



Creating a cloud that avoids the performance variability of legacy storage infrastructures.

Elastx builds their new platform from the ground up with SolidFire's all-SSD storage architecture.

Elastx at a glance

Elastx is a Platform as a Service (PaaS) hosting provider based in Stockholm, Sweden, that delivers scale-out solutions for hosting Java and PHP-based applications.

Enterprise customers look to Elastx for application lifecycle management and the ability to host and easily grow their applications without vendor lock-in. Elastx delivers a linearly scalable cloud architecture that delivers predictable, market-leading performance.

Elastx provides two hosting platforms, both of which are backed by SolidFire's all-SSD storage system.

Solution portfolio

Elastx offers two integrated platforms designed for both performance and scale.

- **Easy Platform:** A Jelastic-based platform designed specifically for Java and PHP hosting, this platform allows developers and web designers to choose from Tomcat, GlassFish, Jetty, Apache, and NGINX application servers as well as SQL (MariaDB, PostgreSQL, MySQL), NoSQL (MongoDB, CouchDB), database servers, and memcache.
- **Extreme Platform:** This is an OpenStack-based platform designed to offer maximum performance and scalability to enterprises that see the benefit of hosting their business-critical applications in the cloud.



"SolidFire's ability to deliver predictable application performance is the key technology that enables Elastx to deliver an exceptional customer experience."

- Joakim Öhman, CEO, Elastx

Elastx's technology goals

As a new player in the elastic cloud service market, the founders at Elastx took their experience implementing hosting platforms and configuring data centers to build one of the most robust and reliable hosting platforms. Without the burdens that come with infrastructure transformation, Elastx was able to avoid the performance variability challenges that most cloud services providers experience when using legacy storage systems.

Starting from a clean slate, Elastx chose technology partners that would enable them to develop a highly scalable, performance-oriented PaaS offering that catered to both test/dev and performance-heavy enterprise applications.

The founders of Elastx understood that legacy storage architectures would not be capable of meeting their customers' performance requirements and would be broadly unpredictable as more customers were added to the system. As a result, Elastx focused on the deployment of an all-SSD storage system. The need to overcome performance variability and deliver the most predictable application experience led them to select SolidFire to support their two cloud platforms.

Elastx had five technology requirements that were mandatory for their new cloud platforms:

1. All-SSD system
2. Inline execution of all efficiencies (without any performance-limiting effects)
3. Integration with OpenStack and Jelastic
4. Linear scalability
5. Sub 1 millisecond latency

"We chose SolidFire because it was purpose-built for cloud service providers and because its architecture gives Elastx linear scalability for both performance and capacity."

– Joakim Öhman, CEO, Elastx

Linear scale with production performance

The primary driver for the decision to use SolidFire was the ability to have one storage system that could support both Elastx cloud platforms while also scaling efficiently as business grew. In addition, the system had to support the performance load generated by the growing number of hosted business-critical applications, and be capable of supporting firm SLAs around performance.

Implementing SolidFire behind the Elastx PaaS offerings, Elastx has been able to deliver a linearly scalable cloud hosting platform designed to deliver a predictable application experience to each tenant on the system.

"SolidFire allows Elastx to deliver a clean and simple elastic cloud experience with a guaranteed level of performance new to cloud computing."

– Joakim Öhman CEO, Elastx

“SolidFire was the only storage vendor that could offer a scalable, SSD-based system that made sense financially.”

– Joakim Öhman, CEO, Elastx

One storage architecture with multiple service offerings

Using the same underlying storage platform for both platform offerings just made sense. Elastx was able to reduce the number of vendors that required systems integration and was able to bring their cloud platform to market faster and more cost effectively compared to using legacy cloud architectures.

Fueled by SolidFire™

- **Offer a reliable and predictable cloud hosting experience.** By implementing an all-SSD-based system, Elastx was able to offer a very low latency hosting experience to both their test/dev and enterprise customers on the same storage platform. Elastx can now deliver a predictable cloud hosting experience giving enterprises the ability to grow from test/dev to production to high-performance – without migrating between systems.
- **No more legacy SAN.** The Elastx team had significant experience with a variety of legacy SAN systems and, when faced with the opportunity of starting with a clean slate, chose a storage technology that will allow them to scale both performance and capacity while avoiding the performance variability of legacy SAN architectures.
- **No more noisy neighbors.** Using SolidFire and its ability to deliver true storage Quality of Service (QoS), Elastx can now offer performance guarantees around both of their cloud hosting platforms without fear of noisy neighbors impacting application performance.

- **Improved customer loyalty.** SolidFire’s ability to help deliver consistent cloud hosting performance helps improve customer loyalty, which results in higher profitability and reduced customer churn.
- **Jelastic: easy to create, deploy, scale and manage.** By utilizing SolidFire’s complete REST-based API, systems management delivered by Jelastic allows Elastx to automate all systems’ functionality. By speeding up customer deployment and helping to reduce overall operational support costs, the Jelastic and SolidFire integration reduces the chance of customers experiencing configuration issues due to human error.
- **Extreme customer density.** SolidFire enables Elastx to deliver a predictable hosting experience to many thousands of tenants on one highly available cloud platform.
- **Linear scale.** The SolidFire distributed cluster architecture allows Elastx to grow both capacity and performance at scale and on demand. SolidFire’s scale-out design makes capacity and performance simple.
- **Price and performance.** Elastx has a predictable platform that eliminates the storage I/O bottlenecks commonly associated with legacy systems. Combined with the built-in efficiencies of deduplication, compression, and thin provisioning, Elastx offers a powerful high-performance cloud offering designed to handle the demands of both test/dev and mission-critical environments at a cost that makes sense to their customers.

“SolidFire helps Elastx reduce support calls and ultimately reduce customer churn, an important company metric for measuring our overall customer satisfaction.”

– Joakim Öhman, CEO, Elastx



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