

## Platform.sh White Label Cloud Experience for Agencies & Software Vendors

### Introduction

This document introduces the Platform.sh **White Label** cloud experience for:

- **Digital agencies** wanting to offer their own branded cloud hosting, and
- **Software vendors** wanting to launch their applications in a cloud based SaaS service.

We have a great many customers who will publicly reference the huge business value Platform.sh is giving them. For some this equates to significant competitive advantage and game changing revenue growth. From page 6 onwards we show a series of screenshots that you would expect your customer to journey through, from initial purchase of your new cloud offering, through various stages of PaaS automation and developer workflow to live site changes. Each of these key areas is accompanied by productivity metrics and statements from customers about the value they have been able to obtain.

### Management Summary - Who Are Platform.sh

Platform.sh is a fast growing Platform-as-a-Service (PaaS) cloud hosting company, specialising in Continuous Delivery (CD), ie. the fast flow of changes into a Highly Available (HA) production service.

Our PaaS technology provides advanced developer workflow, built into a layer of highly automated and highly available container management, that adds significant business value and live service resilience to any OpenStack IaaS; Gartner calls us a **Hi Control Application PaaS**, or **APaaS**. We support a growing list of hybrid technology stacks, including multiple PHP, Node.js, Ruby, Python, Go, and Java frameworks.

Our approach is literally regime changing for many organisations, agencies and software vendors whose in-house and customer development teams have been used to a rigid and prolonged development process. Platform.sh enables a high rate of fast, risk-free deployments to live that in turn allow product owners to enhance their service offerings - and that translate directly to business value and competitive advantage. We have a lot of strong evidence to this effect, available in the form of powerful productivity metrics and written feedback from our customers.

In the 3 years since launch we have accumulated circa. 3,000 customers, with 350 of those trusting their mission critical applications (85% are e-commerce) to our triple redundant (>99.99% uptime) clustered Enterprise architecture (each spending between \$20k to \$400k per annum). Our largest customer will spend over \$2.5m with us in 2017.

Since Q1 2016 we have launched several cloud offerings and SaaS services for global software vendors, including Magento Commerce (Magento Enterprise Cloud), the Symfony framework (Sensio Cloud), and CMS vendors eZ Systems (eZ Platform Cloud) and Jahia.

We are currently 60 employees, with a strong technical sales and support presence in Europe, the US and Asia Pacific. At the request of multiple customers, we are opening for business in mainland China during 1H18. By the way, 60 employees doesn't mean we're a small company; our managed service hosting competitors offer a vastly inferior experience with many times the number of staff!

## Why clients buy our PaaS

Our clients no longer want to manage the hosting infrastructures themselves, and they have decided that the poor levels of service offered from countless managed hosting vendors is not enough for their business to be more agile and improve competitive advantage. Constraints to improving their online presence include: web-sites that keep falling over, inability to optimise eCommerce revenues because changes cannot be made during peak periods, unproductive development teams, prolonged testing/deployment cycles, and high costs.

Although development teams see the biggest immediate change in what they do every day, it's the service owners, head of eCommerce and VP Marketing that see the biggest business benefits. They now have the flexibility to enhance and optimise their online services in many new ways whilst cutting the cost of doing so. This gives them business advantage and superior price flexibility at the same time!

## Building your own PaaS or even automating DevOps is difficult and expensive

Trust us, we know. We have invested 50 man years of engineering time since 2013 to achieve this level of automated infrastructure management, developer workflow, and deterministic deployment.

Many of our organisational customers decided that building their own Docker based Kubernetes frameworks and Continuous Integration(CI) processes is difficult and too expensive.

Some of our software vendor clients - whose clouds we recently launched - previously attempted to build their own infrastructures to support a SaaS service, and launched new product offerings that simply failed to lure

new customers away from traditional hosting solutions, including Magento Go, and eZ Publish International. Perhaps they were ahead of their time, who knows, but what we do know is that the developer experience they were offering was too clunky, there was little business value in the service management layer, and the cost of managing the SaaS service, and therefore its price, was too high.

Platform.sh removes all aspects of manual infrastructure management in the cloud, leverages LXC container management within High Availability(HA) cost-effective OpenStack IaaS regions, and puts control right back into the hands of the development team. Business value flows freely from this point onwards.

## Enterprise support to customers with mission critical sites

Our Support function consists of 20 people in several time-zones, managing 2,300 tickets a month (as of the end of June), responding to Priority 1's within 20 minutes on average. Customer satisfaction rates float between low 90's and 99% (ie. Over 9/10 customers rate their interaction with support as satisfactory), our goal being 95%, which is where we are most of the time.

This Support team - along with members of the Operations team - manage 11,000+ environments supporting 10,500+ projects

(ie. lives sites or under development) utilising 1,000+ servers (6,000+ cores and 42,000+ services) across 15 shared regions around the world on AWS, Azure and Orange Business Services. In addition we have dedicated Enterprise clusters deployed in a further 30 separate data centers. Azure Germany provides a sovereign European/German facility under the management and ownership of T-Systems.

In Q1 2018 we will achieve GDPR and PCI level 1 compliance, followed by ISO 9000, ISO 27001, SOC 2, HIPAA and FedRAMP.

## Business benefit - evidence from Enterprise customers

As a matter of course now, we collect a set of 10 productivity metrics from established customers. We take a deep look at savings and gains, asking the customers to provide analysis and measurements which we call DDHD metrics (Data Driven Hosting Decisions). These reference metrics are used by our agency partners and White Label client cloud sales organisations to highlight business advantage and ROI to their prospects, adding a distinct new layer of differentiation to their core offer.

The following 10 metrics constitute consistent and repeatable evidence of value and competitive advantage. We'd be happy to share all of this data with you under NDA.

<b>Fast Development</b>	<b>Fast Deployment</b>	<b>Live Service &amp; Costs</b>
1) Set-up time	5) DevOps & ticket reduction	8) Live performance
2) Increased branching	6) Deployment time	9) Downtime
3) Productivity	7) Deployment frequency	10) Overall cost reduction
4) UAT acceleration		

Taken from a recent presentation at the eZ Platform Cloud launch in May 2017, this infographic below summarises some of the typical ranges we see in six of these metrics:



In the customer journey sections that follow, there are many quotes from customers about their productivity improvements, savings, gains and business value achieved. The full stories (case studies and video) be found here on our site:

[Reiss](#) - Global retailer Reiss elevates eCommerce to new heights with Platform.sh

[British Council](#) - 130 country multi-site migration to a dedicated Platform.sh PaaS region in 3 months

[Bettracks](#) - Zero to 400 users in less than 10 seconds

[Magento Commerce](#) - Enterprise Cloud offering powered by Platform.sh

[Annertech](#) - Greater business value to clients

[Five Mile Media](#) - Platform.sh has improved our productivity almost infinitely

[Liip](#) - Easily connecting the DevOps dots for seamless continuous deployment

## We've launched several White Label cloud offerings

In March 2016, Magento chose Platform.sh over a number of very well established global Managed Service Hosting Providers. The launch of their Cloud offering was a significant strategic initiative for Magento following their exit from eBay in 2015, and aimed to **accelerate growth** against their eCommerce competitors, and **monetise** their customers hosting expenditure.

A year later in July 2017 Mark Lavelle (CEO, Magento Commerce) announced that their **“cloud strategy is exceeding all expectations and over 50% of all new client Magento licences are being sold in the cloud”**.

The new revenue impact from non-licence fee value (ie. hosting and application support) has been enormous, improving total annual order values by several \$m already, we estimate. Importantly, the company is now competing far more effectively with competitors at both their high and low end, and winning more business.

Providing an enhanced developer experience plus heightened control, management, application support and security of their eCommerce platform was key to launching a successful cloud offering. Not only did

Platform.sh enable these key differentiators for Magento, but the PaaS automation removed 90% of the costs associated with the hosting infrastructure management, a very people intensive - and therefore costly and error prone - overhead, common to most Managed Service Providers.

Magento is now winning hundreds of new clients with this cloud offering every quarter, and are exceeding their forecasted numbers, with cluster sizes per site ranging from 12 to 192 cores. Many of their new cloud clients are well known global brands running their mission critical online commerce businesses on the PaaS - our triple redundant 99.99% uptime architecture - and with our services providing global 24\*7 triage and stack support. In addition, our engineering team has provided a lot of deep application/stack level support to assist the Magento product engineering team to better architect their version 2 product for optimum performance, as well as providing assistance to a great many customer specific implementations of this complex application.

During Q4 2017 we are helping Magento launch their self-service volume offering targeted at their 240,000 strong SMB sector.

### MAGENTO

*We evaluated many PaaS providers for Magento Enterprise Cloud Edition, but Platform.sh was the obvious choice for us given their focus on the PHP community, background in eCommerce and the innovative continuous cloud integration tools provided by their PaaS. The speed and ease with which you are able to test features or even the entire application against new versions of common services is game changing, and the more components there are, or the bigger and more complex the project becomes, the value Platform.sh brings becomes exponentially greater.*

**PETER SHELDON**  
HEAD OF STRATEGY AT MAGENTO COMMERCE

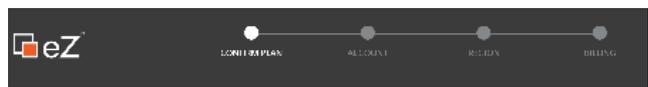
## Your New Cloud – The Customer Journey

### A. Your customer views your new cloud offering pricing page with various AEM specific plan sizes, which we will work out with you during the pre-sales process.

These plan sizes will map to your licence prices and the typical compute, memory, caching and storage requirements for that subscription. Resources can be changed to further optimise the application's performance once purchased and the monthly price will be adjusted accordingly.

#### Upsizing for unexpected peak traffic:

Plan sizes can be adjusted and upsized (from 2 CPU's to 16 CPU's, 24 Gb RAM, 44 PHP workers) instantaneously by the client at the click of a button. Larger plans can be scaled - with zero application interruption - by our support team to 384 CPU's (5.8 Tb RAM) within 5 minutes.



#### Confirm EZ Cloud Plan

Use this calculator to estimate your monthly cost



#### PaaS value

Pre-packaged hosting plan sizes matched to your software licence tiers and typical resource requirements. Very easy for the customer to modify hosting resources to match their specific implementation. Seamless upscaling for peak usage, with no impact to live running service. All this would require a lot of people, time and effort from a managed services vendor.

#### REISS

*We no longer pay for massive permanent resource allocations to meet unknown future peak traffic, because we know we can rely on a robust stack which scales seamlessly in minutes when needed.*

**PETER WARD**  
HEAD OF DEVELOPMENT

#### TES GLOBAL

*Platform.sh scaled us up and performance was phenomenal, even through the 5,000 concurrent user peak.*

**AIDEN GRAY**  
HEAD OF INFRASTRUCTURE SERVICES

#### REISS

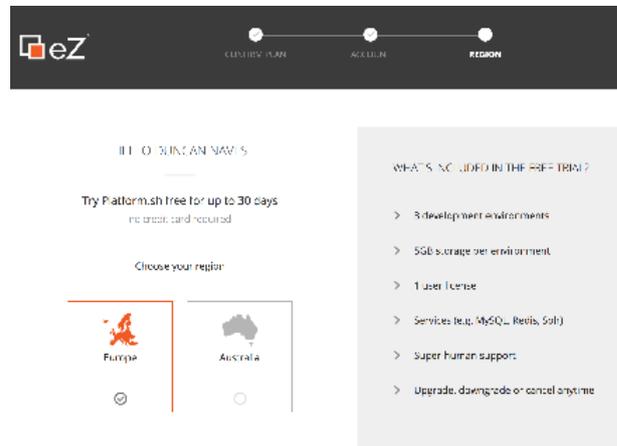
*We upsized to 96 CPU's during the summer sale and performance was phenomenal. The old architecture needed way more hardware during this period and it still used to fall over.*

**PETER WARD**  
HEAD OF DEVELOPMENT

## B. Your customer has just decided what size of plan they need according to the application performance profile and the software subscription they are buying.

They now choose where they want their project hosting located, in which geographic region (only 2 of which are shown below).

Platform.sh is running 15 of it's own regions across 4 continents (soon to be 5), and Enterprise plans can be provisioned into any one of 80 datacentres around the world, belonging to AWS, Azure or Orange Business Services, all of which are running OpenStack IaaS hosting stacks.



### PaaS value

The business advantage in terms of Time-To-First-Byte (TTFB) and site responsiveness for customers in far flung countries that are fast becoming your target markets, is critical. Web-site visitors do not tolerate long page load times, and slow check-out processes. Our physical proximity to your local markets, combined with extensive CDN coverage makes sure your site will be lightning fast, always.

#### SKILLS DEVELOPMENT SCOTLAND

*Live performance was visibly faster for users.*

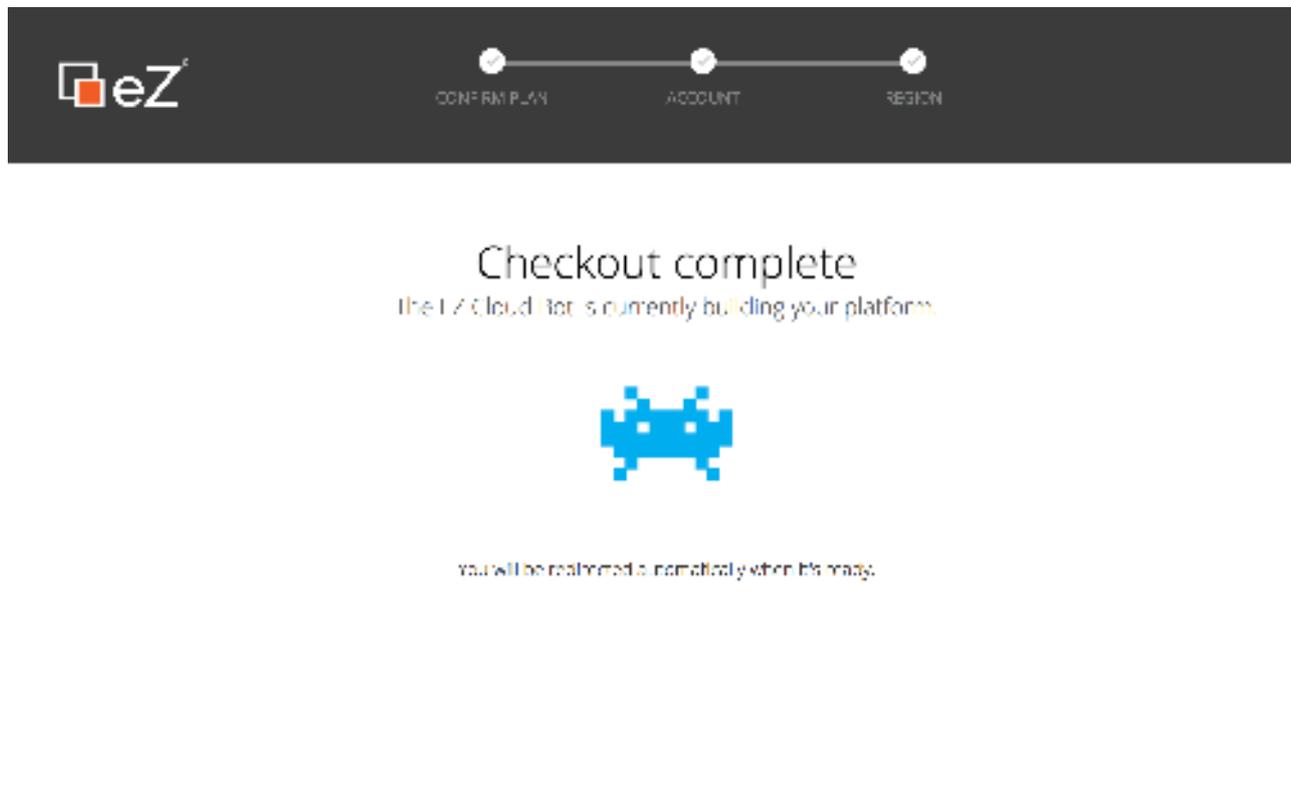
**PAUL LINNEY**  
DEVELOPMENT MANAGER

#### MD SYSTEMS

*Our client's industry compliance regime required data sovereignty, and no matter how much we wanted to use their PaaS, we couldn't have chosen Platform.sh without it.*

**MIRO DIETIKER**  
FOUNDER

C. The payment process has now completed, and the AEM instance is being downloaded and set-up, which will take 2-3 minutes.



### PaaS value

Your customer has taken less than 10 minutes to subscribe to a fully functioning cloud based AEM service. All they need to do next is spend a further 10 minutes setting-up their Platform.sh.app.yaml file, and connect to their Bitbucket or Github library to deploy their application code, and they've launched a live running production service. It's likely they will want to do some testing first, but it is possible to get something live this quick.

A junior developer completely new to the Platform.sh PaaS approach to development and deployment may take 2-3 hours to read all our technical documentation thoroughly. A more experienced developer who has seen a demo of Platform.sh will spend 20 minutes figuring things out on the fly.

Other supported technologies include Drupal, Symfony, Laravel, Magento etc.

### FIVE MILE MEDIA

The overall cost of this project using Platform.sh was one fifth of what we budgeted

**GARETH GOODWIN**  
LEAD DEVELOPER

## The Customer's Development Process

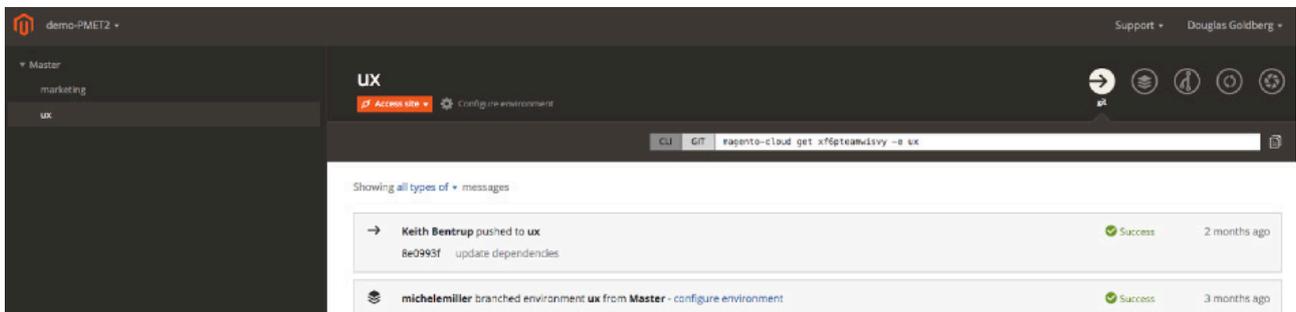
Platform.sh provides automation that removes all problems associated with the administration of consistent environments, which as a result improves all related activities, including integration, testing, deployment, scaling etc. And it is the confidence that comes with this that allows you to think differently about your working practices and your service offerings, and possibly gain a competitive advantage.

### A. Branching

Creating a development environment is a seamless process that takes less than 3 minutes. As shown below the first step is to push the branch button and name your new environment. You don't need DevOps to do this for you.



Once named the branching process will begin and using git, composer, yaml files - along with 'copy-on-write' technology - will create a byte for byte clone of the original in less than 3 minutes, no matter how many Tb's of data is being copied from the master/production environment.



For each branch there is a log showing what was done. In the example below, all of the services listed in the yaml files are created and deployed into individual containers. Thus, once a branch is created, it will have a full-stack containerized environment with a distinct URL and SSH access.



## PaaS value

With traditional hosting, the above DevOps process can take from hours to days, waiting on tickets to be answered by the vendor's support team, work to be actioned then completed, and mistakes to be rectified.

With traditional hosting you would require a new virtual host to be created manually, a new mysql to be created manually and a migration, which would include an rsync and mysql dump from the master environment. Depending on the size of the database, this process could take up to several hours at a minimum.

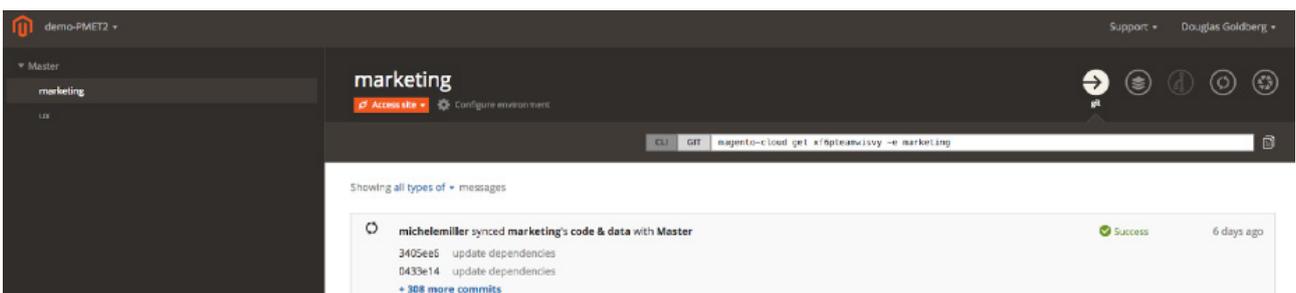
<h3>TES GLOBAL</h3> <p><i>We don't need DevOps anymore, nor do we have to wait hours or days for the vendor to respond to our tickets.</i></p>	<h3>BRITISH COUNCIL</h3> <p><i>Tickets in QA have disappeared.</i></p>	<h3>TES GLOBAL</h3> <p><i>We issue 80% fewer tickets than we used to, and most of those are knowledge sharing opposed to issues.</i></p>
<b>SCOTT HOOKER</b> LEAD DEVELOPER	<b>SIMON YELDON</b> LEAD DEVELOPER	<b>SCOTT HOOKER</b> LEAD DEVELOPER

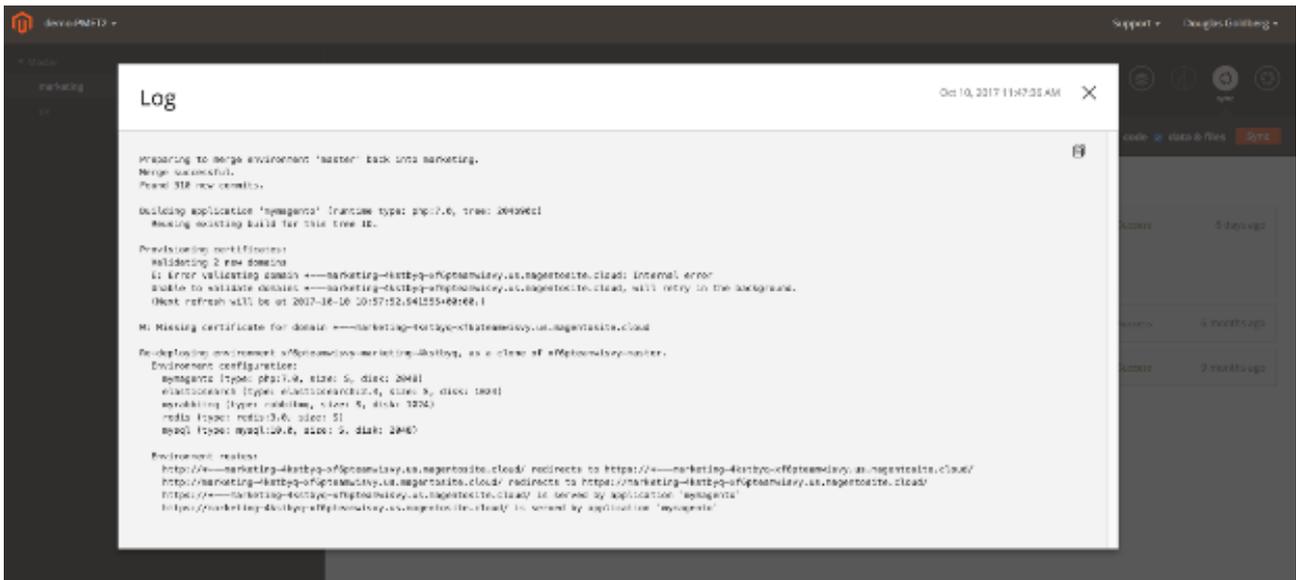
## B. Synchronising

Once a branch is created sometimes it will be necessary to **resync** with it's parent, a process very similar to branching. In this case, you push the sync button and choose whether you want to include the code, the data, the files or a combination thereof.



Similar to branching, the sync should take between 30 seconds and 3 minutes, enabling you to have the most recent code, data, and files to test against new updates you are working on in development.





One of the most annoying parts of developing is when a development site is merged to master and the site breaks due to differences between production and development. The sync process gives you the opportunity to test these before pushing to live and risking any impact to the live running service.

**PaaS value**

This feature not only saves you valuable time over traditional hosting methods - hugely improving developer productivity - but also eliminates the possibility of downtime in your production environments.

**BRITISH COUNCIL**

*I'd say overall developer productivity has improved about 20%.*

**NICK MORGALLA**  
HEAD OF OPERATIONS

**REISS**

*Coding accuracy and design velocity improved by over 20%.*

**PETER WARD**  
DEVELOPMENT MANAGER

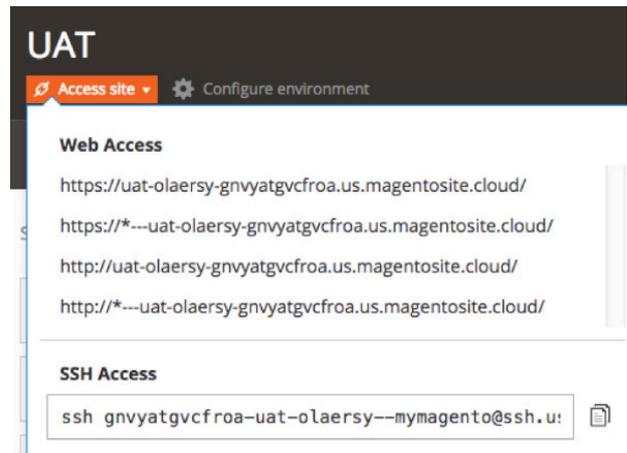
**REAL LIFE DIGITAL**

*We're seeing nearly 50% developer productivity gains.*

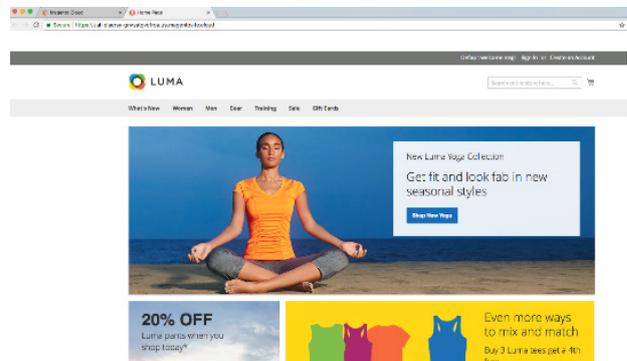
**BARRY FISHER**  
DIRECTOR

## C. Testing & Approvals

Every git branch becomes a full stack working website for testing of stakeholders. Below you can see the unique URL created and how to access via SSH. This is extremely valuable for feature sign-off and stakeholder approvals, as URL's can be emailed or messaged and viewed instantly.



As you can see, the URL takes you to a fully functioning copy of your site.



### PaaS value

Allowing testing to take place on its own working cloned copy of the site with the end client makes sure that there is no interference with any development taking place in other branches. This allows the developers to keep working while the client is testing on their own working version of the site.

#### REISS

*Code review, functional approval and UAT between the 10 strong distributed team, design agency and management improved dramatically overnight.*

**PETER WARD**  
DEVELOPMENT MANAGER

#### AQUA STUDIO

*The entire UAT problem has gone away now, I'd say the whole process is about 7 times faster.*

**ROBERTO PERUZZO**  
FOUNDER

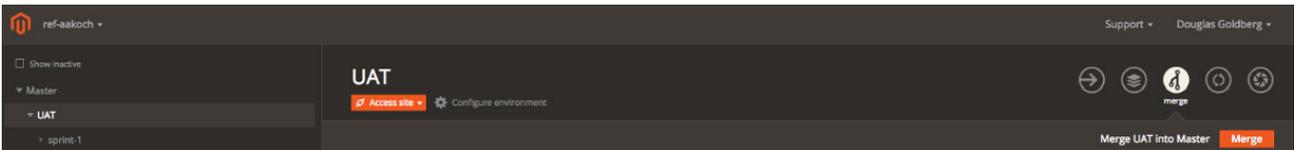
#### MD SYSTEMS

*A project cycle used to take a month before customer sign-off into production, now we are continuously delivering whenever it makes sense.*

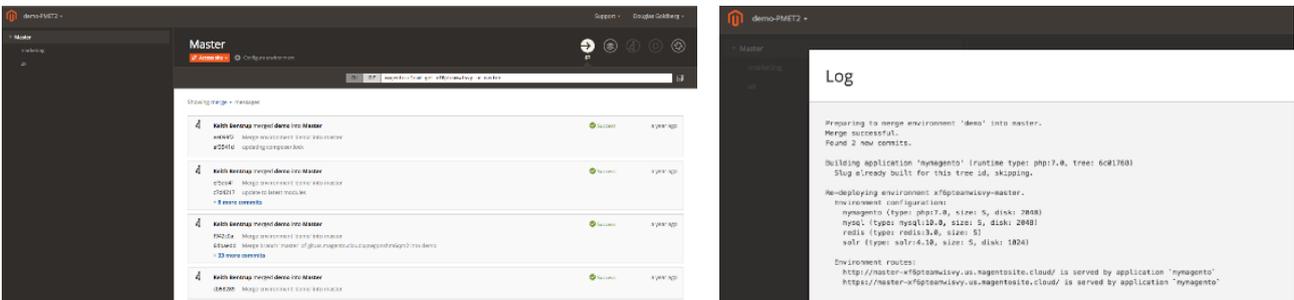
**MIRO DIETIKER**  
FOUNDER

## D. Merge to master

Once development is done a merge to master can be accomplished with another click of the button. And because the new features have been developed in an exact copy of the staging / master / live environment, the deployment manager knows with absolute certainty that if the testing was successful in the development environment, then the new features will work in the live service exactly as expected.



Any new commits from the lower branch will be merged into the master, the composer.lock will be updated and the commit hash will be displayed.



## PaaS value

Based on client testimonials, deployment times are up to 15 times faster with Platform.sh than traditional methods.

### TES GLOBAL

*Our deployment cycle used to be twice a month, and only during low traffic. We now release daily, whatever the site is doing!*

**SCOTT HOOKER**  
LEAD DEVELOPER

### INVIQA

*We have a policy not to, but Platform.sh does allow us to deploy on Fridays if we need to, and not worry about being called out over the weekend to fix things.*

**RICHARD JONES**  
CTO

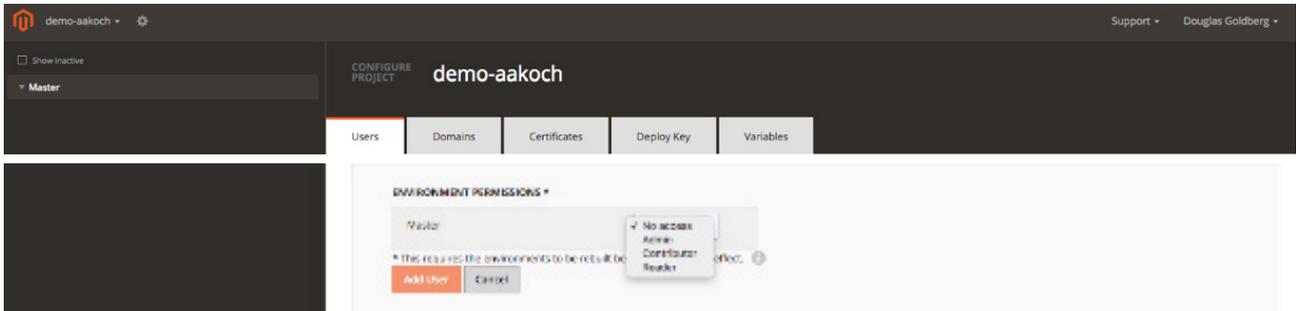
### ANNERTECH

*We're doing deployments a hell of a lot faster now, whenever a feature is ready it just goes live, and customers really appreciate that.*

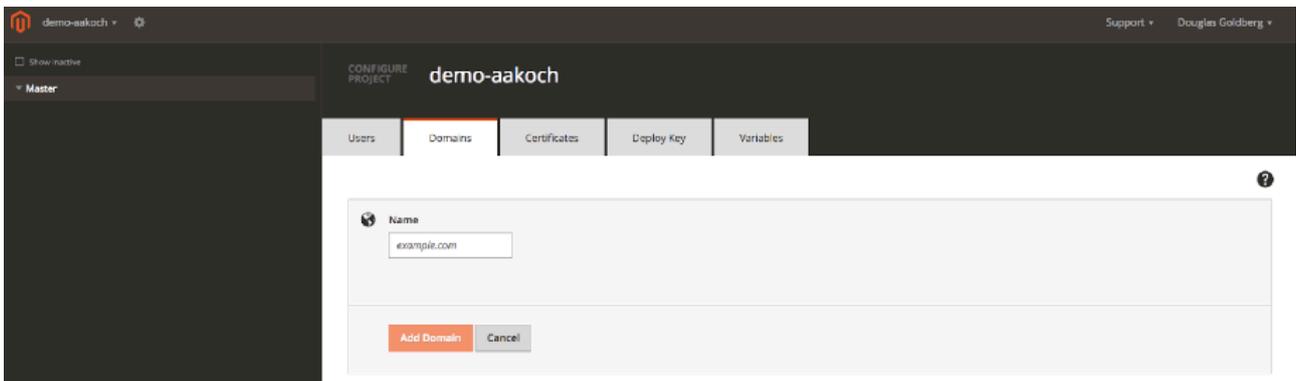
**STELLA POWERS**  
MANAGING DIRECTOR

## E. Developers can configure all their projects and environments

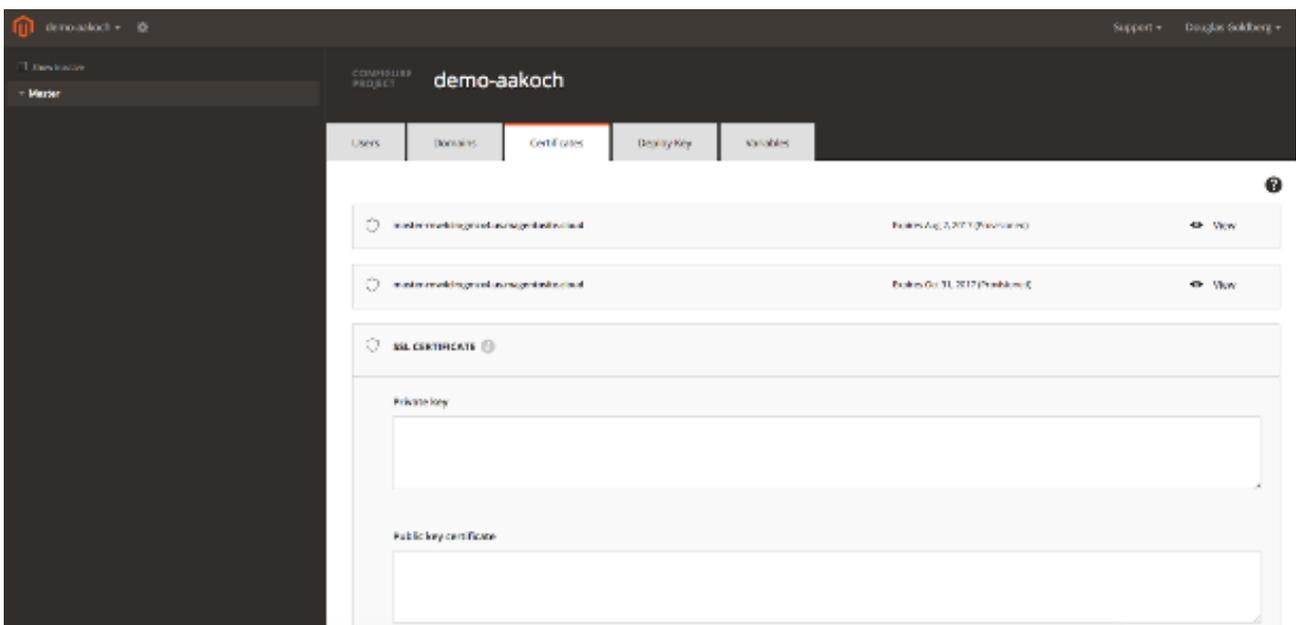
In every project there is the ability easily configure users, domains, SSL certificates, SSH keys and Environment Variables. With users you can give fine grained control. For each individual branch you can provide four levels of access from no access to admin level access. This allows the admin to control who can actually commit and merge code to specific branches.



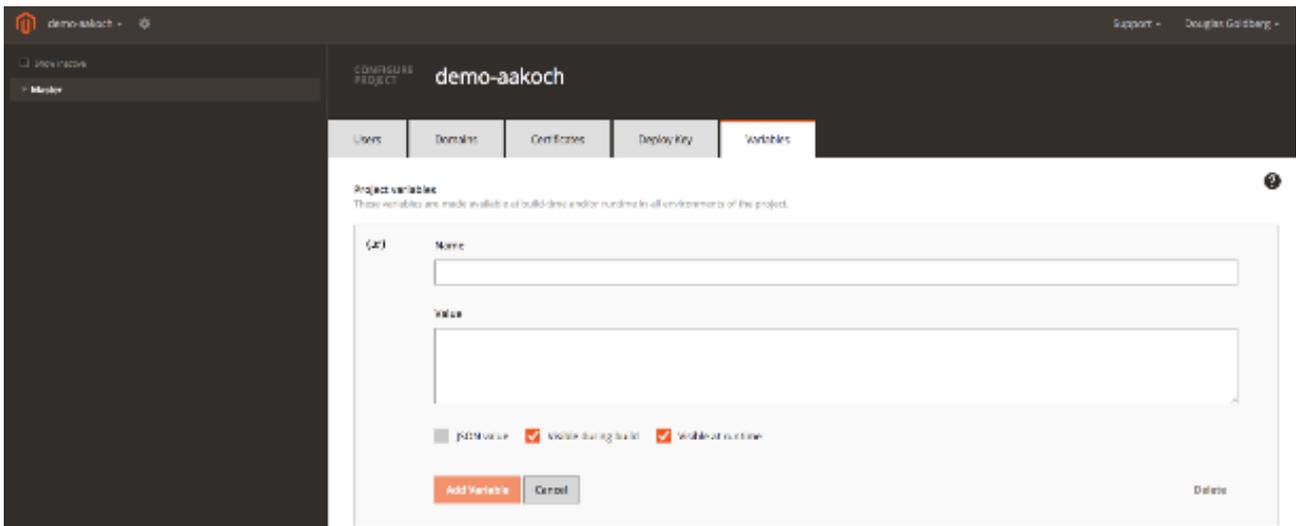
Adding a domain is also now a simple task and only requires a couple of clicks of a button.



SSL certificates can be deployed under the Certificates section by adding the public and private keys and clicking save.



This goes also for Environment Variables which can be added and committed per branch.



PaaS value

Allowing a developer to handle these simple administrative tasks through automation saves valuable time and increases the velocity of development. No longer will you have a developer waiting hours, or worse days, to continue working while waiting on these simple tasks to be handled via a support ticket.

On the general value of not having to do DevOps any longer:

### TES GLOBAL

*We're now saving the time and effort of 4-5 full-time technical staff (£300,000 p.a.) to do what the developer can do now at the touch of a button.*

**SCOTT HOOKER**  
LEAD DEVELOPER

### SKILL DEVELOPMENT SCOTLAND

*We're a team of 6 developers, and I was spending 3 man days per 10 day sprint doing DevOps. This is down to zero now.*

**NEIL BYERS**  
LEAD DEVELOPER

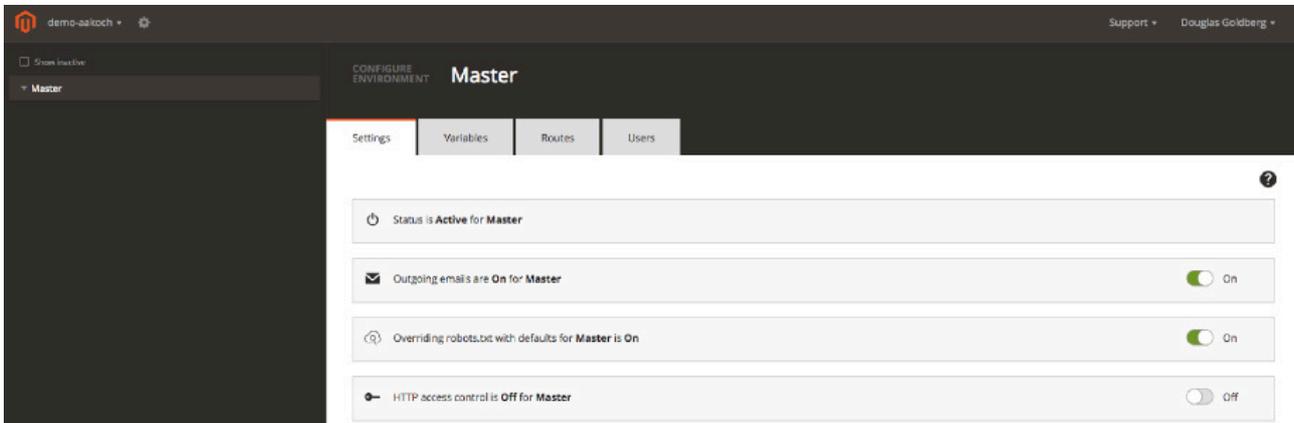
### LIIP

*Platform.sh helped us save over 80% of all the DevOps time needed on the Freitag project.*

**TONIO ZEMP**  
KEY ACCOUNT MANAGER

## F. Specific configurations per branch

There is also the ability to configure per branch. At the branch level you can turn on emails, add http access control, routes and a whole host of other things. Each one of these would require a support ticket with a traditional hosting company and saves valuable development time.



### PaaS value

Just like above, by automating away tasks generally handled via a support ticket with a traditional hosting company saves many hours of developers waiting around doing nothing.

#### SKILL DEVELOPMENT SCOTLAND

*We recently completed 73 module updates, which we'd been putting off for many months because it was planned out over 3 sprints (6-8 weeks). It took a single sprint on Platform.sh, and we were able to test them all against PHP 5 and PHP 7 at the same time, and deploy straight to live with no worries whatsoever. We're not sure if this is even possible with our last hosting vendor.*

**PAUL LINNEY**  
DEVELOPMENT MANAGER

#### BETRACKS

*We needed a development platform that removed the management overheads of hosting, the complexity associated with fast Continuous Integration (CI), and the hassle of keeping staging servers consistent with live, in other words everything that is not core to delivering a fabulous user experience.*

**SCOTT HOOKER**  
BETRACKS