

Parallels® Virtuozzo Containers

Customer Success Story

(mt) Media Temple Surpasses Ten Thousand Virtual Environments to Rank as One of the Largest Virtual Deployments in the World

Rapid Growth, Innovative Products, and Superior Customer Satisfaction Made Possible with Parallels Virtuozzo Containers

Business Challenge

When virtualization technologies appeared on the tech scene, (mt) Media Temple was one of the first companies to notice. “We instantly saw this as a technology that could take our vision of a fast-paced, dynamically scalable and reliable network architecture to a whole new level of performance,” said Demian Selfors, CEO of (mt) Media Temple. “We took a long look at virtualization and knew that web-based services were about to undergo a radical change and we wanted to be a frontrunner. We knew virtualization was going to be the future and banked on it as the best way to meet our stated customer commitments and speed our rate of growth”.

From their inception in 1998, (mt) Media Temple set out to create a company that focused first and foremost on the customer and formulated their infrastructure design and product offerings using the customer experience as their benchmark for success. Coming off a painful experience with off-the-shelf software, (mt) Media Temple planned to build many of their own tools and applications internally, but needed a virtualization platform that could deliver production-level performance to allow the development or resale of applications to their customer base. With a business model that required live 24/7/365 phone support based in Culver City, California and the ability to communicate with global clients in native languages, (mt) Media Temple first invested in their employees to ensure top quality customer service and then invested in the industry’s most efficient and effective technologies to provide lean, cost-effective management of their datacenter. (mt) Media Temple secured their competitive advantage by creating a scalable infrastructure that met with their stringent requirements for uptime and reliability, while offering an agile platform to create and deploy innovative value-added services for their customers.

Evaluation

When looking for a virtualization solution, (mt) Media Temple evaluated hardware, para-virtualization, and operating system virtualization vendors. (mt) Media Temple’s selection criteria list included the ability to handle unexpected spikes in traffic with no interruptions or degradation to service, as well as the ability to minimize management time in applying patches and updates to the more than 175,000 domains they host worldwide. The degree of server density, capability of dynamic workload management, and the existence of productized easy-to-use management tools topped the list for vendor requirements. Due to their low-cost/high-value service model, (mt) Media Temple decided to go the route of operating system virtualization based on the size of their customer base to minimize the IT management time needed for patching and updating each virtual environment. Parallels Virtuozzo Containers’ approach towards operating system virtualization offered the level of security required by a service provider and a cost low enough to allow (mt) Media Temple to grow its profit margins.



About Media Temple

(mt) Media Temple, Inc. is an industry-leading, privately held, profitable web hosting and software application services company based in Los Angeles, California. Since 1998, the company has provided businesses worldwide with reliable, professional-class network environments to host websites, email, business applications, and other rich media content.

(mt) Media Temple prides itself on being a friendly, accessible group of “technology agnostic” engineers, support professionals, and business developers who focus on the continued financial success of the company while adding value to the services provided.

“Parallels Virtuozzo Containers allows service providers a long-term growth strategy. We started with one deployment seven years ago and have now surpassed 10,000.”

— Demian Selfors,
CEO, (mt) Media Temple, Inc.

In performing the evaluation, (mt) Media Temple had the software adoption rate of their staff at the top of their list of selection criteria. One feature the (mt) Media Temple team valued was the array of management options from command line to a full GUI which allowed their administrators and development teams to work in their preferred manner and enabled their power customer to start using the product right away without inefficient hand-holding from (mt) Media Temple. In addition to Parallels Virtuozzo Containers' feature set, (mt) Media Temple valued Parallels's communication with its customers and open architecture approach towards development of their software products. Lastly, Parallels's deep knowledge of Linux, which (mt) Media Temple exclusively runs, made Parallels Virtuozzo Containers a clear winner.

Parallels Virtuozzo Containers Solution and Implementation

When (mt) Media Temple began to test and deploy Parallels Virtuozzo Containers, they quickly knew it was the solution that would meet their stringent customer satisfaction, retention/acquisition and operational efficiency goals. Starting with one deployment, (mt) Media Temple began to offer virtual servers to customers. As (mt) Media Temple quickly became familiar with the technology, they used Parallels Virtuozzo Containers to enable their (dv) Dedicated-Virtual product line to meet the demands of customers. Deploying 15 or more virtual environments with Parallels Virtuozzo Containers per physical HP Proliant server and combining Parallels Plesk Control Panel with (mt) Media Temple developed applications to create centralized custom controls, (mt) Media Temple made the transition from a traditional hosting center to a near-total VPS-based hosting facility. (mt) Media Temple now has the advantage to quickly migrate, upgrade and develop solutions for customers by using Parallels Virtuozzo Containers' expansive tools.

With Parallels Virtuozzo Containers' native ability to perform and scale in a production environment, (mt) Media Temple acquired customers, scaled operations and improved customer retention. The newfound flexibility of their infrastructure allowed (mt) Media Temple to offer three levels of performance in their (dv) product line. To further extend customer options, (mt) Media Temple recently released a dedicated physical virtual, the (dpv) Nitro. The (dpv) Nitro delivers a single virtual space on one of the highest performing HP Proliant servers. It provides customers the utmost in portability, scalability and performance while still retaining simplicity by using Parallels Virtuozzo Containers in concert with (mt) Media Temple's toolset .

A key feature to their growth is Parallels Virtuozzo Containers' use of templates which allows (mt) Media Temple to pre-set a variety of virtual environments and provision them with a few clicks whenever a customer needs to be added. The template feature allowed (mt) Media Temple to add hundreds of customers per month. Going one step further, (mt) Media Temple developed a tool using the Parallels Virtuozzo Containers API that allows the end user to self-provision a new server or upgrade a server within minutes. The entire set-up and configuration is automated which keeps operational costs lean while maximizing revenue for support, development and marketing/sales teams.

Parallels Virtuozzo Containers Solutions:

- Server and OS Consolidation
- Commercial Hosting
- Development and Testing

“Now that we have Parallels Virtuozzo Containers to handle the critical, but mundane tasks, our IT teams are reinvigorated and focused on developing new innovations to improve our customers' experiences and product offerings.”

— Demian Sellfors,
CEO, (mt) Media Temple, Inc.

Results

“Our results are simply staggering,” says Demian Sellfors, CEO of (mt) Media Temple. “We have been cited for numerous awards, routinely mentioned in notable press outlets, and best of all, continually gain new customers based solely on the experiences of our current clients. With over 10,000 virtual environments, we’ve become one of the largest virtual deployments in the world. Parallels Virtuozzo Containers has provided us a long-term growth strategy with incredible performance and reliability.” With over seven years of experience working with Parallels Virtuozzo Containers, (mt) Media Temple is one of the most experienced and largest virtualization service providers in the world with one of the highest customer retention rate in the hosting industry.

“With the confidence we have in our hosting platform, we don’t see any signs of slowing down. Every month we have significant growth in customer acquisitions and our new ground breaking (dpv) Nitro blew away our previous dedicated server sales records,” stated Sellfors.

(mt) Media Temple believes the bottom line for their success is their ability to deliver exceptional quality and provide customers flexibility with their tiered-structure virtualization-based service model. Techcrunch.com, a top 5 tech blog site and Silicon Valley sensation, is an example of how (mt) Media Temple successfully manages growth of its customers. When Techcrunch started with (mt) Media Temple, they were an up-and-coming organization that only required a Shared Server. Techcrunch quickly outgrew the Shared Server, moved to a (dv) Base, and with continued growth seamlessly upgraded to the higher performing (dv) Extreme. As they began to capture national attention, (mt) delivered a multiple VPS load-balanced environment to scale with their ever growing online empire. With every upgrade, (mt) Media Temple was able to perform migrations of Techcrunch in minutes with almost no downtime and no required reboot of their virtual environments. For (mt) Media Temple, it meant a satisfied and relieved customer who had moved into a different service class. For Techcrunch, it meant the difference of being able to effortlessly handle their volume of users without losing their credibility as the online source for Silicon Valley news.

Using Parallels Virtuozzo Containers, (mt) Media Temple has thousands of customer success stories and incredible metrics for growth and performance. But, the one metric that we didn’t think to account for was how this would affect our internal team’s performance and morale” says Demian Sellfors. “Now that we have Parallels Virtuozzo Containers to handle critical, but mundane tasks, our IT teams are reinvigorated and focused on developing new innovations to improve our products and provide exceptional customer experiences.”

Learn more at www.parallels.com/virtuozzo

Hardware Sample

- HP Proliant Servers
- Quad Core Xeon E5345 2.33 GHz
- 4 Gb Fully Buffered (DDR-2) RAM
- 2x 300 GB SAS disks (15,000 RPM)
- Fully redundant (RAID-1)
- Battery-Backed Write Cache Enabler



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