



Atomia



An overview of our cloud hosting platform

Quick intro

Atomia has been designed from the ground up to be a highly scalable, modular platform for all kinds of cloud and web hosting services. It comes with built-in support for a large number of services and technologies, and can easily be extended with more.

This document will give you a broad overview of its features. Most of this information (and more) can of course also be found on our website, www.atomia.com.

Happy reading!

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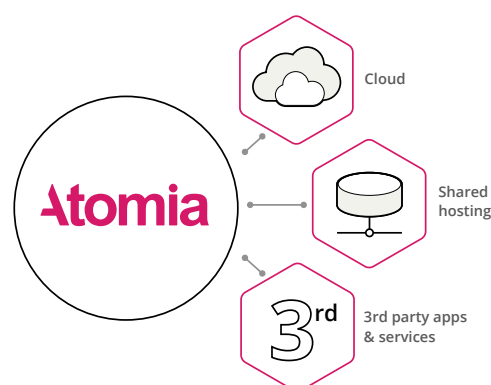
What is Atomia?

Atomia is a cloud hosting software platform that you run on your own infrastructure. It has everything you need to manage an efficient, successful hosting business that your customers will love.

- ★ Atomia lets you sell a complete selection of hosting services.
- ★ Easily brand and customize your storefront, control panels and products.
- ★ Offer cutting-edge cloud hosting services powered by OpenStack.
- ★ Flexible billing system, customer management & provisioning built in.

Your hardware. Our software.

All you need is some servers. Install Atomia's software on them, and you're ready to sell hosting services.



Atomia offers much more than just a traditional web hosting control panel. The Atomia Cloud Hosting Platform is a complete, one-stop solution for a variety of cutting-edge hosting services, customized according to your needs. You provide the hardware, and our platform handles the rest:



Control panel for end users



Admin panel for staff



Style & brand as you please



Multiple currencies & languages



Clustered shared hosting



Cloud & VPS hosting



DNS hosting



Email hosting



Domain name management



Billing system



Centralized automation

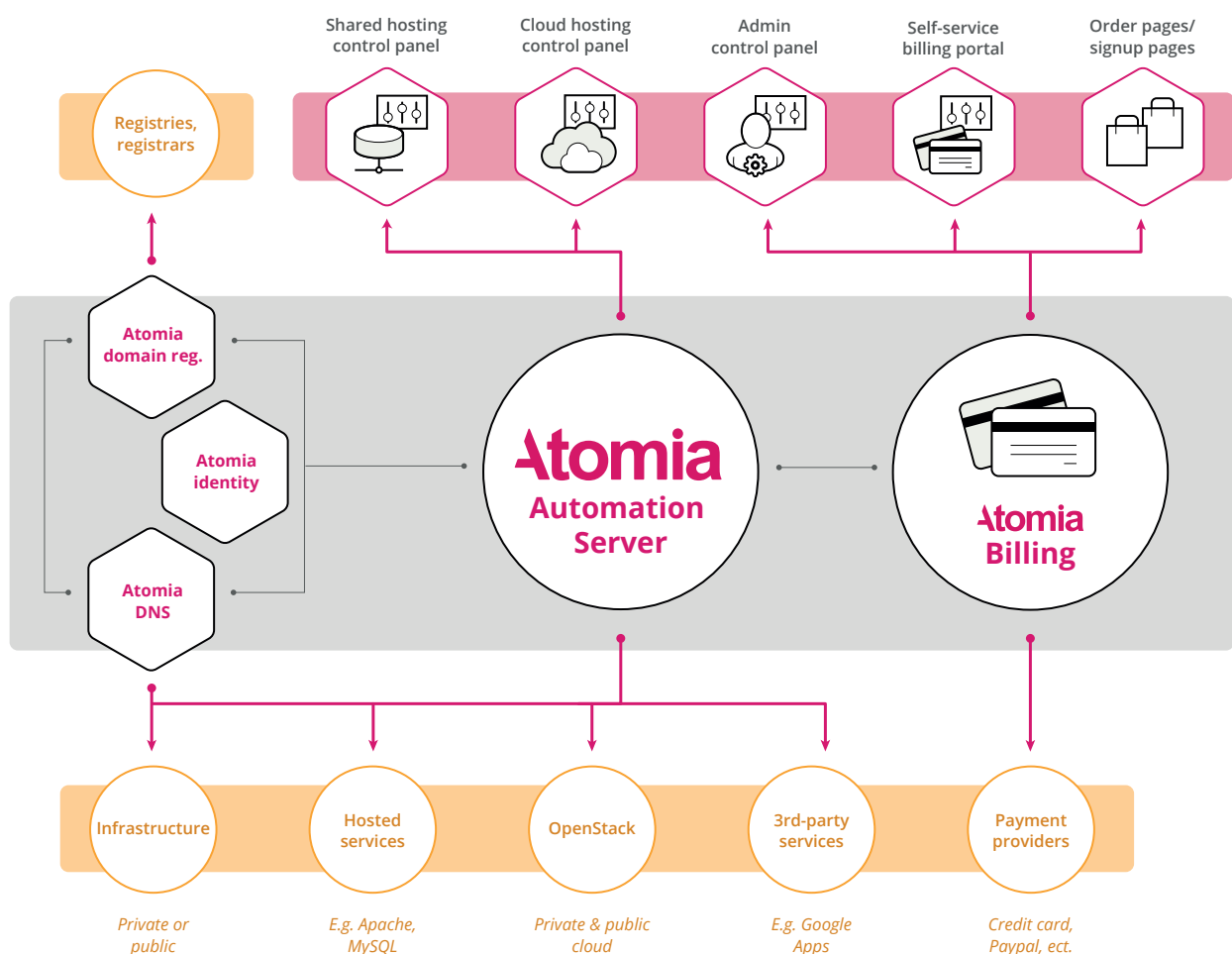


Development framework

With Atomia, you have complete control over what products you offer, styling and branding of control panels, even white-labeling and reselling. The entire platform is very developer friendly in case you want to customize anything or integrate with other systems.

Our platform has been designed to make life easier for both your end users and your support staff. For you this means, among other things, centralized management of your resources even if your infrastructure is distributed, thanks to our flexible automation engine.

System overview



Another important goal has been to make Atomia future-proof. We continuously develop and improve the whole platform, and all of our customers and their users automatically benefit from this work.

As an Atomia customer, you subscribe to an ever-evolving cloud hosting platform that will only get better and better over the years.

Customize it. Brand it. Make it your own.

You have full control over what kind of products you offer, styling and branding of control panels, even white-labeling and reselling. Atomia is a platform you can make your own.



Style and customize the Atomia control panel to fit your brand

Brands, reselling & white-labeling

As an Atomia customer, you are not limited to managing just one brand. You can have multiple products marketed under multiple brands, and you can also allow other companies to resell your services. You can choose to white-label your services for resellers, or not.

There is a ton of flexibility thanks to our powerful billing system, also included in the Atomia cloud hosting platform.

Cloud hosting with OpenStack

We leverage OpenStack, an increasingly popular open source cloud hosting software with massive developer support, to let you offer public cloud services such as VPS hosting. You will find that combining Atomia with OpenStack is both easy and very powerful.

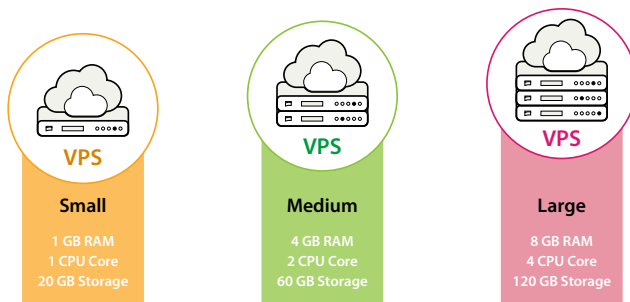


- ★ Sell virtual servers (VPS) in any configuration.
- ★ Sell cloud storage (Cinder block volumes).
- ★ Sell IP addresses, domain names, SSL certificates and other related services.
- ★ Atomia's hosting control panel includes an excellent cloud service and VPS manager that makes life easy both for your users and for your support staff.

Thanks to the flexibility of Atomia's software, you can offer cloud services together with traditional shared hosting, all inside the same control panel.

Offer cloud services the way you want them

There are two main approaches to selling cloud services, and the Atomia cloud hosting platform supports both.



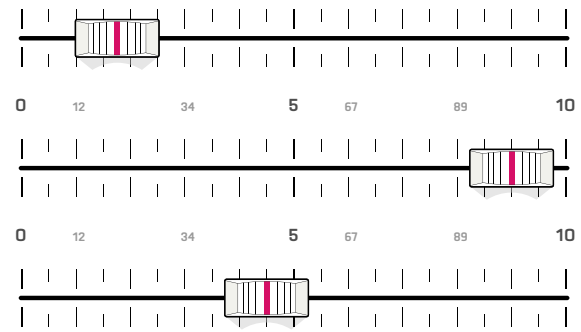
1. Sell pre-configured packages

Package for example VPS servers, IP addresses, and cloud storage into various tiers. This mirrors the way traditional web hosting works and is a popular option that is easy to market.

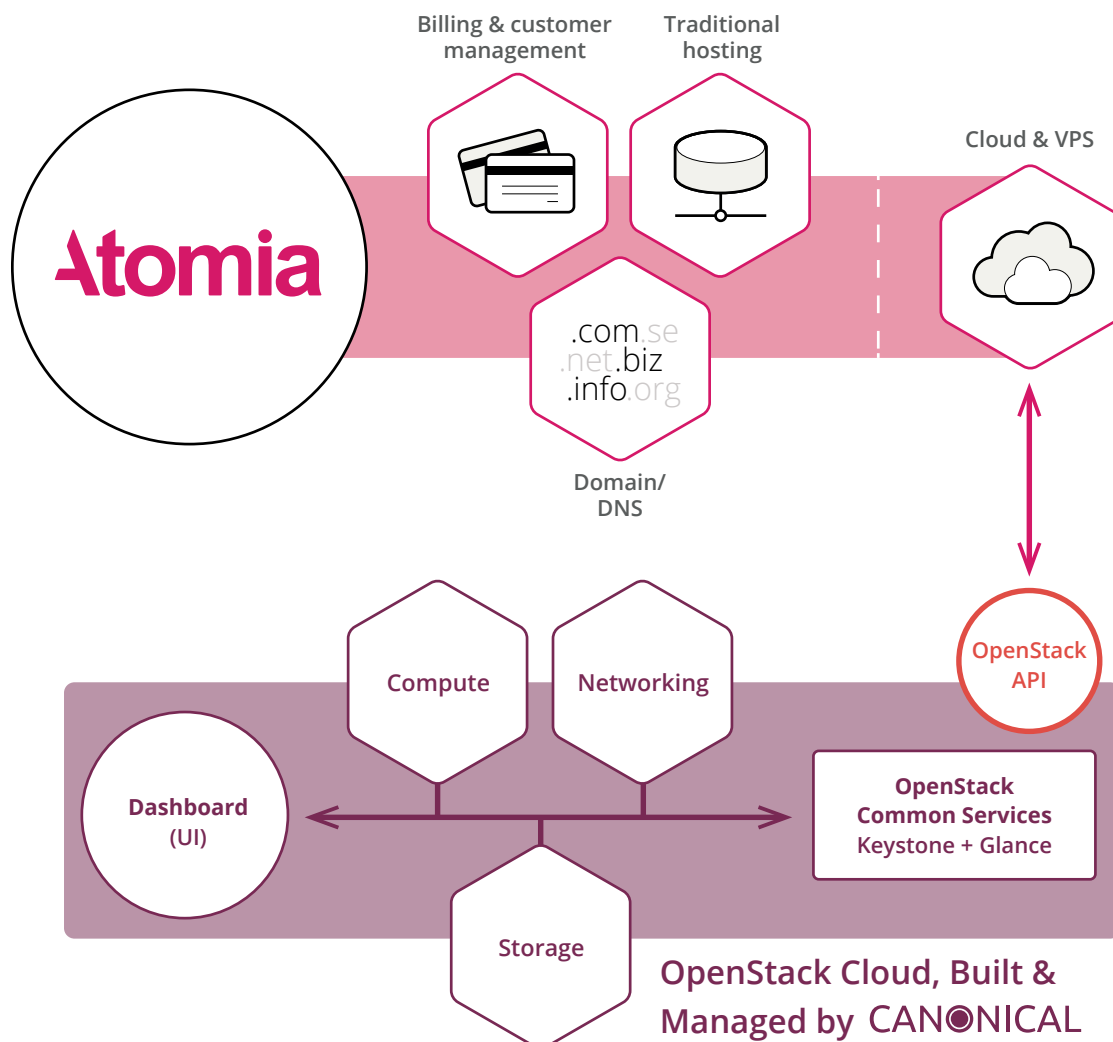
2. Sell utility-based services

Sell a service where users can easily provision any number of virtual servers, cloud storage (Cinder volumes) and buy IP addresses as they need them, and pay based on usage.

You don't have to go strictly with one or the other of these approaches since the line will often be blurred, but they are good to keep in mind when designing your product offerings.



In short, you have all the combined power of Atomia and OpenStack to create a cloud service that fits both you and your customers perfectly. You automatically get billing and customer management as a part of the package, so it really is a complete solution.



Atomia + OpenStack lets you sell cloud services and combine cloud hosting with traditional hosting.

Shared hosting for Windows and Linux

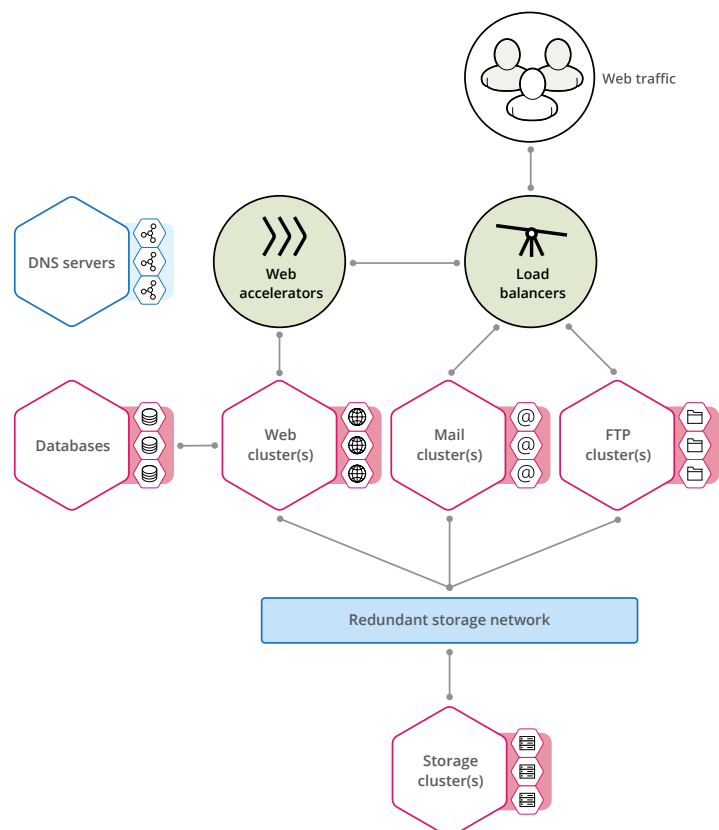
Atomia makes it incredibly easy for you to sell shared hosting. It is still the bread and butter for a large part of the hosting industry and is still great value for end users if done right—and we have made sure to do it right. Atomia gives you modern shared hosting at its best.

- ★ Windows- and Linux-based shared hosting
- ★ Apache, CloudLinux and IIS
- ★ Powerful scripting support
- ★ A hosting control panel that your end users will love

Since the Atomia platform is so modular and flexible, you can have almost any kind of products on offer. You can offer shared hosting and cloud services, all in one place.

We help you follow best practices

Since the people behind Atomia have nearly two decades of hosting industry experience, we can also help you organize your hosting infrastructure according to modern best practices. We recommend a clustered setup with full redundancy for high availability, and of course tweaks according to your specific needs and customer base.



Powerful billing system and customer management

Our flexible billing system is another important building block in the Atomia Cloud Hosting Platform. It is used to keep track of the following:

- ★ Customer information
- ★ Product information
- ★ Invoices
- ★ Payments
- ★ Credit notes
- ★ Refunds

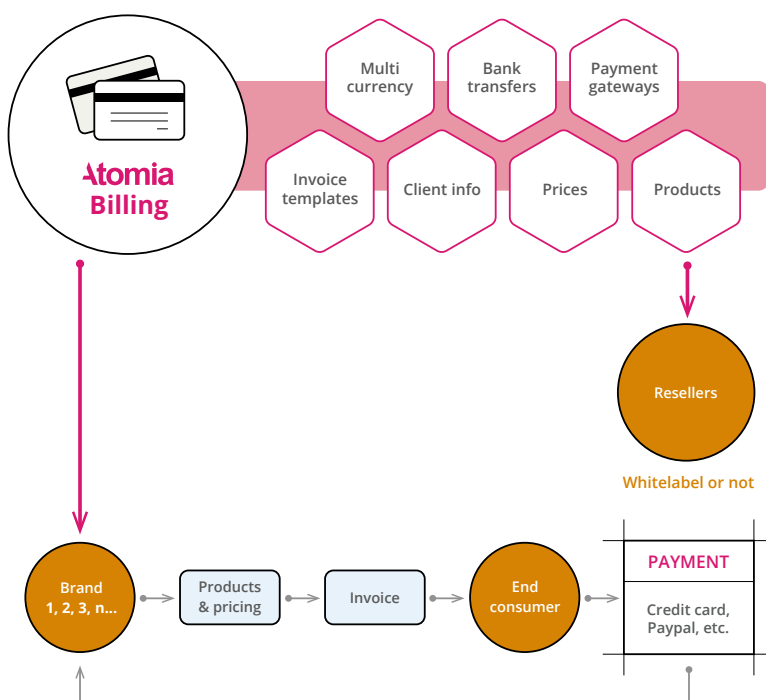
The billing system can be set up in a variety of ways to fit your company perfectly. Capabilities include support for:

- ★ Multiple currencies
- ★ Multiple brands
- ★ Multiple markets (e.g. countries)
- ★ Multiple payment options
- ★ Multiple invoice delivery methods

End users can be charged for products in a number of different ways:

- ★ One-time fees
- ★ Recurring fees (subscriptions)
- ★ Usage-based fees (CPU, memory, storage, time)
- ★ Combinations of the above

Atomia Billing lets you set up any kind of billing workflow you like. The idea is to leave it up to you to structure your pricing and billing process in a way that suits your business (and business model).



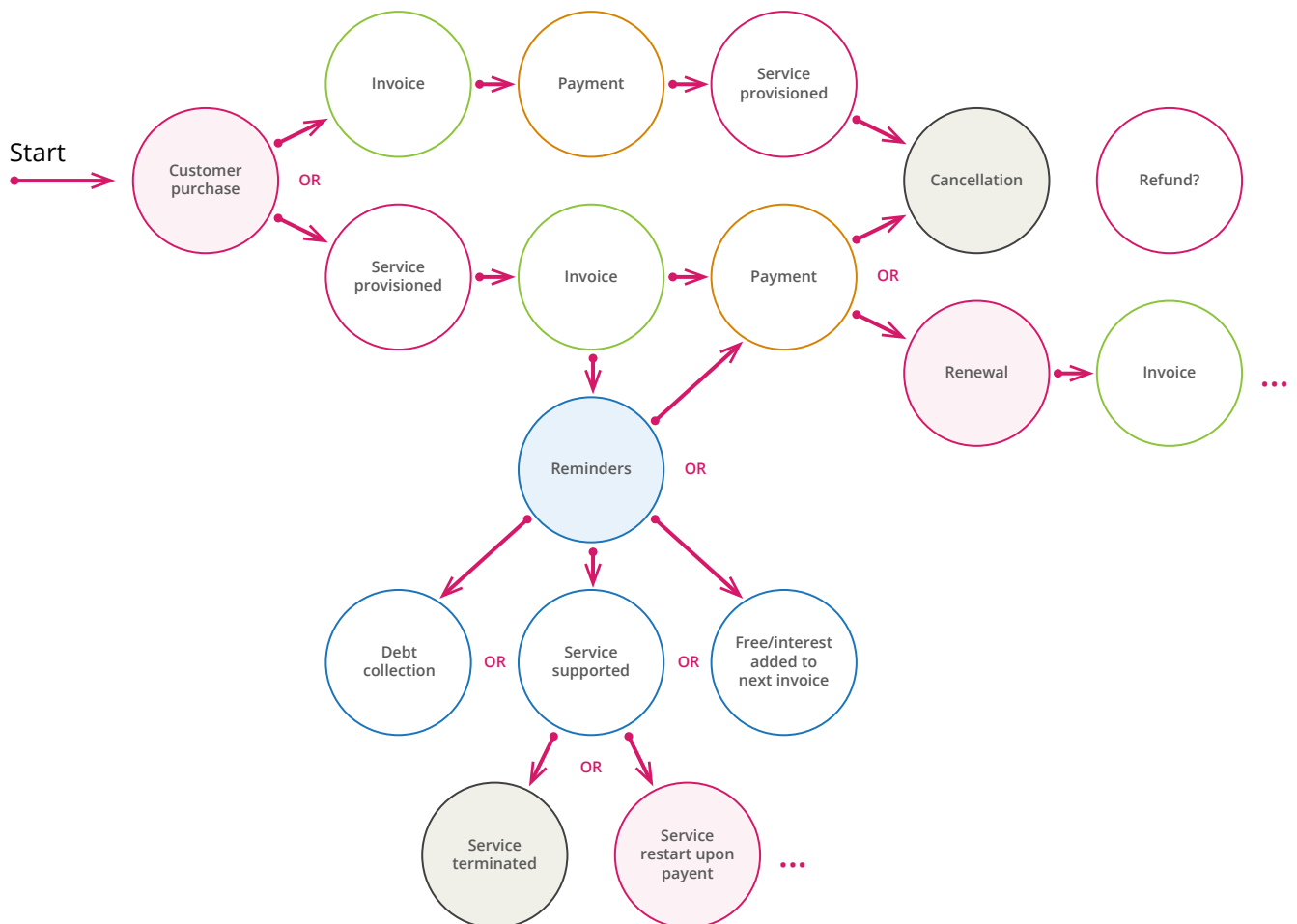
The billing system is an important building block in the Atomia cloud hosting platform, but can also stand on its own. It is a great fit regardless if you are a telecom business, hosting company, IaaS or SaaS provider.

Here's an illustrated example of a typical Atomia Billing setup

Flexible billing workflows

A core concept in Atomia Billing is the idea of workflows. They let you specify exactly how you manage user accounts and billing for your customers.

Since requirements differ greatly between companies, flexibility is key. The below illustration shows an example of how you can configure a workflow:



The platform comes with a set of pre-configured workflows to make it easy to get started, but it is good to know that you can customize them as you wish.

Control panels that make life easy for everyone

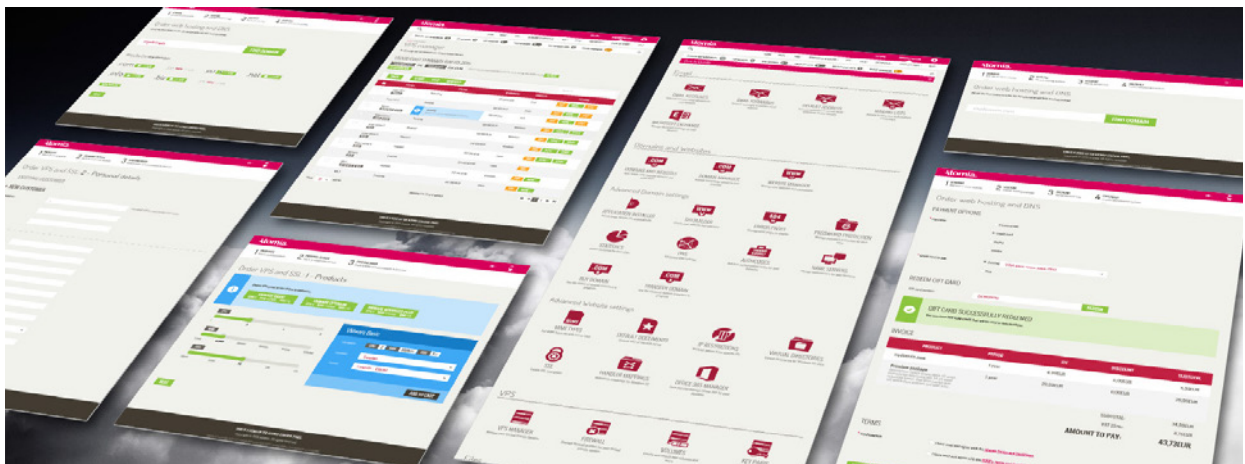
To truly empower both your administrators and your end users, Atomia's control panels provide centralized management of your entire infrastructure, help with billing and customer management, and much more.

Our hosting control panel for end users (your customers) is powerful and easy to use. It lets users manage their own services as they please, when they please. Empowering end users doesn't just increase customer satisfaction, it also lessens the burden on your support staff.

On top of that, your staff has access to an administrator control panel to help them do their job easier, faster and more efficiently, with much less room for error than a more manual approach. We put billing and hosting automation at your fingertips.

Control panel for end users

Atomia's user-facing control panel is technically made up of two separate control panels, one for managing hosting resources, and one for billing. They are integrated seamlessly and do not require separate logins. You can think of it as one single, very capable hosting control panel.



Our control panels are of course fully customizable and themable, so you can adapt them to your products and brand(s).

Control panel for administrators & support

The administrator control panel makes it easy for your support staff to view and manage your customers' accounts and services, including both technical and billing-related issues. It also lets you set up products, provision services and other administrative tasks.



The admin panel is in many ways your Atomia command center.

Localization & language support

The Atomia control panels are easy to localize and come with existing support for the following languages:

- ★ English
- ★ Dutch
- ★ German
- ★ French
- ★ Spanish
- ★ Portuguese
- ★ Polish
- ★ Swedish
- ★ Danish
- ★ Norwegian

New languages are added over time, and specific languages can be added upon demand.

Domain name management

Atomia comes with flexible domain name management built in and lets you integrate with any registry or registrar. We support a multitude of top-level domains already, and more are easy to add if needed.



With Atomia, you and your customers can easily register, renew and transfer domain names. All domain name-related actions expected of a modern hosting company are supported, including DNSSEC.

Combined with our excellent DNS management system, you can offer your end users a fantastic solution that gives them full control over their domain names, all available to them inside your hosting control panel.

An abundance of top-level domains

We have direct registry support for the following TLDs:

- | | | |
|-------------------------|-------|---------------|
| ★ .com/net/org/biz/info | ★ .no | ★ .es |
| ★ .uk | ★ .pt | ★ .fi |
| ★ .nu | ★ .fr | ★ .ie |
| ★ .eu | ★ .pl | ★ .ch |
| ★ .de | ★ .at | ★ .ca |
| ★ .nl | ★ .be | ★ And more... |
| ★ .se | ★ .it | |

Add to this any other TLD that has standard EPP support.

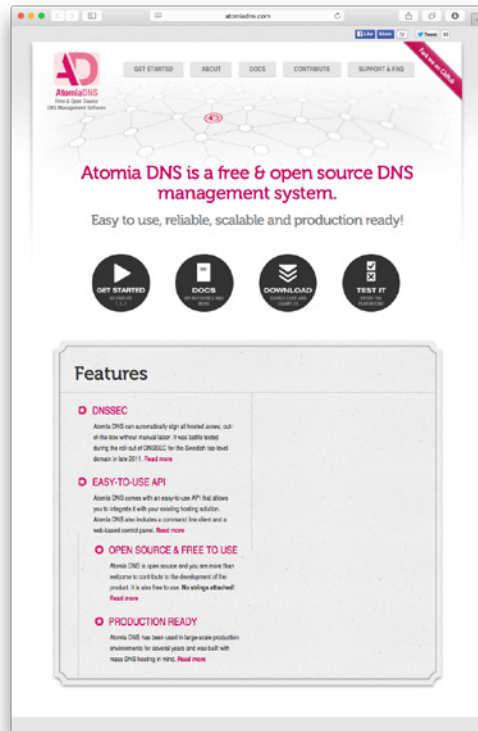
Other TLDs can be handled via any of these registrars:

- ★ OpenSRS
- ★ Ascio
- ★ CORE
- ★ eNom

The plugin-based Atomia domain registration software lets you to choose a registry or registrar for each TLD. Support for additional TLDs not listed here can easily be added by creating a plugin with the necessary registry- or registrar-specific logic.

DNS hosting

Have you checked out Atomia DNS our open source DNS management system?



Atomia DNS gives your customers full control over their DNS settings and lets you centrally manage your DNS infrastructure. This is a powerful, highly scalable DNS management system that has been battle-tested by large telcos and web hosting companies.

Atomia DNS comes with full support for the robust PowerDNS name server and DNSSEC. It can also handle BIND, but PowerDNS is our recommended default.

To give back to the hosting community we have made Atomia DNS both free and open source. It's still a part of the Atomia platform and is being actively developed by us, but can be used separately at no cost.

For more in-depth information, head on over to the Atomia DNS website.

<http://atomiadns.com>

Email hosting

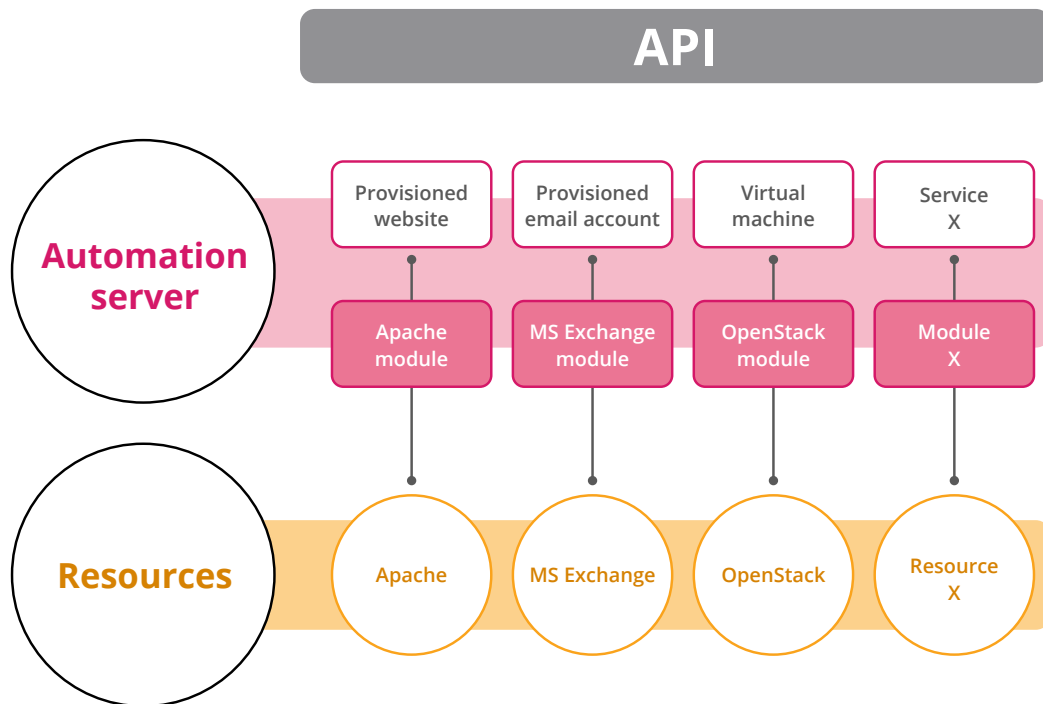


Give your customers a great email service. Atomia has built-in support for Postfix (for SMTP) and Dovecot (for IMAP and POP3), Microsoft Exchange, and also supports third-party services such as Gmail.

Atomia Automation Server

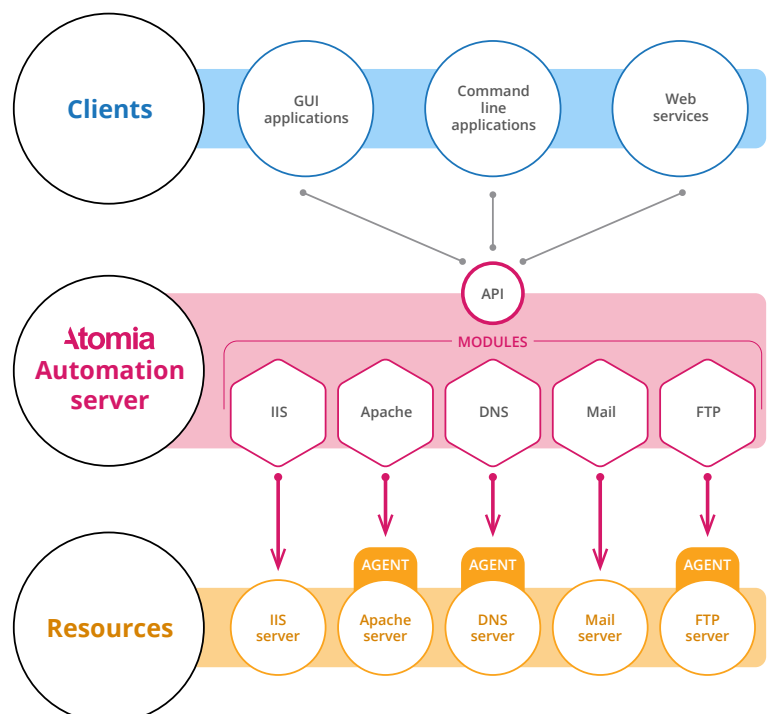
Let's take a closer look at the Atomia Automation Server...

At the heart of the Atomia platform lies a powerful, customizable automation engine. It helps you manage all your servers, resources and services from a central location, even if they are spread across multiple data centers.



Centralized automation & provisioning

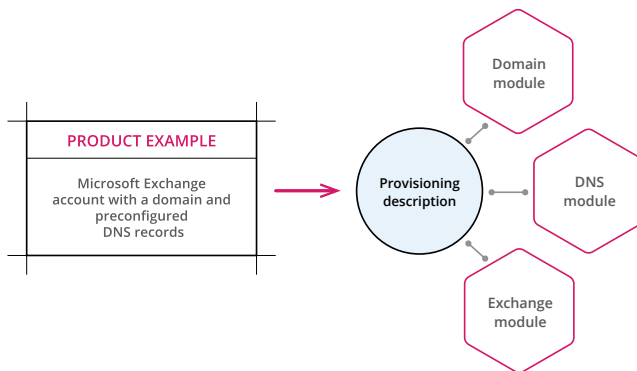
Our automation server software comes bundled with the set of modules and services that make up the Atomia cloud hosting platform, but it can automate, provision and configure any resource or service it has been taught to interact with. It is thanks to this modularity that the whole platform is so easy to modify and extend.



Packages & products

As you can see in the chart above (previous page), Atomia treats each service as a separate module. These modules can be bundled and provisioned as a package, and may also have interdependent configuration options if needed.

Bundling services is an important concept in Atomia, and is also how you combine multiple services into products for your users. This way you can construct any kind of products you want to offer your customers.



It would for example be trivial for you to define a new product that offered a VPS machine pre-configured with various services and settings, or another product that represented an Apache website with a domain name and a specific amount of storage and monthly bandwidth.

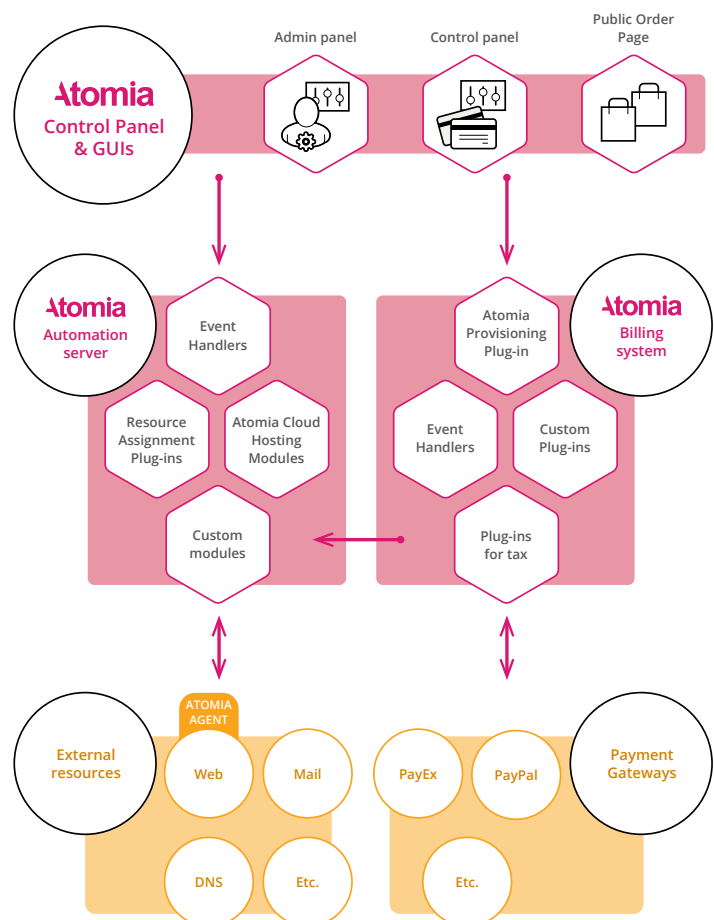
In short, Atomia offers you a ton of flexibility so you're not limited in what kind of products you can offer your customers.

With Atomia you get both hosting and billing automation

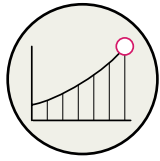
Atomia's automation server works in tandem with our powerful billing system to provide the ticking heart of your entire hosting business. You really don't need to think about it too much, it just works, but sometimes it's nice to know what is going on behind the curtain.

Supported technologies

Atomia's platform comes with pre-configured support for a large number of hosting-related technologies, and can easily be extended to support more. For a sample of the technologies we support, please ask your sales contact.



Built with scalability in mind

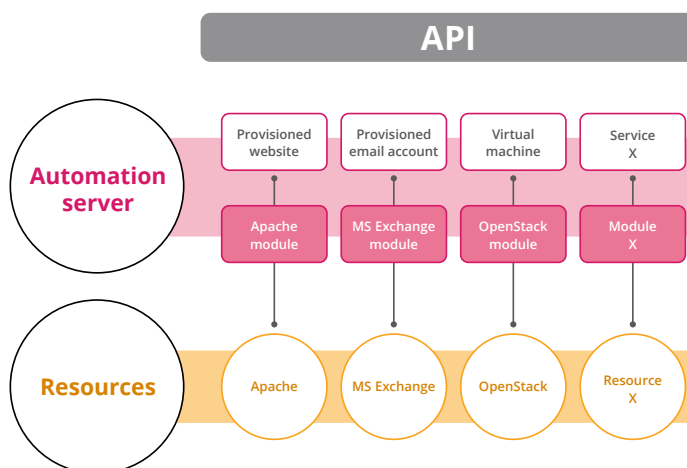


Thousands of customers or millions? Ten servers or ten thousand? One datacenter or five? It doesn't matter. Atomia has already been battle tested by several big hosting companies.

A truly developer-friendly platform

Atomia is, in our opinion, the most developer-friendly hosting platform out there. Thanks to its powerful set of APIs it's easy to add custom integration with any services not already supported out of the box, or replace parts of the platform with your own if you so wish.

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Third-party developers (and that includes you) have access to the same APIs and frameworks we use internally, so there is no artificial ceiling to what is possible.

Atomia has a very flexible automation server at its core. It was built from the ground up with extensibility in mind—with an extra eye on the challenges of effective hosting automation—so it is easy to add support for new technologies. You can for example create your own module that provisions to some new external service or resource.

Our billing system has a similar level of extensibility, so you can integrate all central parts of the Atomia platform with any kind of service that we don't already support.

We help you get started,
and stay on the cutting edge.
As an **Atomia** customer, you
subscribe to an ever-evolving
cloud hosting platform that
will only get better and better
over the years.

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