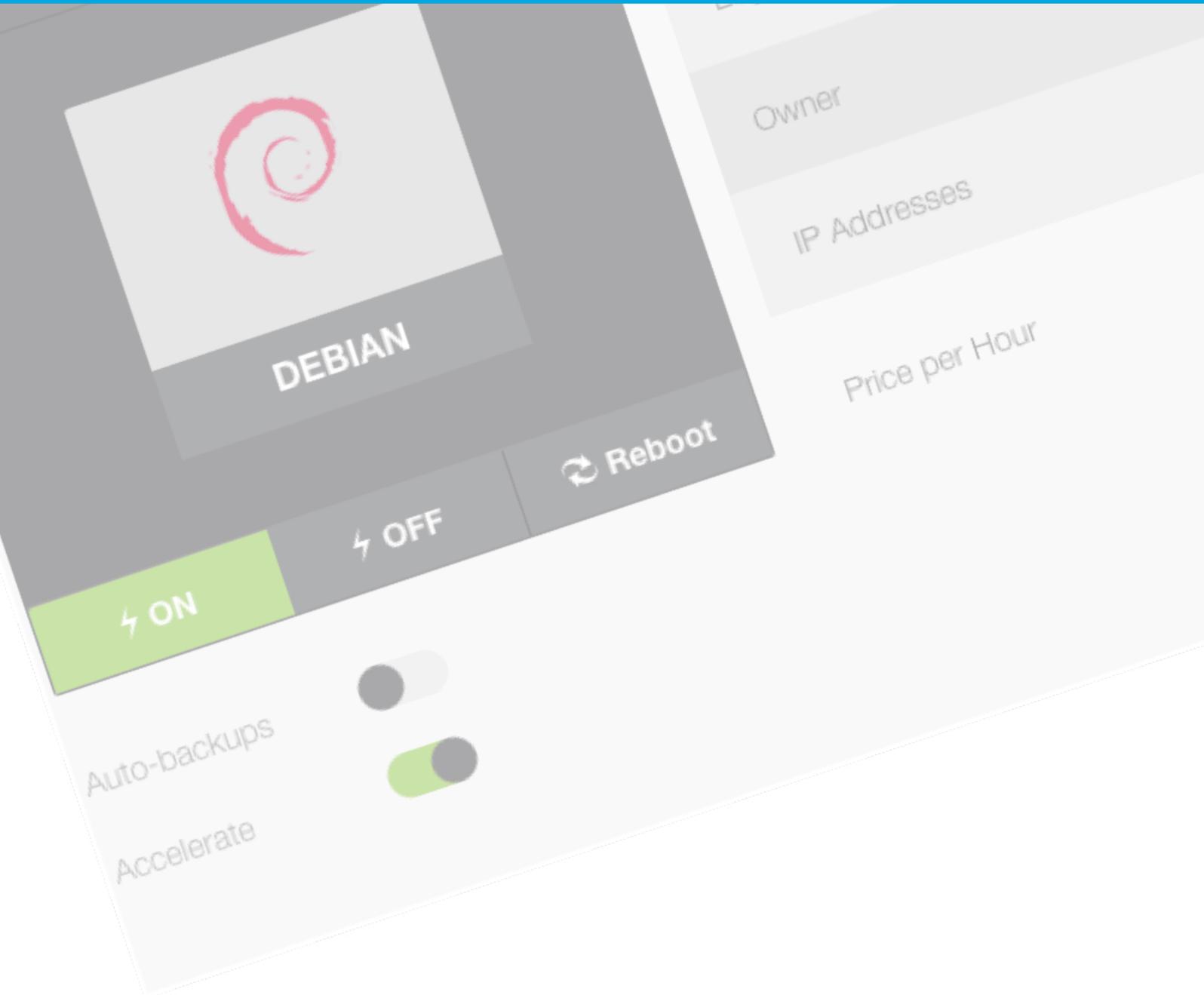


WHITEPAPER

# OnApp Accelerator



# Contents

<b>What is OnApp Accelerator?</b>	<b>3</b>
<b>Accelerator context: the CDN market</b>	<b>4</b>
CDN benefits	4
Barriers to CDN take-up	5
<b>Accelerator benefits</b>	<b>6</b>
OnApp Accelerator or OnApp CDN?	7
<b>Accelerator technology</b>	<b>8</b>
Accelerator VS appliance	8
Hypervisor & rerouting	9
Content Delivery Network (CDN)	10
Website request sequence with Accelerator	11
Current limitations & roadmap	11
<b>Accelerator benchmarks</b>	<b>12</b>
Website performance with Accelerator	12
Accelerator appliance performance	12
<b>Pricing and go-to-market strategies</b>	<b>13</b>
Pricing to service providers	13
Fair usage policy	13
Go to market strategy	14
Retail pricing	15
Getting started	15
<b>About OnApp</b>	<b>16</b>

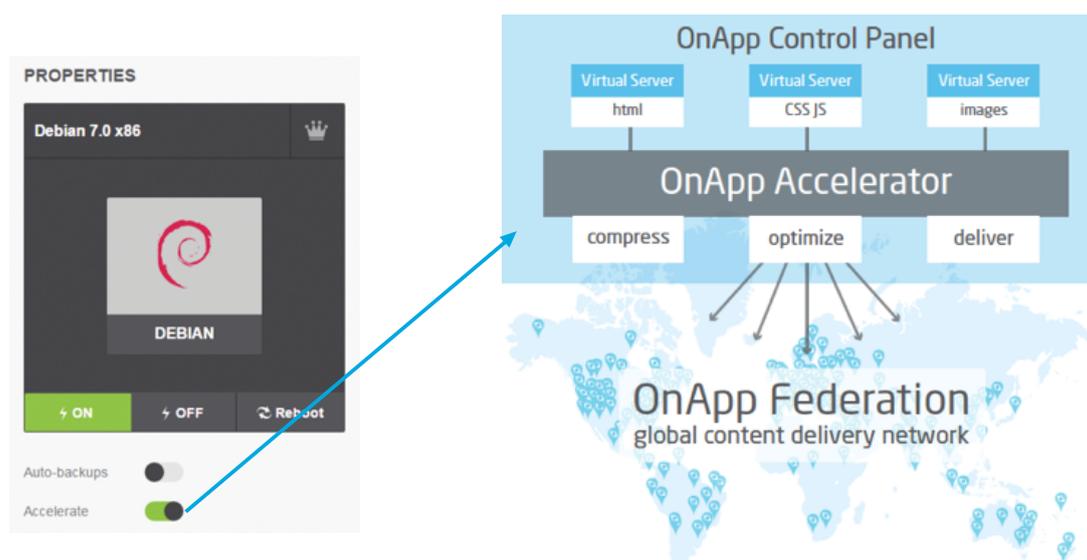
# What is OnApp Accelerator?

**OnApp Accelerator is a patent-pending technology that accelerates web application workloads, hosted in OnApp clouds, with a single click.**

OnApp Accelerator enables OnApp cloud providers to give their customers the performance benefits of a global Content Delivery Network (CDN) without the complexity or cost of a full-blown CDN solution.

When Accelerator is activated for a Virtual Server running in an OnApp cloud (VS), its web content is automatically optimized, compressed and distributed to locations around the world - so end users accessing that content can download it as efficiently as possible from the location nearest to them.

The result is an immediate performance improvement for web content hosted in OnApp clouds, without any configuration, recoding or CDN expertise required - either from the service provider or their customer.



# Accelerator context: the CDN market

**To understand the importance of OnApp Accelerator in the service provider/hosting market, it is first necessary to review the benefits of a Content Delivery Network (CDN), and the reasons why the vast majority of websites, service providers and their customers still don't use one.**

## CDN benefits

A CDN improves performance for web applications by distributing web content – pages, scripts, images and other files – to locations around the world, and ensuring each local user gets that content from the location closest to them. CDNs bring numerous benefits to service providers and their customers:

- **Reduced latency:** a CDN improves key metrics like page load time, resulting in a better user experience, improved search rankings and, for transactional websites, improvements in sales, repeat visits and abandonment rates.
- **Higher availability:** by distributing web content, a CDN takes the load off the origin server (the server where the web application is hosted) and provides multiple alternative sources for each piece of content, should one or more locations become unavailable.
- **Greater scalability:** by distributing web content across multiple locations, web applications can cope with much greater visitor volumes without impacting performance.
- **Reduced load:** for service providers, CDNs reduce the load on the origin server by routing content requests (e.g. for a page or an image) to a location on the CDN instead.
- **Commercial benefits:** for service providers, CDN provides an additional source of revenue alongside web hosting, VPS hosting, cloud hosting and other products.

## Barriers to CDN take-up

In spite of the benefits, it's estimated that only about 6% of websites take advantage of CDN. Why is this?

- **Lack of technical knowledge:** unless they've made the decision to specialize in CDN - and hired the appropriate staff - many service providers lack specific expertise in CDN technology. In addition, outside of tech-savvy users, the majority of their customers have little or no understanding of how CDNs work, or what the benefits are.
- **Difficulty:** CDNs are not easy to implement: they require changes to DNS, HTML and CMS (Content Management Systems) that also prevent take-up.
- **Cost:** with the launch of alternative CDN platforms for the service provider mass-market - such as OnApp's federated CDN - the number of CDN providers has begun, at last, to grow - but the CDN market today is still in the grip of a handful of very large providers whose monopoly has kept prices out of the reach of all but the largest, or most cash-rich companies.
- **Commercial understanding:** most service providers focus on a handful of core hosting products, such as public and private cloud hosting, Virtual Private Servers, Virtual Datacenters and bare metal servers. If they offer CDN at all, it is typically by reselling a third party CDN. In this market - outside the specialist CDN providers - there is limited understanding of how to price, package and go to market with CDN services.

# Accelerator benefits

The technical and commercial barriers to CDN adoption have prevented many service providers from capitalizing on the CDN opportunity, and delivering the benefits to their customers.

OnApp Accelerator is designed to overcome these obstacles, and provide all service providers with a simple way to deliver those CDN benefits - without any CDN expertise or technical knowledge required, either from the provider or from their customer:

- **Zero effort:** Accelerator delivers one-click install of CDN for web content hosted in OnApp clouds: it accelerates the entire Virtual Server.
- **Instant performance:** Accelerator can deliver up to a 100% performance improvement for web content - increasing stickiness for a service provider's cloud product.
- **Competitive advantage:** Accelerator provides an immediate competitive advantage for service providers running OnApp: it's a unique feature not available from cloud providers like AWS or Azure.
- **No technical knowledge required:** from either the service provider or the customer. Accelerator is activated with a simple toggle, while OnApp manages the CDN.
- **No integration work** or implementation effort is required from the provider - Accelerator is fully integrated with the OnApp Cloud platform.
- **No config or recoding required:** with Accelerator, no DNS or HTML changes are required to enable CDN for web content.
- **No entry or exit barriers:** Accelerator has one fixed, super-low price - removing the entry barriers to CDN - and has no exit barriers either. Accelerator can be enabled or disabled at will.

## **OnApp Accelerator or OnApp CDN?**

For service providers with the necessary CDN experience, OnApp provides a fully-fledged CDN platform, which enables providers to build and manage their own CDN, take full advantage of any network and datacenter infrastructure they already own, and extend it with new locations via OnApp's network of clouds – the OnApp Federation.

For customers with complex requirements or very high traffic volumes, OnApp CDN provides full control over CDN design, management, locations and features. For the majority of the hosting mass-market, however, Accelerator delivers the immediate, hands-free performance improvement that most customers actually need.

The following section examines the technology components that make up the OnApp Accelerator product.

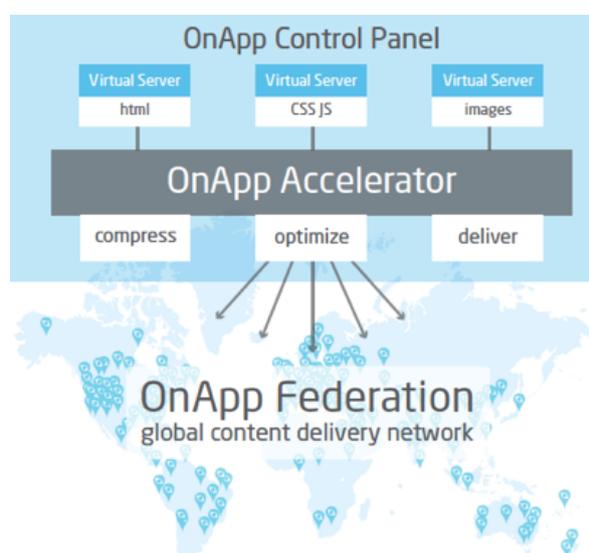
# Accelerator technology

There are three main components that make up OnApp Accelerator: a hypervisor in an OnApp cloud; an Accelerator VS appliance, which sits between the hypervisor and the virtual server being accelerated; and a Content Delivery Network, which is provided and managed by OnApp.

## Accelerator VS appliance

The Accelerator is a Virtual Server appliance that sits between the hypervisor and the Virtual Server hosting the web application.

- When a virtual server is accelerated, traffic is rerouted through the Accelerator.
- The Accelerator handles the HTTP/HTTPS request from the end user's browser, and proxies it to the Virtual Server.
- Automatically provides SSL certificate for HTTPS traffic with Lets Encrypt.
- The response is optimized by being minified, compressed and CDNified.
- This is performed with nginx and pagespeed.



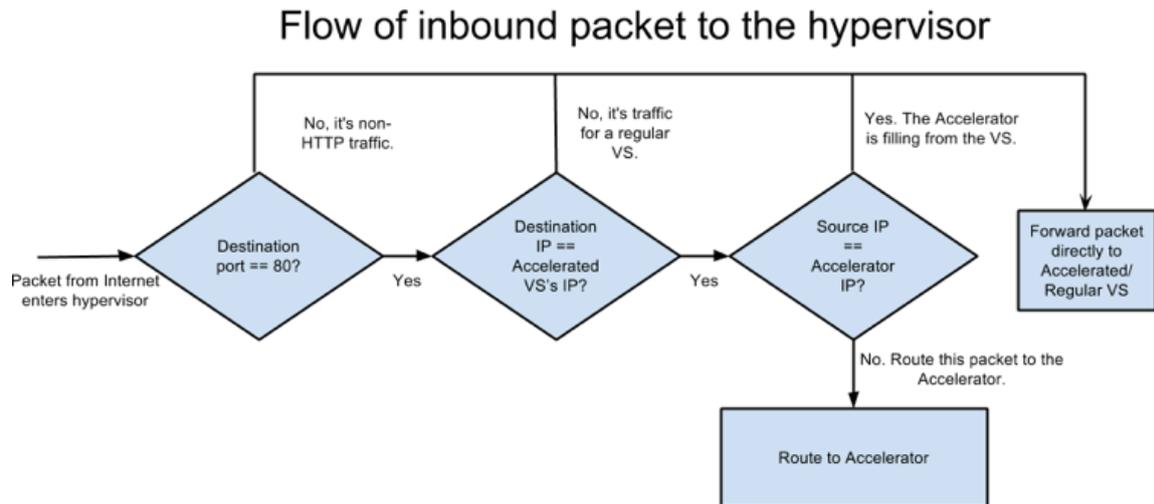
The Accelerator is also the origin for the CDN edge servers, which pull the optimized content from the Accelerator for caching.

### File types optimized by OnApp Accelerator

HTML      CSS      GIF      JS      JPG      PNG      WEBP

## Hypervisor & rerouting

When a virtual server is accelerated, *ebtables* and *iptables* firewall rules are applied on the hypervisor host to reroute HTTP/HTTPS traffic through the accelerator.



OnApp Accelerator has a built-in monitoring and failover mechanism. Should the Accelerator VS appliance malfunction, the *ebtables* and *iptables* rules are removed, and HTTP/HTTPS requests are immediately routed back to the target VM.

## Content Delivery Network (CDN)

OnApp Accelerator distributes content to 19 locations on a global Content Delivery Network managed by OnApp. It automatically rewrites the URLs of static content to the CDN. For example:

Original URL: <http://example.com/a.jpg>

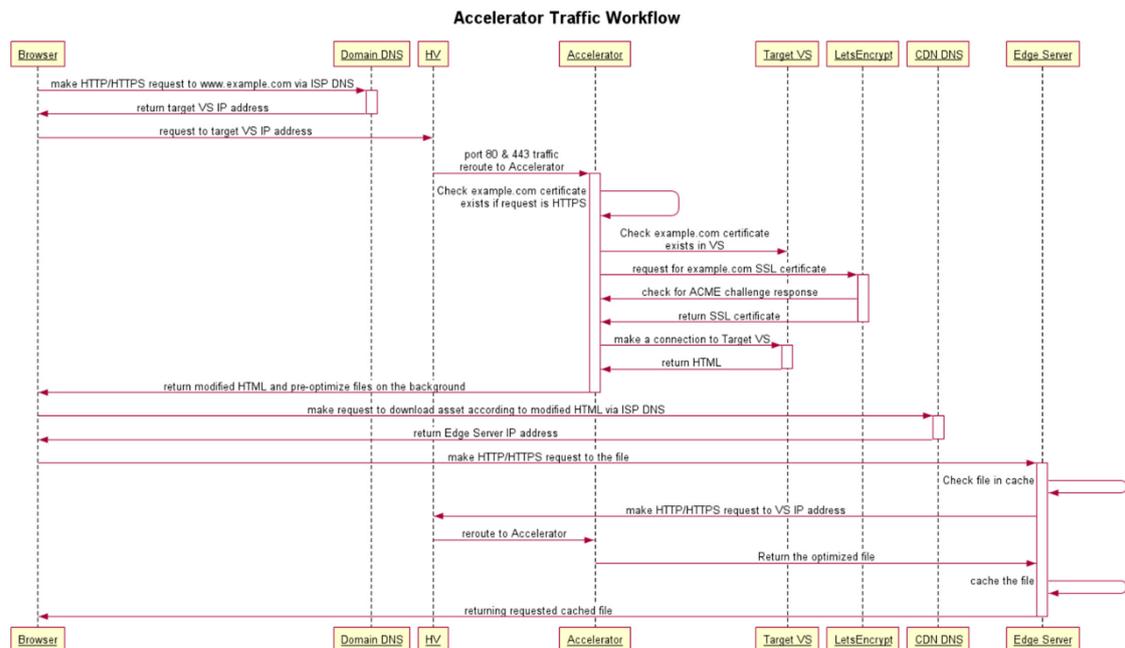
CDN URL: <http://invidcn.worldcdn.net/123/1.2.3.4/xA.jpg.io.pagespeed.webp>

The CDN locations (PoPs) have been chosen by OnApp to provide broad global coverage:

Americas	Europe	Asia	Australia
Dallas	Amsterdam	Hong Kong	Melbourne
Montreal	Frankfurt	Singapore	Sydney
San Jose	Karlskrona	Tokyo	
Sao Paulo	London		
Seattle	Milan		
Toronto	Paris		
Queretaro			
Washington			

## Website request sequence with Accelerator

The following diagram describes the normal HTTP request sequence with Accelerator:



## Current limitations & roadmap

- The VS being accelerated must be in the same network zone as the Accelerator VS appliance
- One Accelerator is allowed per network zone
- Load balancing of multiple accelerators will be added in a future release
- All web applications are accelerated when a VS is enabled with acceleration - it is not possible to include or exclude specific websites running in a VS
- The CDN locations (PoPs) used by OnApp Accelerator are selected and managed by OnApp - it is not possible to customize PoP selection. Service providers that need more control over their CDN should deploy the OnApp CDN platform instead

# Accelerator benchmarks

## Website performance with Accelerator

The table shows the results of benchmarks for a virtual server running a typical e-commerce website, with and without Accelerator enabled.

OnApp Accelerator decreased the entire file size close to 60%, reduced load time by more than 50%, and resulted in 75% fewer file requests to the accelerated virtual server compared to the original.

	Original	Accelerated
File size	1.14MB	0.47MB
Load time	3.9s	1.9s
File request	52	13

A simple way to benchmark 'before and after' performance is to measure the performance of a website running on an accelerated virtual server, and then measure the same website with "?PageSpeed=off" appended to the URL being tested. This will ignore the Accelerator function while you test.

E.g. <http://www.example.com/?PageSpeed=off>.

## Accelerator appliance performance

We also conducted performance benchmarks for the Accelerator VS appliance itself, to determine the kind of hardware resources needed in an OnApp Cloud to accelerate virtual servers.

Testing the Accelerator appliance using 1 vCPU with 8GB RAM, with 300 concurrent users, Accelerator served 323 requests per second with a CPU utilization of 90%. The benchmark file used was a 100KB HTML file.

# Pricing and go-to-market strategies

## Pricing to service providers

OnApp Accelerator is an opt-in feature for the OnApp Cloud platform, with simple pricing per virtual server per month, in addition to the normal OnApp Cloud license.

- \$10/month per accelerated VS
- Minimum of 10 VSs per month

## Fair usage policy

OnApp Accelerator includes a generous amount of global bandwidth:

- 2TB/month Fair Usage Policy for each accelerated VS (regardless of how many websites coexist on that VS)
- If the 2TB limit is exceeded, traffic will not be routed via Accelerator until the next billing period begins

The 2TB traffic limit was determined by analyzing the average bandwidth requirements of more than 600 VMs chosen at random from a selection of OnApp cloud providers. While the VS with the most traffic exceeded 2TB by some margin, 95% of the VSs analyzed used less than 180GB per month – less than 10% of the Accelerator traffic allowance.

Percentile	Traffic (GB/month)
100%	3,760
95%	179
90%	87
80%	27
70%	13
60%	8
50%	7

In a random sample of 600+ VSs, 95% used less than 180GB per month

## Go to market strategy

OnApp Accelerator's low pricing and global coverage provides exceptional value for service providers and their customers: a provider can offer a significant performance improvement for customer web applications, with a very generous traffic allowance that includes bandwidth in high-cost locations (such as Hong Kong and Australia).

OnApp Accelerator is a fully managed, fully automated product. OnApp manages the CDN and PoP selection. All a service provider has to do is enable Accelerator for their cloud, and add it to whichever user groups/billing plans they wish.

Some of the typical ways a provider would go to market with their own "accelerator" products are:

- For new customers, sell Accelerator as an add-on to cloud hosting products during the sign-up process
- Upsell Accelerator to customers with high-traffic or latency-sensitive workloads
- Upsell Accelerator with other add-ons (e.g. bundle Accelerator with cPanel)
- Value-add: provide Accelerator free, and absorb the cost – e.g. to managed cloud customers, or for internal shared hosting VSs

## **Retail pricing**

The OnApp Accelerator price model offers the potential for healthy margins for service providers while still remaining extremely competitive against traditional CDN products.

Suggested retail pricing would start in the region of \$12- 15/month per VM. Bundling would offer further opportunities to sell Accelerator at a premium.

## **Getting started**

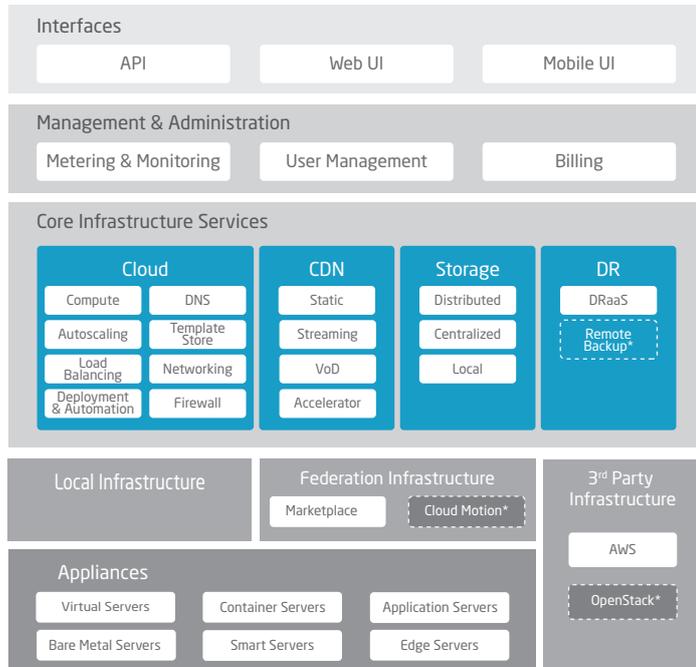
OnApp Accelerator is available now as an opt-in feature included with the OnApp Cloud platform, v4.2 and later.

To get started, OnApp customers should contact their account manager.

# About OnApp

OnApp is the leading hybrid cloud platform for MSPs, telcos and hosts. More than 3,000 service providers in 93 countries sell cloud services running on OnApp, and extend them on demand through the OnApp Federation, the world's largest federated cloud.

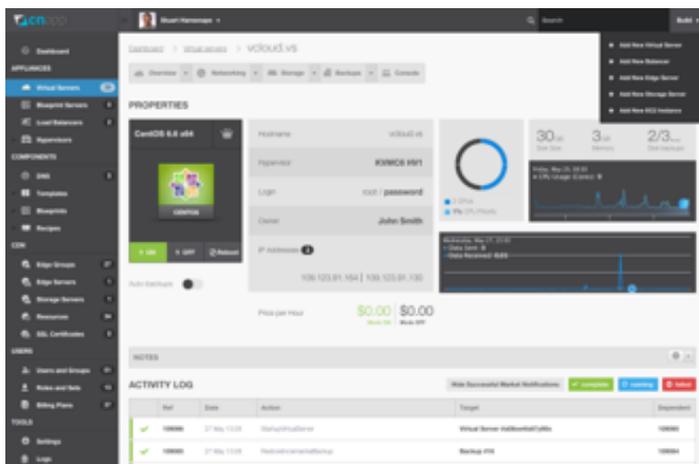
## OnApp Cloud Platform



\* Beta / tba

## Single pane of glass UI

- White label web & mobile interface, open API
- Fully automated infrastructure management
- Streamlined metering, monitoring & provisioning
- Fully configurable billing, alerts, permissions, limits



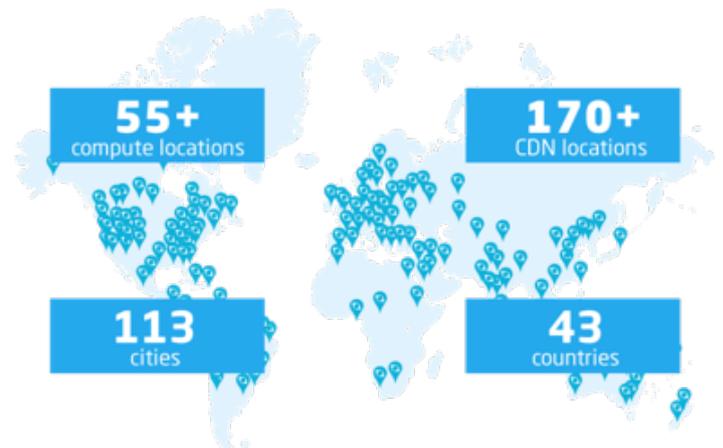
## A complete platform for service providers

- IaaS - public, private & hybrid cloud
- Bare metal servers & hybrid smart servers
- Huge SaaS & PaaS library
- Integrated CDN, web Accelerator & DNS
- VMware, Xen, KVM, EC2 support
- 100s of Windows/Linux templates
- Rapid deployment on commodity hardware
- 24x7 support, 15m SLA included

## Converged storage & DR

- High performance integrated SAN
- Tiered storage & external SAN support
- Flexible backup schema
- Integrated Disaster Recovery-as-a-Service

## The OnApp Federation



## The world's largest federated cloud

- 100s of compute & CDN locations
- Add scale and reach on demand
- Transparent wholesale marketplace
- Public and private resources supported
- Virtual Service Providers supported

For a demo and more information:

✉ [start@onapp.com](mailto:start@onapp.com)

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