

OnApp powers the eAPPs cloud

eApps Hosting is a highly successful hosting company based in Atlanta, USA, serving more than 5,000 customers in 150 countries. eApps launched in 1986 as Strategic Systems Consulting, Inc., providing IT services and consultancy to enterprise customers. By 2000 it had evolved into a web hosting specialist, with a particular emphasis on middleware application servers for mission-critical websites.

Today its evolution continues with the launch of a new eApps Cloud hosting service, powered by OnApp.

"Moving to the cloud was a no-brainer," says Richard A. Lingsch, President of eApps. "We had to get there to continue growing our business. OnApp is key to that growth."

Designed for hosts

Before it discovered OnApp, the eApps team tried to build cloud infrastructure using generic cloud framework technology from another vendor. This was not entirely successful.

"There were a lot of frustrations with that system," Lingsch explains. "There was nothing on the billing side, for example. We encountered many issues and limitations that were critical in a hosting business, and we had to overcome them ourselves. In hindsight, it was just too time-consuming to build on something not designed for hosts. Then we were introduced to OnApp."

eApps launched its cloud hosting service on 2nd March 2011 after a short OnApp implementation and a thorough testing process, internally and with customers.

Create-A-Cloud™

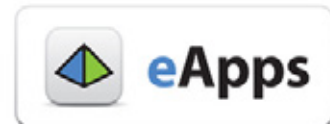
Customers buy cloud packages and additional resources using eApps' unique Create-A-Cloud™ tool, which provides a user-friendly interface to OnApp's cloud management software. OnApp handles all cloud resource management, pricing, limits, user management and failover, and the whole thing runs in state-of-the-art QTS datacenters.

Just a few weeks after launch, take-up of the new service is already impressive. Existing VPS users, as well as new customers, are making the move to the eApps cloud.

"Our customers include developers using Ruby, Java, Drupal and so on," says Lingsch. "We have companies working in application middleware, like JBoss, Tomcat and Liferay Portal. And we have larger business customers who need extensive infrastructure and applications hosting. The interesting thing is that they all share the same basic needs. Top of the list are uptime, flexibility, and predictable pricing - and these are the things we deliver with OnApp."

Uptime keeps customers

With OnApp, eApps has built a highly resilient, self-healing cloud infrastructure that automatically recovers if a server fails.



Website: www.eapps.com

OnApp go-live: March 2011

Summary:

- > Designed for hosts - reduces complexity of cloud deployment
- > Open API enables development of Create-A-Cloud™ Tool
- > Flexible billing options for flexible service design
- > Automatic failover maximizes uptime



"OnApp's automatic failover means never having to say we're sorry"

Richard A. Lingsch,
President eApps

Case study eAPPS

"The customers that need the most bulletproof service tend to be companies that spend the most money with us," says Lingsch. "With traditional VPS infrastructure, a server crash can mean hours of downtime. Now, if a server fails, the VMs it hosts are brought up again remarkably quickly. OnApp's automatic failover means never having to say we're sorry."

Flexibility and customer choice

Flexibility is another much-vaunted characteristic of the cloud, but it isn't just about being able to scale your hosting service. For eApps, it's really about giving customers more choice.

"Not every customer wants to configure their hosting service to the last detail. Having the ability to choose resources à la carte is really powerful," Richard Lingsch says. "With our Create-A-Cloud™ tool you can choose from pre-configured cloud hosting packages, and also buy more of whatever you need – port speed, RAM, CPU or whatever. In the traditional VPS world, you'd need to buy a bigger package just to get more RAM. Now you just pay for what you need."

Not everyone needs utility billing

Predictable pricing is the third key customer requirement. For eApps, the 'pay as you go' billing model associated with the cloud is not necessarily the best option for every customer.

"Utility billing for cloud resources is a 'use it, we'll bill you later' kind of model," says Lingsch. "We plan to introduce this option in the future, but for our customers – including some pretty large enterprises – the preference today is for more predictable billing."

"OnApp supports plan-based as well as utility billing," he continues. "Plan billing is more familiar to traditional VPS customers, and appeals to many new customers too. With OnApp, we've built a service where you can order it, know exactly what it will cost, and you don't even have to talk to us. No surprises, happy customers."

Clouds of the future

eApps' new cloud hosting service is just the starting point. The company plans to expand the range of cloud services it offers, based on OnApp, including new private and hybrid cloud options for enterprise customers.

"I've worked with technology companies for longer than I care to admit, and with many, many software companies. OnApp is way up there, among the top companies I've ever worked with," Lingsch concludes.

Create-A-Cloud™ is a trademark of Strategic Systems Consulting, Inc.



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