

# Ubiquity launches Amazon-beating cloud with OnApp Cloud v3.0

The key component: high performance cloud storage using OnApp Cloud's integrated SAN

**The speed and reliability of all cloud services depend on the speed and reliability of their storage systems - typically, some kind of Storage Area Network or SAN. Traditionally, cloud providers have had just two choices: they could use low-end SANs, and sacrifice performance, or sign up with an enterprise storage vendor at huge cost.**

Ubiquity Servers is one of the first companies to take advantage of a new approach developed by OnApp: a distributed SAN that provides the performance of high-end storage systems at very low cost. Using patent-pending OnApp Storage technology, now available in OnApp Cloud v3.0, Ubiquity has launched a new range of cloud services targeted directly at customers of the world's largest public cloud provider: Amazon.

"Our new cloud service has a simple aim," says Clint Chapman, CTO of Ubiquity. "We're giving customers more features, better performance and better support than Amazon, at half the cost. And one of the main reasons we can do that is OnApp Cloud and OnApp Storage, its integrated SAN."

## The search is over

Ubiquity is part of the Nobis Technology Group, which formed in 2006 from the merger of Ubiquity, focused on business hosting, and DarkStar, a specialist in hosting and voice communications for the gaming industry. Ubiquity's new cloud, powered by OnApp, will be hosted at datacenters in L.A., New York, Chicago and Amsterdam.

"OnApp Cloud v3.0 is the cloud platform we've been waiting for since 2007," says Clint. "We've tested and deployed many virtualization and storage systems as our services have evolved. The one thing that was always lacking was an effective storage system that would help us build a real world-beating cloud service. With the integrated SAN built into OnApp Cloud, we've finally found the answer."

## Cloud storage, solved

Cost is one of the main drawbacks of traditional SANs for cloud providers. It's not just the cost of the hardware required for the initial SAN deployment, which is usually proprietary, and only available from the vendor. It is also the cost of scaling the SAN when your cloud grows, and your storage requirement grows with it. Upgrades can be at least as expensive as the initial install, and normally mean stepping up to the next product in the range - while keeping fingers crossed that you'll win sufficient new business to justify the cost.

"Our feelings about centralized SANs have been lukewarm, at best," Clint explains. "We built our previous generation of cloud services around a proprietary SAN from a well-known vendor. It's a lot of work to manage and maintain. It locks us down to proprietary



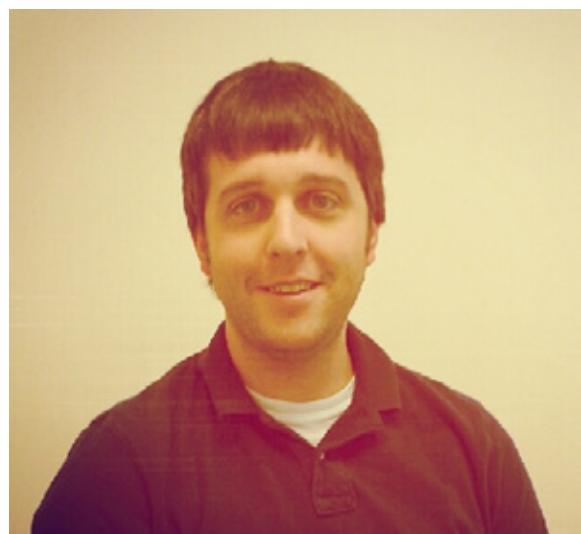
UBIQUITYSOURCES

**Website:** [www.ubiquityservers.com](http://www.ubiquityservers.com)

**OnApp go-live:** February 2013

## Summary:

- Sustainable storage performance helps Ubiquity compete with global players
- Ability to mix & match disks makes it easy to provision tiered storage
- Using commodity hardware removes SAN vendor lock-in, and reduces cost
- Linear scaling supports future growth of the Ubiquity cloud



**"OnApp Cloud v3.0 is the cloud platform we've been waiting for since 2007"**

**Clint Chapman,**  
CTO, Ubiquity Servers

## Case study Ubiquity Servers

hardware, so we're tied in. And it's very expensive to build and scale out, which makes it very difficult for us to get to the price point we want for our services. Traditional SANs are just not designed to help us grow. OnApp's new storage platform solves each of these problems."

OnApp Storage is a distributed SAN that's bundled with OnApp Cloud v3.0. It enables cloud providers to build their own SAN using standard disk drives in the hypervisor servers they already use for their cloud. It pools the capacity of those disks and enables Ubiquity to assign virtual storage to its cloud customers from that pool, with multiple tiers of storage, and intuitive control over performance and redundancy. Adding new capacity is as simple as adding more disks, or more hypervisors.

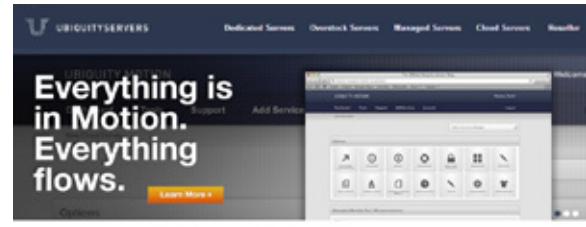
### Close to raw performance

Ubiquity was a key participant in beta testing OnApp Cloud v3.0 and its integrated SAN. Initial tests showed that OnApp could help Ubiquity achieve impressive results on hardware costing substantially less than an equivalent legacy SAN set-up. Clint Chapman says:

"One of the great things about OnApp Storage is that we can mix and match different types of disk, to deliver different levels of storage performance to our customers. That gives us plenty of flexibility in the way we design storage for our cloud. So for example, our existing cloud customers using storage based on spindles, will be able to migrate to our new OnApp cloud and get storage based on SSDs, for an immediate and very tangible performance improvement."

"Most important, though, is the way OnApp's storage system gives us predictable, sustainable performance. We're getting close to the raw performance of each disk, which translates into impressive performance for our customers," he adds.

OnApp Storage achieves that performance in several ways, the most important of which is OnApp's 'VM-aware' technology. It optimizes I/O for virtual machine data by storing it on the same physical server that hosts that VM. Depending on the hardware environment and the way a cloud is configured, OnApp's storage system can deliver 95% or more of the raw performance of each disk, but with the added benefit of full redundancy across multiple disks in multiple hypervisors in the cloud.



### Ubiquity Servers

In an overcrowded web hosting industry, it's hard to stand out. Here are a few simple reasons why you can put your faith in Ubiquity's platform and transform your business today.

#### DDoS Protected Network

Our custom built-in Neuron DDoS protection system has been designed to ensure your network is protected from outside attacks, which are stopped within a minute or less. [Read more](#)

[About our web server security](#)

Read more

## Case study Ubiquity Servers

### Enterprise-class storage

Benchmarking with OnApp Storage during beta testing saw sustained read/write speeds of 1500MB/s and 1200MB/s with just six SSDs; using 16 SATA mechanical disks gave results of 1300MB/s and 1800MB/s for sustained reads and writes, respectively. That compares with storage performance of 400- 500MB/s using Ubiquity's previous SAN.

"We're getting high performance and sustainable throughput," Clint says. "OnApp gives us enterprise-class storage for our cloud, at a fraction of the cost of an enterprise SAN. And it's easy to grow our storage capacity by adding more disks. The storage scaling is basically linear."

### A platform for growth

Storage wasn't the only focus of Ubiquity's new cloud deployment. Ubiquity had already paid careful attention to the rest of its cloud platform, since the company has previous experience with earlier releases of OnApp Cloud.

"OnApp gives us a really easy way to run our kind of cloud service, and the UI changes and extra features in version 3 build on what was already a great product. OnApp's API and support service are important too: but it's the addition of OnApp Storage that's the real game-changer here," Clint says.

Ubiquity Servers plans to market its new Amazon-beating cloud to all-comers, and aims to grow its cloud customer base by at least 1,000 users in the first quarter after launch.

Learn more about Ubiquity Servers at

<http://www.ubiquityservers.com>.

(UK) 0800 158 8600

(US) 866 234 3240

<http://onapp.com>

[start@onapp.com](mailto:start@onapp.com)

