

## Hostopia grows its Australian cloud service with OnApp

**Hostopia is one of Australia's largest hosting providers, operating five unique brands that take care of more than 300,000 websites for customers across the country.**

"Our mission is to provide fast, secure and stable hosting solutions for businesses and consumers across Australia," said Hendrik Kruizinga, Product Manager at Hostopia. "The majority of services we provide are delivered from clouds we own and operate – and since 2012 we've been using the OnApp cloud management platform to design and deliver services for our largest brands."

Like many large service providers, Hostopia's different brands cater to different parts of the market: the company owns Digital Pacific, Crucial, Anchor, Panthur and Web24.

"With five brands to manage, the technical overhead we carry is higher than many other hosting providers," says Hendrik, "so we must have efficiency in the datacenter. The tools we choose to handle cloud orchestration, provisioning and management have a direct effect on the quality of service we deliver, the experience our customers get, and the success of our business."

### A complete cloud platform

OnApp is a complete cloud platform for service providers: running in Hostopia's datacenters, OnApp software automates the process of creating, provisioning and managing cloud services.

Rather than providing a framework of different components that service providers have to customize, integrate and maintain, OnApp offers a single, end-to-end solution: one platform, one user interface and one API for everything from virtual machine creation to billing calculations.

"There has been a lot of consolidation in the market," Hendrik says. "A fair few Australian hosting companies have tried to build their own cloud, often using OpenStack, but they ran into economy of scale problems - as in, the effort required to maintain and operate their cloud made it difficult to scale their business effectively. We achieve more with less by having OnApp as part of our stack."



#### Use case:

- Public cloud, cloud VPS, web hosting

#### OnApp solutions:

- OnApp Cloud Management Platform

#### Summary:

- Leading Australian hosting provider uses OnApp for efficient multi-brand cloud service delivery
- OnApp simplifies and automates service design and delivery
- Hostopia plans next growth phase through OnApp VPS with value-added platforms and applications

"We achieve more with less having OnApp as part of our stack"

**Hendrik Kruizinga,  
Hostopia Australia**



### Crucial

Hostopia's Crucial brand has used OnApp since 2012. The flexibility of the OnApp platform – especially in terms of its approach to storage - enables Crucial to offer different services for different customer use cases. For example, Blaze is a high-performance public cloud service that combines the OnApp cloud platform with SolidFire all-SSD storage. This enables Crucial to guarantee storage performance for each client. Alongside Blaze, Crucial offers a range of VPS products that are a more cost-effective option for workloads that don't require the same level of storage resilience or performance.

"We run each service on separate instances, because Blaze has a different performance profile and storage back-end to our standard virtual servers. But as both run on OnApp, they share a consistent look and feel for us in the datacenter, and we can present a common way to order and manage those services for clients" says Hendrik.

## Digital Pacific

Digital Pacific is another major Hostopia brand, and is already a significant player in the Australian market. OnApp has simplified the process of launching new cloud services, including a new range of Linux, Windows and Managed VPS products.

"We have big plans for Digital Pacific this year," Hendrik says. "By templating the way we create a new service, and by automating provisioning of the service, OnApp means we can launch new products to market at speed, and get customers onto the platform extremely quickly. OnApp makes it easy to scale our service too. Our recent VPS line was so successful we ran out of capacity in less than two weeks – but adding new hardware was easy. By automating the orchestration and provisioning of our cloud, OnApp helps make us more agile and responsive."

## Ambitious plans for growth

Hostopia's combination of fast service delivery, responsiveness to customers and high quality hosting products has delivered strong and steady growth for the business. How do they envision this growth continuing, in an Australian market that's seeing increasing focus from cloud providers like AWS, Azure and GCE?

"Yes, there is increasing presence from the major cloud providers here, but that is typically countered: AWS might appear affordable on the face of it, but especially for smaller businesses there's a significant overhead in terms of development and integration resource to make it work," Hendrik explains.

"We also find ourselves in a stronger position because we're an Australian service provider with infrastructure and support centres in Australia."

"However, the main driver for growth comes from services and capabilities we're building around our cloud and VPS products. There's a definite trend for customers to look for more than just vanilla servers from their provider. PaaS style VPS products are the future, and we're moving that way, using OnApp as the platform to evolve our multiple brands."

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**Hendrik Kruijinga, Hostopia Australia**

New services are planned around G-suite applications, Office 365, backup and more through 2019 and beyond.

"Again, the efficiency of the infrastructure we use plays a key role in helping us expand: we have a large network and many different services and resellers running on our OnApp cloud platform," Hendrik says.

For more information about Hostopia Australia, and its leading web hosting brands, visit:

<https://www.hostopia.com.au/>

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