onapp™

Xfernet brings ActiveGrid cloud online with OnApp

Switches to OnApp from AppLogic to deliver high quality cloud services to enterprise customers in the U.S. and abroad

When your business depends on the applications you run with your cloud provider, you need something more than a quick 'n' dirty instance in a generic public cloud. You need access to a wide range of infrastructure hosting services, professional advice and support, and SLAs you can trust. That's just what Xfernet excels at.

Founded in 1998, Xfernet provides a full range of hosting and managed hosting services from its 10,000 square feet, SOC2 Type II audited datacenter in downtown Los Angeles. Its customers include top network broadcasters, credit card providers, automotive companies, and businesses in healthcare, e-commerce, legal and other sectors.

The Xfernet team prides itself on delivering that close-touch service and support, and has just launched a new range of "ActiveGrid" cloud hosting services built on the OnApp cloud platform.

"We have a very clear mission," says Xfernet CTO, Aaron Faby. "We're not a generic VPS host, and we don't provide anonymous instances, as you might get from a fire-and-forget cloud like AWS. We create the right hosting service for the applications and workloads you need to run. We manage and secure them, and keep your business running, whether you're a large enterprise or a start-up."

Randy Newman, who heads sales and marketing at Xfernet, adds:

"We take care of everything from racking and network design, to support, redundancy and disaster recovery, and you can have a full-featured, tailored hosting service in a couple of days, not weeks and months. That's the promise our cloud platform needs to keep, and OnApp has helped make that happen."

Xfernet ActiveGrid runs on OnApp

With OnApp, Xfernet offers a one-stop-shop for public cloud, private cloud and hybrid hosting. Its ActiveGrid cloud services feature a multi- layer security model, a huge library of OS and application templates, and essentials like autoscaling, load balancing and auto-healing included as standard. All services are backed by Xfernet's 24x7 customer service and support team, which is in turn backed up by OnApp's 24x7 support.

"With OnApp it's easy to zone off physical servers for private cloud, and mix public and private to create hybrid services for our clients," says CTO Aaron Faby. "Whatever the workload we can handle it - running heavy-duty databases on dedicated hardware, front-end websites on cloud servers, managing your colo servers and business continuity - the whole mix."

Why choose OnApp?

Xfernet switched to OnApp after it became clear that its previous cloud platform was no longer being developed or supported in a way that enabled the company to guarantee service levels for its customers.

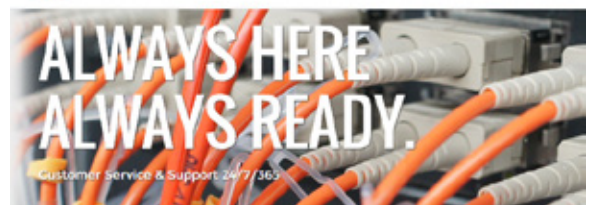**Website:** www.xfernet.net

OnApp go-live: December 2013

Summary:

> OnApp's comprehensive IaaS toolset enables Xfernet to offer a range of high quality services for enterprise clients

> Rapid deployment simplifies creation of new cloud locations for Xfernet customers

> OnApp offers a stable, mature and fully-supported alternative to previous cloud platform

> OnApp's integrated SAN enables storage to scale naturally as the Xfernet cloud grows

"We have big plans for growth, and working with OnApp we have the tools to make it happen."

Randy Newman,
Director of Sales & Marketing, Xfernet

"We started using AppLogic just after the platform was acquired by CA," explains Aaron. "We were running on the latest version and it was a real struggle to get it stable. Almost as soon as we had everything up and running, the announcement came that CA would be re-architecting the entire platform on OpenStack. It was like having our cloud platform pulled from underneath us - and we couldn't let that affect our clients," he says.

"We evaluated OnApp when we chose our previous platform, before OnApp had introduced its integrated storage system. Integrated storage was really the main reason we went with a different platform to begin with," he says.

"Now OnApp has its own integrated storage system, and since AppLogic is no longer a viable option, it was an easy choice to make the switch. We're migrating all of our cloud customers to OnApp."

The importance of integrated storage

OnApp supports a wide range of storage strategies and devices, but more and more service providers are using OnApp's integrated SAN to deliver high-performance storage for cloud services. The integrated storage system is a vital part of the platform for the Xfernet team.

"With integrated storage you don't have to invest in a central SAN," says Aaron. "Each of our physical cloud servers can become a high- performance storage node in its own right, and we can offer different tiers of storage to suit different clients. It also means our storage scales naturally as our cloud infrastructure grows, just by adding disks and servers.

"OnApp's integrated storage is much more flexible and more cost-effective than a legacy SAN, which translates into more choice and better value for our clients."

Rapid implementation

Getting up and running with OnApp was surprisingly easy, according to Jeffrey Nikoletich, Xfernet's CIO.

"Installing OnApp was orders of magnitude easier than AppLogic," he says. "We had our OnApp cloud up and running in 24 hours, and the few teething problems we came across were easy to fix with the help of the OnApp support guys. Having a 15 minute response time for OnApp support helps a lot: on our previous platform we had to put up with 24 hours."

"It's a breeze to get started, which is important as we begin to launch clouds in other locations," he adds. "We're opening a new Chicago datacenter soon: OnApp's install process makes it easy to ship equipment out to new locations, and get up and running almost immediately."

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>
> **Aaron Faby**
> CTO, Xfernet

Growing on OnApp

As well as expanding to the East coast, Xfernet plans to roll out additional services based on OnApp in the near future.

"We're going to keep building out our service with new features, like OnApp's new dedicated smart servers and bare metal servers – so our clients can manage more and more workloads through ActiveGrid," says Randy Newman.

"We have big plans for growth, and working with OnApp we have the tools to make it happen."

Learn more about Xfernet and ActiveGrid at http://www.xfernet.net.

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