

cloud
accelerators

who can achieve
high-performance
cloud computing?
you can



“We have more than 500 customers. We have no data centers and only minimal amount of technology infrastructure. We not only build clouds. We live in them.”

Stephen Hurford
Cloud Services Director,
DNS Europe

agility
made possible™

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ca
technologies

we're helping SaaS providers show enterprises how it's done.

About DNS Europe

- London-based cloud hosting business
- Services include cloud application hosting and development, hybrid cloud integration services, consulting and onboarding
- 500 customers. 4 cloud hosting sites – 2 in UK and 2 in Serbia
- Data center providers are Level(3), Interxion and Telenor. Connectivity providers are Level (3), Cogent and Telenor.
- Have been working with the 3Tera® AppLogic® platform since March 2008

For more information, visit dnseurope.net

Types of services offered:

IaaS

PaaS

Virtual Private Data Center

Integration Services



Stephen Hurford
Cloud Services Director, DNS Europe

Career Highlights

- Responsible for cloud strategy
- Previously served as consultant and communications director for DNS Europe
- Former general manager of a UK-based web hosting business
- Former CEO of web development agency
- Personal interests: scuba diving, underwater videography

I believe the AppLogic platform is truly revolutionary.

Tell us about your hosting strategy and the markets you've had the most success in serving.

We don't have any data centers at all. We are a cloud service provider that doesn't believe in owning physical infrastructure apart from the rack inwards. We host with reputable tier 3 partners like Level3, Telenor, Interxion — but it means that we don't care where the facility is. We can deploy a private cloud within a data center anywhere in the world and with any provider.

Ninety percent of our private cloud customer base is small to medium companies who are providing SaaS offerings to enterprises and government sectors. These SaaS developers are showing the enterprises how it's done. What we're finding is that the companies they sell to are starting to say to themselves, "If this company can build cloud services based on the AppLogic platform, why can't I build my own cloud using it?" And that is how we are now beginning to penetrate the enterprise market now, as well.

Why do you offer both public and private cloud services?

We began by offering public cloud hosting services. That was our learning ground and helped us quickly gain expertise with building cloud services and templates that we bring to bear to the more customized services we offer.

Even though our consulting engagements around private and hybrid cloud are higher-margin services, we continue to offer the public cloud services for a number of reasons. First off, we've built a Control Panel for AppLogic that simplifies cloud service design with automated provisioning and control, so the service more or less runs itself. Also, our public cloud offerings provide a nice entry-point into accounts that over time will want to upgrade to private cloud offerings. We've also found that once hardware has reached the end of its workable life for an enterprise private cloud engagement, it can still be useful as part of a grid supporting public cloud offerings. In fact, we've been able to extend the life of our hardware by 40 – 50 percent.

Why did you choose CA 3Tera AppLogic as your cloud platform?

I believe the AppLogic platform is truly revolutionary. The way it encapsulates and virtualizes the infrastructure supporting an application so that we can easily port an application from one cloud to another — nobody else is doing that.

It also frees us from expensive hardware purchases. Service providers who want to offer cloud services don't need to purchase an expensive SAN to get started. You can get started with 3 \$1,000 servers. And if you need more capacity, you can scale it one \$1,000 server at a time. Contrast that with the hypervisor-focused approach — you've got to spend \$30,000 - \$50,000 on a storage area network in order to get started.

With the AppLogic platform, we've been able to reduce our hardware stock levels by 70% from the old dedicated server model. We used to have lots of different machines with different specifications. Now we have one chassis, one motherboard, two CPU types and three standard RAM modules.

How has your cloud platform helped you deliver high availability?

The customers who get the value of our cloud services are those who care about high-availability and fault tolerance. We have a high service credit policy, compared to most hosting companies. We refund 5% of monthly income per hour or part thereof of downtime. The AppLogic software enables automatic fault tolerance. So, if a server goes down in the middle of the night, I know that within 5 – 10 minutes, it's going to be automatically recovered and my clients can have access to their systems again. That has saved us not a small amount of money in service credits.


What strategies do your customers use for disaster recovery with their hosted environments?

Some of our customers have 2 private clouds in 2 different facilities — the first one is a pre-production private cloud, where they do their development. When they are ready to roll out a change, it's just a single command to migrate from one private cloud to the other. If their primary private cloud fails (which actually has never happened), they can fall back to their pre-production cloud to support their live service.

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We're currently in the process of deploying two companion products to the AppLogic platform that I consider essential for a two-site disaster recovery set-up. By using the Nimsoft Unified Monitoring™ solution and CA ARCserve® backup and recovery solution from CA Technologies along-side the AppLogic platform, we can provide a bit level disk-to-disk replication between two private clouds. You can literally snapshot a whole server including the Xen layer, the AppLogic layer, the application and virtual appliance layer — bit by bit from a physical box in one data center to another physical box in another data center. This is exactly the type of solution our customers are interested in. Our small and medium enterprise customers simply haven't had an affordable alternative for backup and recovery.

To learn more from cloud service providers working with CA Technologies, visit ca.com/cloudaccelerators

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