

platform.sh 

BEYOND CLOUD HOSTING



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Once upon a time...

Change and
stability were
a **contradiction**



When is flying dangerous?

At takeoff and landing.

In the air, you're usually fine

The same applies to software

Deployments **were** risky

That's why we say "never touch a running system", or "never launch on a Friday".

Who in their right mind would deploy on

Black Friday?

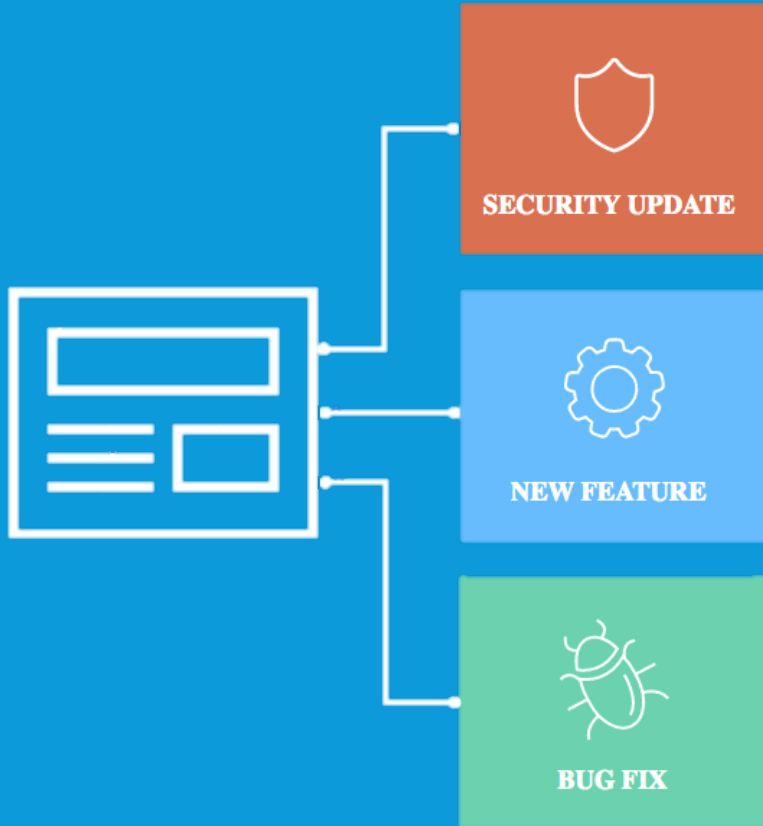
Platform.sh solves the contradiction

Automated, highly available, parallel QA

and fail-proof deployments - a **game**

changer

CONTRADICTION SOLVED – BUT HOW?



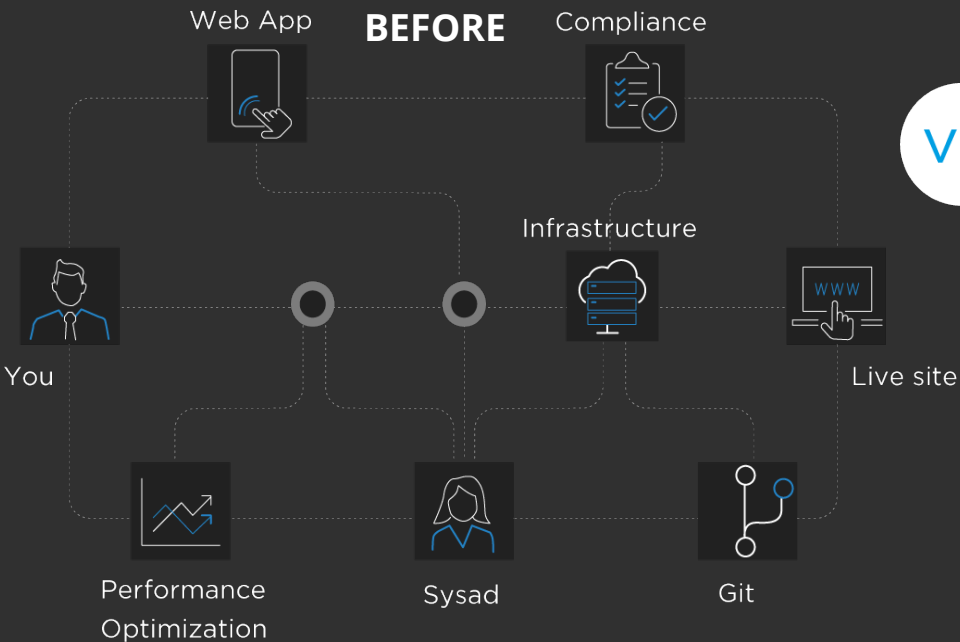
Clone byte-for-byte copies of your site in under a minute.

- Every Git branch has a URL
- Eliminate QA bottlenecks
- 90% faster human testing and approval
- Failproof, predictable deployments
- Quick bug fixes and security releases

Deploying **20 times** a day, while being hit with **peak traffic**, on a **Friday**, becomes **normal**



How complex is your workflow?



VS.



You

AFTER



Platform.sh

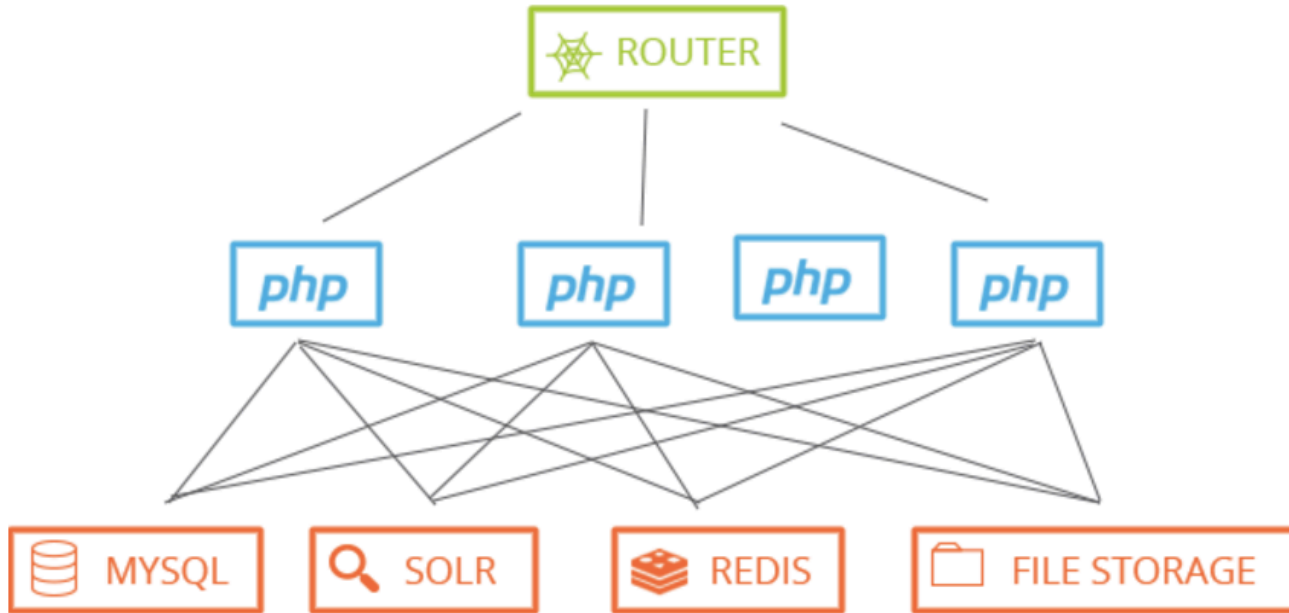


Live site

Could it really be that simple?

How it works

Every application you deploy on Platform.sh is built as a virtual cluster, comprising a series of containers.



Zero admin chores

The most extreme
version of DevOps
is **NoOps**



Code-based infrastructure

With a single git push you can deploy an arbitrarily complex cluster (with micro-services, messages queues and the lot.)



Managed, automated, highly-available

Everything is managed & automated: from the network to the filesystem, from the build process to deployment. Highly available production for everything.



Multi-app, multi-stack, multi-region

Deploy any PHP, Node.js, Python, Ruby, Java or Go application to any Azure or AWS datacenter (Sovereign Swiss, German and French hosting also available)

Measured impact

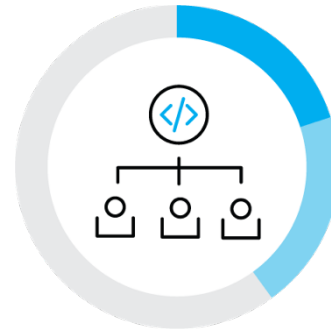
A second generation Platform-as-a-Service specifically designed for modern applications



90% Less Ops/DevOps effort



40% faster User Acceptance Testing



20-40% better developer productivity

* Based on customer feedback

Supports a wide range of applications and runtimes



Platform.sh is Proven

- More than 2000 clients in 114 Countries
- Support staff on 4 continents
- 24/7/365 Enterprise grade support
- Sovereign hosting capabilities in Europe



Magento Enterprise Cloud Edition (150+ shops) ,
SensioCloud and EZ Cloud are run and operated
by Platform.sh including 24/7 support

FLIXBUS **LE TEMPS**

MUSTANG

REISS **DIE SÜDOSTSCHWEIZ**

FREITAG

WEGMANN
automotive



THE TIMES

Slate

Gelbe Seiten

REGIOCAST

**Vivienne
Westwood**



Mercedes-Benz


**The
Economist**



Enterprise grade production

- Next-generation European PaaS:
Secure, compliant and highly available
- Robust, enterprise-level SLAs:
99.99% uptime and 24/7 support SLAs
- Entire infrastructure management:
from CDN to webserver to DBs
- “Classical” cloud benefits built in:
resilient, stable, horizontally and
vertically scalable

\$ demo time!



“Onboarding was very easy...and support is great. We have managed to cut our hosting costs in half, eliminate downtime and double our velocity in terms of development. ”

**- Ivo Marques, Product Owner Digital, letemps.ch
(Ringer Axel Springer)**

ENVIRO

Des v

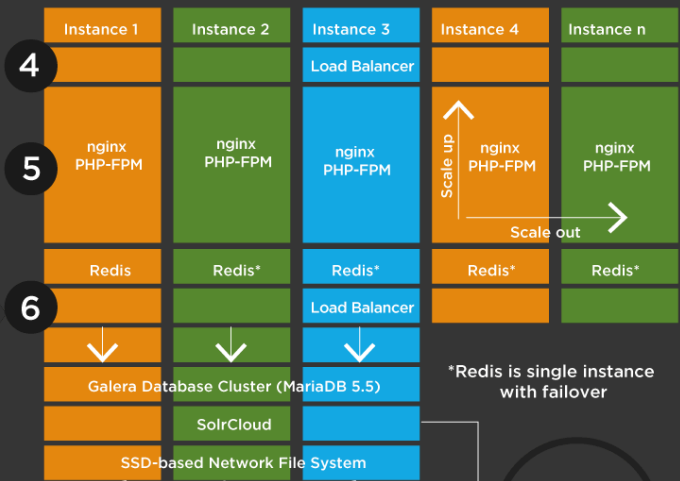


Made for Germany

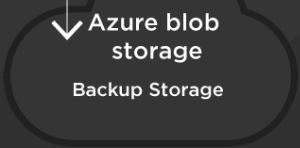
- Runs on Microsoft Cloud Germany
- Data held by data trustee T-Systems
- Comprehensive compliance (ISO, SAS & Co)
- Adherence to BDSG
- Contracts are with Platform.sh GmbH
based in Köln

- 1 DNS
- 2 CDN
- 3 Load Balancer

AZURE REGION



- 7
- 8



Core Platform Enterprise Architecture on Azure

1. Azure-based ALIAS records maps zone apex to CDN distribution (Azure, Fastly, Akami).
2. CDN catches popular resources at edge locations. HTTPS terminates here.
3. Load Balancer performs health check on Instances.
4. Load Balancer distributes traffic.
5. Nginx performs proxy caching, compression, and passes requests to Drupal running in PHP-FPM.
6. Load balancing of DB queries pushes writes to one Master, compensating for optimistic locking. All three DB Instances are synchronous Masters; LB provides health check and elects new write master in case of failure.
7. Three discrete data centers. Site can survive complete failure of any single datacenter. Data consistency is guaranteed upon recovery.
8. From its standard configuration of three instances, Platform can scale out on the web tier to as many Instances as might be required for very heavy traffic and highly transactional sites.

A little history: where we're coming from

Company: Platform.sh GmbH
Founded: 2016 in Cologne, Germany

Parent company: Platform.sh SAS
Founded: 2010 as Commerce Guys,
refounded 2016.



We're eCommerce Experts

Platform.sh grew from Commerce Guys, an Ecommerce startup. **Over 70%** of sites on Platform.sh are eCommerce.



We're a European company

Headquartered in Paris, we also have a German GmbH based in Cologne.



We're Open Source

We contribute widely to Open Source projects; and our infrastructure is based on Open Source components. It's what we know and what we share.

REISS GUIDE

LONDON UK USA EUROPE REST OF WORLD

“Platform.sh has reduced our hosting costs by over 60% but with a faster customer experience through a cutting edge hosting stack. It has become the cornerstone of our product development lifecycle, saving time and money at every step. I just can’t imagine working without it.”

- Peter Ward, eCommerce Manager at Reiss

FlixBus – Long Distance Coach Operator

FlixBus is a long-distance coach operator with 20 million customers yearly and 100,000 daily connections. They are among the fastest-growing startups in the EU with 19 web presences for diverse markets.

We were able to help FlixBus scale their hosting by moving them to a 48-CPU triple redundant cluster serving 40 million page views/month.



20% faster testing and approval cycles

Scalability to meet demands

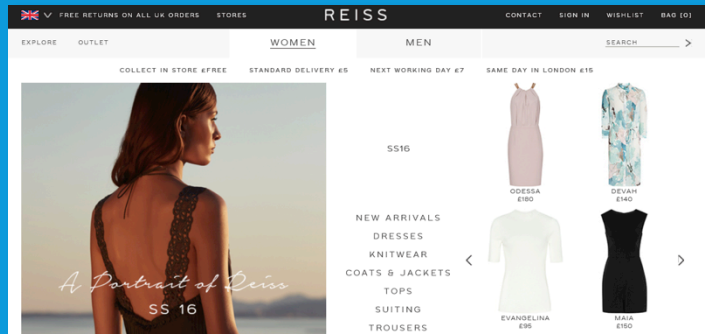
DevOps complexity eliminated

Super-fast support

Reiss – Global Retailer

Reiss is a high end fashion retailer operating 120 outlets across 14 countries in Europe, the U.S. and Asia. In 2014 business increased by 30% and they experienced repeated outages, development process issues and inability to scale.

We were able to help Reiss handle sustained growth and reduce costs.



Scale effectively
with multiple
weekly releases

Testing and
approval processes
40% faster

Updated
development
processes and
eliminated
downtime

Reduced Costs by
60%

British Council - 200 Sites World-Wide

The British Council is a government organization promoting education and the English language around the world. By the end of 2017 it will have sites in 200+ countries.

We implemented a multi-site Drupal migration to containers on Platform.sh, supporting 130 countries, with 65m visitors/year and 35m page views/month.



5x faster testing & acceptance cycles

Huge cost savings

No more DevOps

No downtime for updates