onapp™

With OnApp, Dediserve builds €1m cloud hosting business in less than two years

dediserve

Dediserve is an incredibly successful cloud hosting provider based in Dublin, Ireland. Dediserve has a simple mission: to enable businesses to use cloud technology to improve efficiency, improve productivity and reduce cost.

Since the company launched in February 2009 it has grown to a €1m business with cloud hosting operations in Ireland and the UK.

OnApp is the management layer in Dediserve's cloud. It handles cloud deployment, server and storage management, user management, automatic failover and billing.

"OnApp has entirely enabled our business – it simply wouldn't be possible to do what we do without it," says Aidan McCarron, Managing Director of Dediserve. "Our growth has been entirely powered by OnApp."

Cloud machines and cloud IT

Dediserve offers two main types of cloud hosting service. Dediserve Cloud Machines are a straightforward way to move from traditional dedicated servers to a more flexible, pay-per-use hosting system. Customers can deploy a single virtual machine in the Dediserve cloud with flexible RAM, storage and bandwidth. Dediserve also offers an extensive Cloud IT service, which gives customers their own virtual datacenter - a private cloud, with a scalable pool of resources they can use as they wish.

"We built an enterprise-class hosting infrastructure using high availability HP, EVA and Cisco kit," Aidan McCarron explains. "On top of that we have OnApp, which lets us configure these resources as a cloud, with the ability to flex resources for the whole cloud or for individual customers," Aidan McCarron says.

Cloud business benefits

This flexibility enables Dediserve to target different segments of the market with different cloud services. About 70% of Dediserve customers are businesses in the UK and Ireland; the remainder are based in the US and elsewhere in the EU.

"Our Cloud Machines tend to be used by smaller businesses and web design or development houses, who move to cloud hosting to replace their own legacy IT, a previous-generation VPS or co-location hosting service," says Aidan McCarron.

"Our Cloud IT service tends to attract larger enterprises, who face a simple choice: to invest heavily in the hardware and skills they'd need to build equivalent functionality in their own data centre, or to buy the resources they need from us for a low monthly fee," he adds.

Ultra-fast deployment

In each case, OnApp makes it easy to deploy and scale a hosting service for a customer. OnApp's virtual machine templates mean Dediserve customers can order and start using their cloud hosting services in just a few minutes. "With OnApp, we can deploy virtual

Website: www.dediserve.com

OnApp go-live: February 2009

Summary:

> €1m growth, powered by OnApp

> Rapid time-to-market for VMs

> Automatic failover reduces support costs

> Self-provisioning reduces admin costs

> Platform flexibility supports acquisition strategy

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Aidan McCarron,
MD, Dediserve

machines while customers are on the 'phone or in live chat, which never ceases to impress," says Aidan McCarron. "Once a customer is up and running, OnApp makes it incredibly easy for customers to manage and scale their cloud resources. Self-provisioning is critical to our model, and OnApp handles that beautifully."

"Our support overheads are extremely low, because customers have complete control over their servers and can perform almost every conceivable task themselves," he says. "It means we can focus on adding value and helping customers with the things that do require more in-depth knowledge.

Automatic failover

OnApp builds on the high availability of Dediserve's physical infrastructure by managing automatic failover if something happens to part of the cloud. "The days of running to a datacenter in the small hours to fix a failed hard drive, PSU or server, are long gone: the cloud heals itself, and we can fix the problem in the morning," Aidan McCarron says.

Growing the Dediserve cloud

Dediserve also depends on OnApp to support its acquisition strategy. Dediserve acquired the UK-based host, Aventure in 2010, and its shared hosting services are now also powered by OnApp. "Our goal is to improve efficiency and gain economies of scale by consolidating the infrastructure of acquisitions into our OnApp cloud," explains McCarron.

Lastly, OnApp's free 24x7 support is another boon for the company. "Support is a real standout for us," Aidan McCarron concludes. "We can contact OnApp at any time of day or night and get a response. We get the same support from OnApp that our customers expect from us – it's the way support should be. We're very, very happy with our cloud engine."

Learn more about Dediserve at
http://dediserve.com.

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