Fast Hit Cuts Deployment Time of Elastic Computing Services in Half with Odin

Virtuozzo decreased Fast Hit's enterprise service provisioning time by 50% and increased hardware utilization efficiency by 25%.

"Using Virtuozzo, we get the density on our servers and the ability to scale quickly that we need to provide elastic computing consumer products. We are very pleased that this enables us to offer our products at the same price point as Amazon Web Services (AWS). For us, Virtuozzo allows us to retain our customers and even compete directly with AWS on these services."

— Chris Bauer, managing director, Fast Hit

Products Used

Virtuozzo

plesk

Fast Hit Profile

Country: Australia

Profile: Fast Hit is a web hosting company in the Asia-Pacific region.

Business Situation Summary:
Fast Hit was experiencing growing pains as its business expanded, with isolated storage and servers presenting a challenge when it came to load balancing and resource utilization.

Solution Summary:
Virtuozzo provided Fast Hit with a cost-effective virtualization solution that has enabled it to grow with its customers and to launch new products and services.

Partner Summary

Fast Hit is an Australian web hosting company that offers service-centric services to organizations in the Asia-Pacific region. Since beginning operations in 2003, Fast Hit's portfolio has grown to include stand-alone virtual private servers and platform-as-a-service products, providing customers with services similar to those offered by global companies such as Amazon Web Services.

Fast Hit's Challenges

In 2009, Fast Hit was experiencing a few growing pains as its web hosting business expanded. Over the years, its server and storage inventory increased; however, many of these resources were isolated from each other, creating problems when it came to load balancing and resource utilization.

When virtualization technology became an option, Fast Hit was quick to see this technology's potential in addressing their issues.

"It was not practical to be bound to hardware," said Chris Bauer, managing director at Fast Hit. "Every three months, we get a new server product that is cheaper and runs faster, so we need to be able to adapt, add different configurations of servers for different customers, and shift the workloads and storage over."

FAST.hit

Virtuozzo Benefits

Fast Hit deployed its first cloud cluster in December 2012 and added two more in late 2014, delivering significant benefits on several fronts.

HIGHER REVENUE PER NODE

Fast Hit now runs the same amount of virtual private server computing power on 25% less hardware than was needed before, delivering additional services and generating more revenue without having to invest in more server infrastructure.

FASTER PROVISIONING

It became possible to deploy, scale, and launch new services very quickly.

"Today, if we have the hardware delivered to the data center in the morning, we can have the cluster up and running by afternoon," said Chris Bauer, managing director at Fast Hit.

GREATER FLEXIBILITY IN MEETING CUSTOMERS' NEEDS

From a technical and licensing standpoint, Odin provides Fast Hit with the flexibility to implement cluster configurations that are easily customized for each customer's environment.

LOWER LICENSING COSTS

The Odin licensing model allows Fast Hit to focus on customers' requirements without having to worry about runaway licensing costs.

BUILT-IN REDUNDANCY AND DISASTER RECOVERY

Fast Hit uses Virtuozzo to decouple storage from computation so it can eliminate downtime caused by hardware failures. It allows Fast Hit to deliver highperformance, high-availability storage capabilities.

MORE EFFICIENT USE OF RESOURCES

Cloud virtualization software from Odin is able to run a larger number of variable workloads on the same amount of hardware, increasing server utilization.

FOR MORE INFORMATION
Visit Virtuozzo:
www.virtuozzo.com

Visit Fast Hit:
http://www.fasthit.net.au/

ABILITY TO INTRODUCE HIGHLY COMPETITIVE NEW PRODUCTS

The Odin licensing model allows Fast Hit to focus on customers' requirements without having to worry about runaway licensing costs.

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