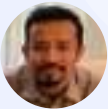


# Eranya Cloud Delivers Competitively Priced Public Cloud to Indonesian Market with Virtuozzo Hybrid Infrastructure



Fani Fatullah,  
Chief Technology Officer  
Eranya Cloud

*"We were able to launch Eranya Cloud in just under three months with the minimal time investment from our side and some outstanding support from Virtuozzo. This ensured immediate go-to-market for us and competitive pricing for our clients."*

*"The ease of the implementation of Virtuozzo Hybrid Infrastructure is the single reason we would recommend this technology to any service provider. Virtuozzo is your winning choice compared to any other solution you'll find in the market today".*



Alex Fine,  
Chief Executive Officer,  
Virtuozzo

*"We are proud Virtuozzo Hybrid Infrastructure serves as a foundation of the newly launched Eranya Cloud service in Indonesia. This proves another critical milestone for us as a software developer on the road of challenging the existing mindset created by the hyperscalers."*

*"Our main goal is to enable a new generation of service providers to ensure healthy competition to the global players".*

## eranyacloud

Eranya Cloud by PT Era Awan Digital is a cloud service provider enabling a fully distributed and automated cloud experience for their clients. Eranya Cloud is engaged in local Indonesian elastic cloud infrastructure that provides their customers with an opportunity to intelligently deploy cloud services between local data centers and global public cloud providers, all in one API & GUI. Eranya Cloud runs its services in Tier 4 data centers in Indonesia, the infrastructure is built with high-performance computing and storage in mind to deliver best-in-class high-performance cloud services.

### Challenge

Eranya Cloud wanted to develop a new service that was being architected with a strong focus on the end-customer needs. The entire server and networking kit was designed and delivered by [DIAWAY](#), the premier builder of infrastructure solutions for ISVs and a global hardware partner of Virtuozzo.

Eranya decided that the cloud should be launched by November 2020. However, there were a few software options that needed to be considered in order to make the deadline. The crucial factors that were to play a decisive role were the price, the value proposition, and the support from the vendor.

A competitively priced solution was required to offer an affordable product to the end customers. OpenStack was an option on the table, but it would take months to configure it and develop a client-facing panel which was a requirement for end customers and crucial to win them over.

Eranya preference was a solution that would work out of the box to take the offering to market in the fastest period, and this was coupled with Eranya's requirement for a reliable vendor to support it, as the Eranya Cloud team required a strong SLA to make their product available with no downtime.

## Solution - **Virtuozzo** Hybrid Infrastructure



Virtuozzo Hybrid Infrastructure was chosen as it met all of the requirements. Virtuozzo Hybrid Infrastructure is an on-premises hyper-converged solution that combines proprietary software-defined storage, an improved version of KVM hypervisor, orchestration layer based on OpenStack, and administrative interface. In addition to that, it also provides a comprehensive multitenant self-service portal for customers. All those components allowed Eranya to build ready-to-use cloud that was compatible with OpenStack ecosystem. Because of the vital requirement around support and maintenance Virtuozzo Hybrid Infrastructure's non-disruptive update capability significantly decreased the maintenance cost and improved SLA times.

OpenStack is regarded highly in Indonesia's local market and technical community, but it was also expected to come with a significant support cost and complexity. Therefore, Virtuozzo which is built on OpenStack technology was a natural choice, especially considering proven capabilities at a cost-effective price point.



Virtuozzo Hybrid Infrastructure was easy to deploy and configure and simple to manage. The solution has rich features, providing not just compute but also services like Load Balancer and Kubernetes-as-a-Service, and does not require any additional integration or additional licensing cost like traditional vendors. The solution's multi-tenancies capability, backup and DR using Acronis, allowed the delivery of the specified architecture apps to the financial industry end-customers where they are commonly considered and used.

The user experience through the elegant control panel made it simple to use for the end customer and Eranya. Virtuozzo's continued commitment to support Eranya Cloud proved reliable at a competitive price, compared to other widely marketed hyperconverged solutions, and through the pandemic, Virtuozzo has emerged as the alternative to traditional cloud providers.

## Results

**In the first six months after launch, Eranya Cloud grew its client base exponentially with a significant increase of RAM and storage consumption.**

Eranya has already received positive feedback from the mid-size market that it services. In order to entice potential clients, Eranya has offered free trials of the service and a live demo to showcase its benefits.

Eranya Cloud's ambition is to conquer the Indonesian market with their cloud services and offer Enterprise and Government customers the agility of the new infrastructure to challenge the traditional market players.

The technical support of Virtuozzo team and the competitive price are the reason the company is confident they will soon scale to all of the Asia-Pacific.



FOR MORE INFORMATION:

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