

Company Overview

Founding of RackN

RackN was founded by Rob Hirschfeld and Greg Althaus to change the economics of the data center. Their objective is to build an open, modern provisioning solution to meet the needs of today's data center operators and DevOps teams supporting bare metal, containers, and VMs.

Building upon their open source project Digital Rebar, RackN is developing next generation infrastructure software capable of automating provisioning independent of the underlying hardware or software for the cloud and edge computing marketplace. A key component of this solution is meeting the substantial scaling needs required for edge computing which must be automated, reliable and secure.

The open source Digital Rebar project was founded in 2011 by Rob and Greg at Dell, called Project Crowbar, to deliver an installation solution for the highly complex open source OpenStack cloud. Over time, Project Crowbar expanded its capabilities to support Hadoop, Cloud Foundry, DNS, Network Discovery, Nagios, Ganglia, and BIOS Configs. In late 2014, Dell with acquisition transformations staring them in the face decided to move away from Project Crowbar at which time Rob and Greg formed RackN and changed the open source project to Digital Rebar, with Dell's blessings.

RackN Solution

RackN permits enterprises to quickly transform their current physical data centers from basic workflows to cloud-like integrated processes. RackN turned decades of infrastructure experience into data center provisioning software so simple it takes only 5 minutes to install and provides a progressive path to full autonomy. Its critical insight is to deliver automation in layers which permits operations teams to quickly adopt the platform into their current processes and incrementally add autonomous and self-service features seamlessly. (Continued on next page)

Leadership

Rob Hirschfeld, Co-Founder/CEO
Greg Althaus, Co-Founder/CTO
Len Chermack, CRO
Stephen Spector, CMO
Shane Gibson, Sr Sales Support
Victor Lowthair, Sr Engineer

Location

Headquarters: Austin, TX

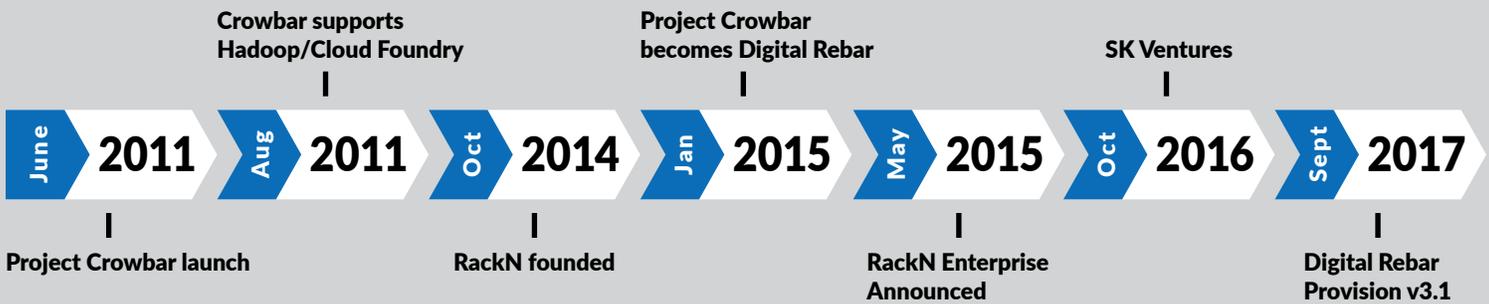
Contact

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RackN History



RackN and Digital Rebar Provision software automate the management and control for provisioning over well known protocols including DHCP, PXE, IPXE, TFTP and HTTP to install software on infrastructure including bare metal, network switches, and clouds. Their unique composable approach permits clients to mix-and-match a wide range of infrastructures and tools into a single management abstraction. A SaaS based UX is available for both the open source community and RackN customers.

The immutable infrastructure deployment methodology is a fundamental feature supported by the RackN solution. Deploy, Destroy, and Re-Deploy services eliminates issues related to patching software and hardware allowing companies to automate deployments at scale with confidence that ALL deployments are identical.

Start your 30-day trial today at www.rackn.com/trial

