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# Avalon prepares for global growth with seamless scaling capabilities

avalon
PREMIUM HOSTING

## Overview

When successful Croatian web hosting provider Avalon looked to expand its operations with a new business in the U.S., the first step was to build out a new IT environment. In anticipation of rapid growth in demand, Avalon chose to deploy highly scalable System x technology from Lenovo.

The company's Lenovo infrastructure will ensure that American customers receive the same high-quality service levels as their European counterparts, while giving Avalon room to grow.

Avalon is a premium web hosting provider, specializing in fully managed web services for small businesses. The company, based in Croatia, prides itself on its 'hosting made easy' approach, providing complete web and application hosting services for businesses with little or no internal technical resources and for businesses that simply wish to outsource these elements of the infrastructure.

Damir Mujić, Founder and CEO, Avalon, says: "Avalon currently provisions and manages over 20,000 domains. However, most of our customers are based in Croatia – where the market is becoming saturated. To keep growing our business, we are currently expanding into the U.S. and predict very rapid growth. We needed to create a highly scalable platform backed by a server vendor capable of supporting our anticipated demands."

## Going global

With almost 20 years' experience in Croatia, offering a unique mix of classic web hosting as well as email and other desktop solution services on open-source platforms such as Linux, Avalon prepared to launch its cloud-based platform on a global scale.

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—**Damir Mujić,**
Founder and CEO,
Avalon

intel inside XEON

Damir Mujić, Founder and CEO of Avalon, explains: “Croatia is a small market for our platform, while the U.S. represents an enormous opportunity. According to research, around 400,000 new small businesses are set up every single month in the U.S. and we wanted to tap into this growing market.”

Having already successfully expanded its Croatian infrastructure on a hybrid cloud model, Avalon choose to use the same model for its new U.S. data center.

“We knew from experience that System x® servers from Lenovo would ensure high performance and reliability combined with the necessary scalability to support our business expansion,” says Damir Mujić. “We have never had any issues at our data center in Croatia and we were keen to replicate this in the U.S.”

## Tried and tested solution

To kickstart its new U.S. business, Avalon deployed System x3550 M4 servers to handle hosting workloads, plus a System x3650 M4 server for data backup and Lenovo RackSwitch™ G8052 networking switches for connectivity. Providing excellent scalability, the switches will enable Avalon to activate ports as and when needed, as network demand increases. Equipped with intelligent Intel® Xeon® processors, the System x servers offer an optimal combination of performance, built-in capabilities and cost-effectiveness.

“With only a few servers stateside, we are starting off fairly small – in fact, we are currently still using them for beta testing. However, once fully launched, we are anticipating rapid take-up of the platform and plan to expand our U.S. environment as local demand increases,” says Damir Mujić.

He adds: “The System x team was a great help during the initial planning phases, offering us valuable advice and technical expertise to help us set up the exact scenario that we had envisaged. Local support in both the U.S. and Croatia has been excellent.”

## Fast, flexible, future-proof

With the same flexible System x architecture in both of its data centers, Avalon is now fully equipped to handle growth on a global scale while maintaining high service levels across continents.

### Solution components

**Hardware**

- System x3550 M4
- System x3650 M4
- Intel® Xeon® processors
- Lenovo RackSwitch™ G8052

**Software**

- CentOS Linux OS
- Ceph Distributed Storage
- KVM
- MySQL
- PHP
- OpenNebula Cloud Platform
- WordPress

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"As a completely new venture, it is difficult to predict exactly how business will pick up in the U.S.," says Damir Mujić. "Being able to scale on demand will be crucial to our success, so working with a vendor capable of provisioning and calibrating new servers quickly is fantastic and gives us peace of mind."

He concludes: "Hosting on cloud environments, it is critical that there are no interruptions that could result in downtime for customer websites. We have never had any problems with our Lenovo infrastructure in Croatia and do not expect to have any in the U.S. We are highly confident that the System x solution will support us as we expand."

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## For more information

To learn more about System x, contact your Business Partner or visit: lenovo.com/systems

For more information about Avalon, visit: avalon.host and connect with @avalonhost

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