

PEER 1 HOSTING

Worldwide hosting provider deploys EMC Atmos cloud solution to deliver storage-as-a-service



ESSENTIALS

Challenges

- Respond to customer demands for cloud-based storage options
- Provide a reliable and affordable alternative to SANs

Solution

- EMC Atmos Cloud Storage

Key benefits

- Enables self-service, metered cloud storage for multiple applications
- Built-in policy management enables matching of storage levels to customer requirements
- Accelerates customers' go-to-market strategies with application integration
- Flexibility of solution enables customizing of cloud storage for a wide array of markets and uses

PEER 1 Hosting is one of the top five hosting providers in the world, offering managed hosting, dedicated servers, co-location, cloud services, and network solutions. Founded in 1999, PEER 1 Hosting's rapid expansion can be attributed largely to an unyielding commitment to exceptional service and zero network downtime. The company delivers services via PEER 1 Hosting's own FastFiber Network™ that spans 17 data centers, 21 points of presence, and 15,000 miles of fiber across the U.S., Canada, and U.K.

As a company that is constantly evolving in response to industry trends, PEER 1 Hosting identified a growing need for cloud-based storage, which would provide a reliable, affordable, and flexible addition to its storage area network (SAN) offerings.

"We survey our customers twice a year for their input to help shape our product roadmap," says Robert Miggins, PEER 1 Hosting's senior vice president of business development. "In the last year, more and more of our customers have asked us to offer storage-as-a-service as part of our hosting portfolio."

COMPLETELY INTEGRATED CLOUD STORAGE SOLUTION

After an exhaustive evaluation of eight potential vendors, PEER 1 Hosting chose EMC® Atmos™. Using Atmos as the foundation, the company provides its customers with CloudOne Storage, an innovative, self-service, metered cloud storage solution.

"EMC was the only vendor that offered a completely integrated software and hardware cloud storage solution," says Dax Moreno, general manager of ServerBeach, PEER 1 Hosting's dedicated server division.

"We liked how EMC is making a big R&D investment in cloud. Rather than starting from scratch and building our own or buying pieces from different vendors, we went to market faster with a robust, proven cloud storage solution based on Atmos."

PEER 1 Hosting has deployed 200 terabytes of Atmos cloud storage with the capability to scale to unlimited capacities. The solution incorporates EMC Atmos GeoProtect advanced data protection capabilities as well as Atmos Web Service APIs for customers to integrate their Internet-based applications directly with CloudOne Storage. Atmos also features multi-tenancy, enabling PEER 1 Hosting to securely and efficiently serve multiple applications from a single cloud infrastructure.



PAY-AS-YOU-GO STORAGE

CloudOne Storage, powered by EMC Atmos, allows users to simply “plug in” to the storage and pay for only the amount they use, much like a utility. CloudOne Storage can be used for virtually any data requirement, including content storage, backup and archiving, off-loading of large media objects, or data storage.

“We wanted to make CloudOne Storage simple for our customers, without any hidden charges—just a transparent and straightforward service,” says Miggins. “For example, our hosting customers don’t have to pay any data transfer fees within our FastFiber Network, and only 10 cents per GB off of it.”

FLEXIBILITY TO MEET A RANGE OF MARKET NEEDS

PEER 1 Hosting supports approximately 12,000 customers worldwide, primarily small-to-medium size businesses. Using Atmos’ policy-based information management, PEER 1 Hosting created three CloudOne Storage policies—Value Policy, providing one copy of the customer’s data in one location; Plus Policy, which extends the Value Policy with an offsite copy; and Premium Policy for erasure-coded copies of the customer’s data in two locations.

“Atmos has a lot of built-in flexibility because we can easily set different policies to match the different cost and availability requirements of our cloud storage customers,” says John Hamner, product manager for PEER 1 Hosting.

Protecting customer data is also critical. With Atmos GeoProtect, PEER 1 Hosting’s customers gain peace of mind, knowing that their data is safe with CloudOne Storage.

“We want to make sure that CloudOne Storage provides not just raw storage but also the data protection our customers demand,” explains Hamner. “Atmos’ GeoProtect provides data protection that is designed specifically for cloud environments, which is an important differentiator for us.”

APPLICATION INTEGRATION ACCELERATES GO-TO-MARKET STRATEGY

To expand the market opportunities for CloudOne Storage, PEER 1 Hosting worked with EMC’s Atmos product development team, meeting weekly to strategize on ways to make cloud storage more easily accessed and consumed. One result of this effort is the CloudOne Storage “sign up now” tab on PEER 1 Hosting’s website.

“Our go-to-market strategy is to make CloudOne Storage just three clicks away from any customer that wants it,” states Hamner. “With their technical proficiency and cloud expertise, the Atmos team is helping us reach that goal. They’re also helping us identify and tap into a number of different markets, such as streaming media or desktop backups, with new APIs that our customers can customize to fit their specific offerings.”

One such customer is XYZMP3.com, which distributes digital music and video to consumers through a variety of devices such as game systems, digital video recorders, smart phones, and PCs. Using the Atmos API, XYZMP3.com integrated its application with PEER 1 Hosting’s CloudOne Storage.

“By leveraging the Atmos API, we have our digital media streaming application tightly integrated with CloudOne Storage,” says Roland DeLeon, CEO of XYZMP3.com. “This has really accelerated our go-to-market strategy because artists, producers, and media outlets can use our offering to more rapidly distribute their creative music and video content across a wide variety of channels.”

“Atmos has turned out to be more flexible than we thought,” Moreno adds. “Instead of simply storing our customers’ data, we’re able to cache the popular content on servers, use site accelerators to distribute it a lot quicker, and provide faster page loads and response times. As higher-quality video and music becomes more pervasive on the Web, our cloud storage offering has become a huge market enabler for our customers.”

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JOHN HAMNER,
PRODUCT MANAGER, PEER 1 HOSTING

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