ServerPronto Partners with Lyrid to become a Cloud-Agnostic Managed Hosting Provider

serverpronto

The Challenge

Staying competitive against big public cloud providers.

Results

- Differentiated Bare Metal + Software Offering
- Assisted Sales for Unused Machine Clusters
- Enhanced Total Adressable Market Size
- Automated Machine Cluster Operations

Founded in 2013, ServerPronto is a dedicated server business delivering IT solutions to mid-sized companies . ServerPronto offers top-quality, feature-rich products at an incredible price. Though it's a hardware company, ServerPronto has a culture rooted heavily in innovation- both by their customers and their partners . **"We're excited to work with a team that has a pulse on what customers are looking for and is developing bleeding edge solutions to address the market pain points"**, said Chris Kurtzweg, ServerPronto's CEO.

Lyrid partners build a two-way blueprint for success

The company's relationship with Lyrid has, in many ways, laid the groundwork for greater success. With Lyrid, ServerPronto has been able to expand its services and match the ever-evolving needs of its customers. In addition, the company is able to achieve high scalability through bundling offerings with Lyrid services and solutions.

> "Our new customer growth has been slowed due to new/big competitors and the lack of innovative products"
>
> Chris Kurtzweg, CEO

Hosting providers become prepared for the future

"We experience customer churn to newer cloud providers like AWS/Azure/Digital Ocean ", said Chris Kurtzweg, CEO of ServerPronto. For ServerPronto, the partnership came at the best time and place—as companies are beginning to see a widespread shift from on-premise infrastructure to the cloud. The ServerPronto team receives Lyrid's essential services to sell on top of their servers and stay competitive in the hosting market.

Partnering with Lyrid is a commitment to innovation

Powered by Lyrid's suite of products, ServerPronto was able to introduce to its customers a multi cloud deployment platform , managed Kubernetes clusters, and a one-click solutions marketplace. Through products like these, ServerPronto is able to empower a culture of innovation within the company, cultivating that same innovation and ingenuity amongst its customers. At the same time, ServerPronto will be able to position itself as an industry leader as its partnership with Lyrid continues to grow.

Automated solutions drive decision to choose Lyrid

Serverpronto customers now have full-ownership over the entire development cycle— including building, deploying and managing applications across the clouds. With Lyrid platform's level of automation, developers can speed up development and engage fully with high-priority activities, rather than doing busy infrastructure work. In addition, ServerPronto can offer seamless transition from public service providers to private cloud using Lyrid's migration services. "They provide great partner support and resources to help us ideate and launch these co-built packages". "We love that Lyrid enables us as an existing provider to plug in their solutions with our existing offering", Chris said.

What's more impressive is Lyrid's One-Click Solution Marketplace that is now available to ServerPronto customers. Developers are given the freedom to customize their application, with many solutions offered being pre-configured and ready to deploy. Lyrid provides ServerPronto customers a simple way to get software up and running quickly—increasing faster time-to-value. "This is faster & less costly go to market than if we were building this ourselves", Chris said.

Partners increase revenue sources with Lyrid

Bundling bare metal hardware with solutions is essential for building more revenue for Managed Hosting Providers. To stand out, managed hosting providers could resell software through Lyrid's Solution Marketplace. The model powers new revenue sources and customer service commitment for ServerPronto for years to come.


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Based on the transparent revenue sharing model, ServerPronto believes Lyrid is a wise investment for the business. To make the partnership easy, companies use Lyrid's Hosting Partner Portal to:
- Initiate build machine clusters
- Manage current running machine clusters
- Delete unused cluster
- Get detailed Kubernetes cluster analytics
- Automate billing invoices
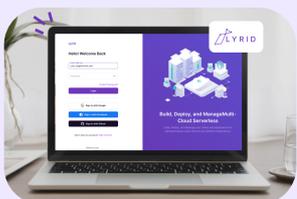
Lyrid is a cloud agnostic company that helps global partners maximize revenue potential. With Lyrid, partners can integrate the best possible offering in hybrid and multicloud deployments and discover new software to innovate their offerings.

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