

Sliced Tech brings enterprise cloud to Australia with OnApp

Sliced Tech is an Australian provider of IaaS and PaaS cloud computing services to enterprise and government clients. Based in Canberra, SlicedTech is the first Australian company to launch enterprise cloud services powered by OnApp.

"Australian companies are usually early adopters of any new technology," said Jason McClure, founder and Managing Director of Sliced Tech. "There is a real appetite for virtualization and the cloud in this market. We wanted to create a market leading, feature-rich enterprise cloud service for Australian customers, without having to develop it from scratch. That's what led us to OnApp."

Cloud security & compliance

McClure has a long history designing, implementing and consulting on networked IT systems for large organizations around the world. Security and compliance are critical in any enterprise technology, and they form a key part of Sliced Tech's new cloud services.

"For government and enterprise customers, it isn't the functionality or price of the best-known cloud provider that creates barriers to adoption. It's the lack of security options, and the fact that their data and apps would reside outside Australia, and therefore outside their jurisdiction. That is an unacceptable risk," says McClure.

"By combining OnApp with our security and compliance expertise, we have developed a unique proposition for Australian enterprises," he says. "Sliced Tech offers virtualized hosting for business applications and data that offers all of the benefits of the cloud - flexible billing, scaling on demand, instant access to resources, failover and so on - but hosted locally, and designed to meet the security needs of large organizations in this market."

OnApp's hosting pedigree

OnApp provides the cloud deployment and management layer in Sliced Tech's cloud service. There were, says McClure, plenty of reasons why OnApp was their product of choice.

"OnApp has a real hosting pedigree," he says. "They speak the same language we do, the language of a service provider, and have huge experience of large cloud deployments. It's more than just a comfort factor. It makes the process of designing and deploying our cloud, and working through the inevitable teething problems, much faster and less stressful."

OnApp was not the first cloud management product Sliced Tech assessed. What raised OnApp above the competition was its monthly licensing, low set-up cost and features that helped Sliced Tech differentiate its service.

"We investigated one provider offering some of the functionality we needed. Unfortunately they required an up-front investment of many tens of thousands of dollars," says McClure. "That monolithic licensing model just isn't feasible for a start-up. If it didn't work out, we'd have wasted at least \$50k. With OnApp we could get up and running with minimal outlay."



Website: www.slicedtech.com.au

OnApp go-live: May 2011

Summary:

- > Extremely robust cloud technology
- > IOPS management & flexible storage
- > Low cloud set-up costs
- > Deep cloud hosting expertise
- > Incredible customer support



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Jason McClure,
Managing Director, Sliced Tech

Case study Sliced Tech

Robust cloud management

While pricing and cultural fit were important, Sliced Tech's primary requirement was to find a cloud management system robust enough to deliver services to enterprise customers.

"We needed a system we could trust completely, because our enterprise customers put the same degree of trust in us," says McClure. "The top reason we chose OnApp was that our technical guys pulled it to pieces and saw just how robust it is."

IOPS and flexible service design

OnApp's storage and billing functionality were also vital to Sliced Tech - particularly its support for IOPS monitoring and billing. OnApp tracks IOPS down to the level of individual operations on a single partition.

"Storage is a difficult area to get right in cloud hosting," says McClure. "Without careful SAN deployment and network design you can easily encounter IOPS bottlenecks long before you've sold your RAM, disk and CPU resources. Even with enterprise-class SANs, you have to work hard to squeeze maximum IOPS out of your cloud."

"OnApp enables us to monitor and optionally bill for IOPS," he says. "If a client requires more granularity in their billing, so that IOPS is used in addition to volume pricing, we can customize a pricing model that meets this requirement - rather than factoring in a coarse estimation of IOPS against storage volumes. As far as we know, no other cloud provider offers this in Australia."

"Every week something happens to reaffirm our decision to go with OnApp," Jason McClure finishes. "The product is excellent, the company understands our business and their customer support teams are incredibly responsive. OnApp is just what we were looking for: a partner with whom we can grow our business."

Learn more about Sliced Tech at

<http://www.slicedtech.com.au>.

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