

Hosting Provider Cuts Deployment Time of Elastic Computing Services in Half with Virtuozzo

Virtuozzo decreased their customer'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."

— Company Managing director

Product Used

The Virtuozzo logo, consisting of a red 'Z' above the word 'Virtuozzo' in a bold, black, sans-serif font.

Partner Summary

The partner is an Australian web hosting company that offers service-centric services to organizations in the Asia-Pacific region. Since beginning operations in 2003, its 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.

Company Profile

Profile: A web hosting company in the Asia-Pacific region.

Business Situation Summary:

The company 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 its customer with a cost-effective virtualization solution that has enabled it to grow with its customers and to launch new products and services.

Hosting Provider's Challenges

In 2009, the company 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, the company was quick to see this technology's potential in addressing their issues.

According to the company's managing director, "it was not practical to be bound to hardware. 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."

Virtuozzo Benefits

The provider 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

The hosting provider 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.



GREATER FLEXIBILITY IN MEETING CUSTOMERS' NEEDS

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



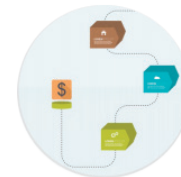
LOWER LICENSING COSTS

The Virtuozzo licensing model allows partners to focus on customers' requirements without having to worry about runaway licensing costs.



BUILT-IN REDUNDANCY AND DISASTER RECOVERY

Use Virtuozzo to decouple storage from computation so you can eliminate downtime caused by hardware failures. It allows partners to deliver high performance, high-availability storage capabilities.



MORE EFFICIENT USE OF RESOURCES

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



ABILITY TO INTRODUCE HIGHLY COMPETITIVE NEW PRODUCTS

The Virtuozzo licensing model allows partners to focus on customers' requirements without having to worry about runaway licensing costs.

FOR MORE INFORMATION

Visit Virtuozzo:
www.virtuozzo.com

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