

OnApp powers VPS.NET- the cloud hosting service for everyone

VPS.NET grew from launch to 30,000 customer servers in just 12 months

The launch of VPS.NET saw the introduction of the first true cloud hosting service for the mass market. Its parent company, UK2 Group, had set out to create a new kind of cloud hosting service - the next generation of hosting, beyond traditional dedicated and shared servers.

There was clear demand in the mass market for the flexibility and "pay per use" convenience of enterprise cloud hosting services, such as Amazon's EC2. However, customers also wanted the simplicity and low cost of the shared and dedicated hosting they were used to. Using OnApp technology, VPS.NET combined both for the first time.

"VPS.NET was conceived as a cutting-edge hosting product, the next step forward in hosting for websites, blogs, development environments and the many things our customers now run in the cloud," says Nick Nelson, MD of VPS.NET. "It had to be something almost anyone could use: easy to deploy, easy to manage, and very affordable."

Powered by OnApp

As a leading hosting business, UK2 Group already had substantial infrastructure in place. The challenge was how to use these assets to create a cloud hosting service. Existing cloud deployment software was either too pricey or too complex to implement, so the decision was made to develop a new kind of cloud engine to power VPS.NET - and OnApp was born.

Today, VPS.NET is OnApp's largest customer. Just 12 months after launch, VPS.NET customers had deployed more than 30,000 virtual servers. VPS.NET's cloud hosting service has brought in high volumes of new business, and attracted existing UK2 Group customers who'd been using traditional shared hosting services.

Growing the brand

"OnApp gives us the flexibility to develop our own hosting brand, targeting our specific market with a specific product," Nick Nelson says. "You're not forced into a box. You can focus on growing your brand and the service instead of worrying about the technology. We manage the customer experience while OnApp does the hard work of deploying servers."

OnApp's open API plays a key role in that flexibility. Every function controlled by OnApp is exposed through the API, and accessed by customers via the VPS.NET control panel.

"The API is essential," explains Nick. "We had a complete vision for our brand, from first contact with a customer and their ordering experience, to that customer deploying, using and managing their service. We wanted to build a unique control panel to manage that experience, and the API made that a pretty straightforward process."



Website: www.vps.net

OnApp go-live: February 2009

Summary:

- > Low set-up costs
- > Rapid deployment & provisioning
- > Freedom to develop brand
- > High server density and margins
- > Low support costs

"OnApp does the hard work of server deployment and resource management, so we can focus on growing our brand and the customer experience"

Nick Nelson,
MD, VPS.NET

Case study VPS.NET

Low set-up costs

OnApp's low set-up and running costs are also important. VPS.NET could set up its cloud service using off-the-shelf server and storage hardware, while OnApp's monthly licensing means cloud management is an operational, not capital expense.

"Being able to use commodity hardware was a real bonus," Nick comments.

"For our very first deployment we used spare kit in the data center, so hardware set-up costs were effectively zero. We're not tied to any one brand or type of hardware."

Designed for hosts

VPS.NET also highlights OnApp's rapid deployment of clouds, servers and SANs, rapid provisioning of customer services, and the overall efficiency of the system. Because it was designed for hosting providers, OnApp clouds maximize virtual server density and are highly scalable. This improves margins, while OnApp's automatic failover helps to reduce tech support costs.

"OnApp makes it easy for a hosting company to add a new cloud product to its portfolio or launch a new cloud hosting brand, as we did," Nick says. "OnApp's continual development really inspires confidence: we get the capabilities we need to stay competitive in the rapidly growing cloud hosting market."

"We don't have to develop our own infrastructure or worry about the enabling technology: instead we can focus on what matters -- providing clear, compelling services to our customers, and providing a complete customer experience," he concludes.

Learn more about VPS.NET at <http://www.vps.net>.

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Nick Nelson,
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