

# Parallels® Virtuozzo Containers

Service Provider Case Study

## ServInt dramatically reduces VPS price-points using Parallels Virtuozzo Containers to power managed VPS solutions

### Partner summary

Based in Northern Virginia and founded in 1995, ServInt was one of the first managed hosting providers to offer a managed dedicated server solution to its customers. Today, with data centers in Los Angeles and Washington, D.C., ServInt has established itself as a market leader in hosting, with a suite of services provided to thousands of customers from around the world. ServInt's innovation continues today with a range of Managed Virtual Private Server (VPS) solutions.

### Business Situation

VPS hosting makes up a significant proportion of the industry, with customers demanding highly reliable, scalable, and secure hosting as standard. ServInt identified the need to offer VPS plans with large enterprise-level capabilities at shared hosting price points, as well as offer their dedicated server customers the ability to easily deploy their own competitively priced VPS solutions.

“We have been working with the Parallels platform since VPS hosting started increasing in popularity back in 2003,” says Christian Dawson, Chief Operating Officer at ServInt. “But nobody at that time was using the technology for enterprise level commercial hosting. We wanted to use it to provide the next generation of enterprise managed hosting to the masses and to do that we had to bring the price-point down.”

In order to realize their goal of a managed VPS hosting solution with the affordability of shared hosting, ServInt needed software that could effectively virtualize an operating system and handle the dynamic distribution of system resources to numerous accounts. While hypervisor technology is capable of achieving this, keeping the end-user price point attractive was a case of deploying the maximum number of accounts on one hardware server, without compromising performance.

### Solution

“We discovered Parallels Virtuozzo Containers (PVC),” remembers Dawson. “PVC allows us to offer our customers reliable, powerful servers that are always accessible, and ensure that customers who are using those shared resources are isolated from each other. They also enjoy improved system responsiveness, with tasks that would take minutes on a hypervisor-based solution taking a fraction of a second. Most importantly, though, we can virtualize as many as ten times the amount of accounts that would be possible using a hypervisor. This is technology that drives the service we offer, enabling us to offer VPS at a lower price than dedicated servers.” ServInt uses PVC technology on all VPS hosting packages and also offers the software to their dedicated server customers, enabling them to effortlessly deploy their own applications, even their own shared hosting solutions. ServInt also makes use of Plesk Control Panel both in Power



### Business Situation Summary

ServInt wanted to offer an alternative to cheap and unreliable low-end dedicated servers, creating an enterprise quality offering which kept customer overhead down while offering the independence, security, and reliability. In order to keep price-points attractive, they needed a way of virtualizing the maximum number of accounts on a single physical machine without compromising performance.

### Solution Summary

ServInt uses Parallels Virtualization Containers (PVC) to quickly and easily deploy virtualized servers with dynamic resource allocation and robust security. The PVC solution enables ServInt to attract new customers with a highly affordable VPS service and satisfy existing customers with exceptional performance. ServInt's use of PVC enables them to provide enterprise grade services using Parallels technology.

ServInt also offers Parallels Plesk Panel as an easy to use, flexible control panel system for all of their customers to either manage the server with Power User mode or provide shared hosting.

User (IT Administration) and Shared Hosting mode, to give their customers an easy-to-use administrative solution whether they are an IT administrator or running a shared hosting business.

## Benefits

Using PVC, ServInt is able to deploy an average of 15 accounts onto every hardware server – in a scenario where there are 3,600 hardware servers, the use of flexible virtualization can reduce the physical hardware servers to just 240. In power consumption alone, this decreases ServInt’s costs by 85%. However, the power of PVC means that virtualization does not stop with 15 accounts. ServInt provides some services where 30 accounts are virtualized on the same hardware unit, leading to power consumption savings of around 93% and bringing the end-user price point to a level that competitors can’t touch.

Dawson explains that by reducing overhead, Parallels Virtuozzo Containers enables ServInt to focus expenditures on other areas such as customer support, enabling the company to increase customer satisfaction and attract new customers to its innovative line of hosting products and services.

“What excites our customers about Parallels Virtuozzo Containers is that they are suddenly mobile and scalable in ways that they have not been before, but they are not paying the costs typically associated with managed dedicated server hosting,” says Dawson. “The platform we have developed with PVC at the core allows us to move customers around and migrate them as necessary, while making the process seamless and unnoticeable by the customer. If they need to grow or shrink, no matter what they need to do, we can handle it.”

With Parallels at the forefront of ServInt’s range of innovative VPS hosting and dedicated server solutions, ServInt continues to be a market leader with exceptional customer service and support. Parallels Virtuozzo Containers brings streamlined deployment of reliable, affordable servers to thousands of satisfied customers worldwide.

“Customers love the ability to not be wedded to their hardware and we love helping them to achieve that,” says Dawson. “Our customers can compete and grow without worrying about whether they have the capabilities to grow, thanks to our quality VPS solutions all built with Parallels Virtuozzo Containers at the core.”

## Benefits Summary

- Attracts new customers and satisfies current customers by offering an inexpensive VPS solution with high redundancy and greater scalability
- Offers enterprise-class managed VPS services with better performance and lower prices than dedicated servers
- Improves customer support by offering Parallels Plesk Panel control panel
- Ensures greater reliability across servers, increasing customer satisfaction

## Parallels Products Used

Parallels Virtuozzo Containers for Linux  
Parallels Plesk Panel

“It’s like if you buy a house, you may not be able to afford a pool and a gym, but in a condo you can take advantage of those amenities. Parallels Virtuozzo Containers lets us offer our customers a way to take advantage of the hardware amenities they may not be able to afford on their own.”

— Christian Dawson,  
Chief Operating Officer, ServInt

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