Platform9 Private Cloud Director

October 2025 Release

Offering summary

Private Cloud Director (the 'offering')[1] is a recent entrant in the market for virtualised and hyperconverged infrastructure (VHCI)[2]. It draws upon, and extends, multiple open-source projects including KVM, OpenStack and Kubernetes. The offering can be deployed with a self-hosted or managed control plane. It primarily targets migration from VMware. However, the offering is not Platform9's first or only attempt at entering the VHCI market.

Since its inception, Platform9 has launched multiple infrastructure managed services (including Managed KubeVirt, which was notably short-lived).

Virtified's technical analysis shows several feature gaps, which is echoed by available market sentiment[3]. Various functions require configuration using the command line or YAML files. These gaps and limitations will limit Private Cloud Director's appeal as a migration target for existing production VMware workloads in the data centre use case. These feature gaps may diminish if new versions of the offering continue being released every few months.

Private Cloud Director uses a per-core licensing metric and Virtified expects it will be competitively priced in real-world enterprise negotiations due to its limited production usage. We note (and commend) the availability of a community edition.

Strengths

1. **Expertise:** Platform9 has managed enterprise scale infrastructure for its customers for over a decade.

Challenges

1. **Geographic** coverage: Platform9's resources are concentrated in the USA (with an office in India). Organisations in other locations may struggle with support and account management.

2. **Track record**: Platform9 has undergone several changes in product strategy during the last decade.

3. **Nascent solution**: Private Cloud Director is built on established open source components, but it is a new offering and has limited adoption at this time.

Virtified

Private Cloud Director	Platform9
6	?

Data centre use case	
Compute	A
Containers & Cloud-Native Integration	S
Core	S
Data Protection & Resiliency	S
Hardware Acceleration & Offload	B
Identity and Access Management (IAM)	S
Management and Administration	S
Memory	S
Network	S
Security	B
Software-Defined Networking	B
Software-Defined Storage	B
Storage Interconnect	S
Storage Services	S
Virtual Resource Management	S
Customer Sentiment (Offering)	?
Documentation	−
Provider	
Financial Viability	?
Corporate Governance	?
Environmental Sustainability	?
Customer Sentiment (Provider)	?
Customer Sentiment (Support)	?
Partner Sentiment (Provider)	−
Value	?

Legend

L	Leader	+	Positive
A	Advanced	/	Neutral
S	Standard	?	Unclear
B	Basic	−	Negative

Platform9 Private Cloud Director

October 2025 Release

Recommendations

1. Focus on the requirements of your existing data centre use cases when evaluating Private Cloud Director. Pay particular attention to ensuring it meets your organisation's existing needs for:

   - Data protection and availability (including backup and DR)
   - Lifecycle management (including live patching)
   - Security

2. Undertake financial due diligence to ensure that Platform9 meets your organisation's procurement requirements and policies for vendor viability.

3. European and Asian organisations: Determine the geographical suitability of Private Cloud Director for your support requirements.

4. Calculate the full cost-benefit of migrating your data centre use cases from VMware to Platform9. Compare and contrast the investment relative to establishing a modern infrastructure platform.

Key considerations

1. **OpenStack:** Platform9 has experience with managing OpenStack for its enterprise customers but there are multiple dependencies within components used in the offering (eg, Cinder, Barbican).

2. **Integration:** Private Cloud Director relies upon multiple open source projects, which do not share consistent approaches to integration. Assessing the need for GUI-based admin tools will be critical for satisfying "ClickOps" requirements for data centre operations.

3. **Investment:** Platform9 has participated in 6 funding rounds from nine key investors since 2014.

Provider summary

Platform9 was founded in 2013, and its founders have experience working at VMware during its formative first decade. Since that time, the provider has raised approximately US$100M in funding. It is best known for its infrastructure managed services and has a small number of large enterprise customers. In total, Platform9 claims to be used by a few hundred organisations today. Although the provider leverages multiple open-source projects, Virtified could not verify how much it contributes upstream.

Platform9 is privately-owned and therefore has fewer reporting obligations than publicly-traded companies hence financial data is relatively scarce. Virtified does not penalise private companies; however, it cannot assess Platform9 in several areas, including financial viability and corporate governance. Data on environmental sustainability initiatives was not provided. In addition, there was insufficient market sentiment on the provider. Virtified has therefore scored Platform9 as unclear.

- Website: platform9.com
- Headquarters: USA
- Ownership: Private
- Employees: 120

Note 1: Platform9 requested that Private Cloud Director not be abbreviated hence we use "offering" for brevity.
Note 2: Private Cloud Director was first released in October 2024
Note 3: Virtified's market sentiment analysis yielded a limited number of data points (n=50)

For more information go to virtified.com

Published 24 Mar 2026