

Rhipe & Octopus Deploy



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- Cameron McFie, CTO

Their Story

Rhipe are a cloud channel company founded in 2003. They are headquartered in Sydney, Australia and have grown to become the leading cloud software licensing expert in the Asia-Pacific region.

Rhipe provides licensing, business development and knowledge services that support services providers, systems integrators and software vendors accelerate the adoption of the cloud by end customers. From the outset they have specialised in supporting the service provider community in their adoption of the Cloud.

This was focused on subscription software licensing models from international vendors. As the cloud has gained traction across the industry, Rhipe has extended their offerings to include additional subscription licensing programs as well as more traditional programs that have become more cloud friendly, for example Microsoft Dynamics and other Microsoft volume license programs (LSP/LAR).

What was it like before Octopus?

Painful and manual.

How was Octopus able to help?

Before our organisation introduced Octopus Deploy we deployed everything manually into the Cloud. Octopus Deploy has been a godsend for ensuring we can rollback from any failed deployment and we can automate all of our processes.