

Virtuozzo Application Platform

CURRENT STATE

Using Virtuozzo Application Platform Service Provider can sell:

- development environments (PaaS)
- standalone and clustered SQL and noSQL databases (DBaaS)
- one-click installable applications from a marketplace (including WordPress)
- application hosting (hosting for Docker containers)

STRONG SIDES

- 14 years of proven market presence
- Fast time-to-market for PaaS offerings
- Functions as a marketplace - enabling packaging and resale of custom-developed services
- Pre-integrated third-party applications
- Infrastructure-agnostic: deployable in private, public, or hybrid cloud configurations

TARGET MARKET

End-customer Types:

SMEs (50–250 employees) across verticals:

Finance, Healthcare, E-commerce, Education, Software Development, Web Agencies, Telecommunications

Partner Persona

1. Vertical Managed Service Providers

Offer managed services in specific industries using high-end hardware. End-customers interact only with delivered services, not the platform itself. Benefit from automation for deploying and maintaining websites, e-commerce, and databases.

2. Independent Software Vendors & SaaS Providers

Use VAP as a backend to accelerate development and delivery of their own software. Typically operate at scale, utilizing both high-end hardware and hyperscaler infrastructure.

3. Public Cloud Service Providers for PaaS

Sell unmanaged PaaS solutions using cost-effective hardware. Target developers with scalable dev environments, free trials, and usage-based billing.

UNIQUE SELLING PROPOSITION

- The only platform enabling the creation of an independent public cloud offering PaaS, SaaS, and DBaaS
- 15% better efficiency for Linux workloads compared to VM-based alternatives.

PROBLEMS VAP SOLVES

- Eliminates the need for SPs to build automation for multi-regional application and database deployments
- Accelerates go-to-market for WordPress with built-in LiteSpeed support in both standalone and multi-regional setups
- Enables quick deployment of production/staging environments by web agencies and dev teams without requiring DevOps resources
- Supports unified deployment of apps/services across a multi-cloud stack

DIFFERENTIATION

- White-label and multi-tenant self-service
- Integrated multi-tenant backups
- Automated installation and updates
- Commercial 24/7 Support