

ASIO.net turns the cloud green with OnApp

OnApp Cloud and CDN help ASIO.net bring 100% sustainable hosting to the world

Many companies base their green credentials on energy credits while using power from the same grid as everyone else. ASIO.net does things differently. ASIO.net offers hosting services from its own 100 percent sustainable energy datacenter in Romoland, California, and now it's taking its green mission global with OnApp Cloud and CDN.

Since it was founded in 1997, ASIO.net has provided hosting for global brands like Nestlé, Krispy Kreme and Applied Materials, as well as a large number of small and medium-sized businesses, and clients with an active focus on wellbeing, ethics and the environment.

ASIO.net built its own datacenter in 2002 to run on 100 percent sustainable resources: the sun, the air and rainwater. This commitment to sustainability extends right down to the server and network level.

ASIO.net makes extensive use of cloud and other virtualization technologies, and the company has used OnApp since 2011. ASIO.net's SolarCloud hosting services are built on the OnApp Cloud platform.

"Anything we can do to improve efficiency is a win in our book," says Phil Nail, CTO and founder of ASIO.net. "OnApp makes it easy to get the most from our server hardware. It has an efficient footprint, which leaves more server resources available for our customers and means fewer servers are needed. And it means we can give our customers a fully-fledged cloud VPS service too."

"There's a huge library of server templates, apps for your smartphone or tablet, and features like autoscaling, utility and plan billing. It's very easy to use and manage, plus you get root access and a full API. It's a complete package, a great way to complement our green mission."

Bringing green capacity to the world

ASIO.net has also extended its cloud with OnApp CDN. This gives its customers a simple way to put their hosted websites, apps and content close to end users at hundreds of cities and Points of Presence (PoPs) around the world. It also means that other service providers, anywhere in the world, can use ASIO.net's sustainable datacenter to offer 'green capacity' to their clients.

The capacity available through OnApp CDN is provided by a global federation of service providers. Service providers can combine any of the PoPs available to create custom content delivery services. While price and performance are common factors in the choice of locations used, the type of datacenter plays an increasingly important role.

"Companies already come to us from all over the world for sustainable hosting services," says Phil. "Now with OnApp CDN, they



Website: <http://www.aiso.net/>

OnApp go-live: 2011

Summary:

- > ASIO.net customers get a fully-featured cloud VPS service
- > OnApp's efficient footprint complements ASIO.net's green mission
- > OnApp CDN enables ASIO.net customers to scale out to locations worldwide
- > ASIO.net can also use OnApp CDN to sell green capacity to businesses around the world



"OnApp lets us bring our services to companies we'd never have been able to work with before"

Phil Nail,
Founder & CTO, ASIO.net

Case study ASIO.net

can use our capacity even if their servers are hosted someplace else. If sustainability is a priority for your business, we have a 100 percent sustainable PoP in California that's ready to roll whenever you need it. For us, it's a way to put spare cloud capacity to use, and generate extra revenue with little effort."

Global scale for AISO.net clients

OnApp CDN works for AISO.net's customers, too, who can host their applications in California and scale out to locations across the U.S., Canada, Europe, Australia, Asia and Africa. For companies that see a correlation between the latency of Internet applications and key metrics like customer loyalty, brand perception, sales and revenue, CDN makes sound business sense.

"If a local customer wanted to expand into a new market in Sweden, say, it obviously makes sense to host close to that market, so their users get the best possible speed and the best possible experience," says Phil. "Using the OnApp CDN, we can meet our customers' local requirements in California while giving them an option for a PoP in Sweden, or wherever their customer base expands to."

OnApp CDN benefits local businesses too

For a lot of hosting customers, the value of CDN is not just about reaching far-flung countries. It's about providing optimal speeds for customers in their own country, too. That's particularly important in a country as large as the U.S., and means AISO.net won't lose business because a customer wants their content hosted outside of California.

"The CDN PoPs we use may not have the same commitment to sustainability that we do, but our customers can stay green with us here, and feel confident in the diverse global network we can offer through OnApp CDN," says Phil.

"What's great about that is that we don't have to turn customers away," says Phil. "They want a seamless hosting service across California, Virginia, Texas, Sweden and Sydney? No problem. OnApp lets us bring our services to companies we'd never have been able to work with before."

AISO.net calculates that its commitment to sustainability reduces Carbon Dioxide emissions by 34,488lbs, Nitrogen Oxide by 50.6lbs and Sulfate by 37.4lbs each year - the equivalent of planting eight acres of trees each summer.

Learn more about Asio.net at

<http://asio.net>.



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Founder & CTO, AISO.net

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