 with a mission to empower developers and businesses by simplifying the deployment of cloud infrastructure. Vultr is positioned as a Contender in [IDC MarketScape: Worldwide Public Cloud Infrastructure as a Service 2022 Vendor Assessment \(IDC #US48861822, November 2022\)](#).

Earlier this year, Vultr joined the MACH Alliance, a global consortium of companies and organizations dedicated to promoting open standards, interoperability, and vendor choice in the technology industry. Vultr claims to be the only independent cloud provider that has met the full set of criteria to earn MACH certification. AWS and Google Cloud are also members.

Both the Vultr Cloud Alliance and the MACH Alliance have similar goals – to create an ecosystem of cloud services as an alternative to the likes of AWS, Google Cloud, and Microsoft Azure. It is intended to provide competitive pricing without vendor lock-in.

IDC believes this strategy is essential for Vultr to grow its business and be competitive in the cloud market. As an IaaS provider, the company needs partnerships to bring PaaS and SaaS capabilities to its portfolio. The key challenge will be whether Vultr can attract enough partners to cover the diverse technology areas needed by customers.

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