title: Getting Started
description: A Conceptual Overview of Octopus Deploy.

position: 0

Welcome!

If you are reading this, then you have successfully deployed your first application through Octopus Deploy! This overview is meant to provide some additional context and information as well as point you in the right direction to getting the most out of Octopus Deploy.

What is Octopus Deploy and who is it for?

Octopus Deploy was founded in 2012 to create happy deployments, and by extension, happy software teams. Octopus Deploy focuses on three main parts of continuous delivery: Deploy, Release and Operate. The Octopus Deploy product helps to automate deployments, safeguard their deployments for release, and automate the tasks required outside the deployment window.

Octopus Deploy follows a bottom-up approach, meaning our product is targeted at the software engineering teams using the product. We find that a developer-led adoption model means that the product is targeted at the end users who then convince decision makers to adpopt the product company wide.

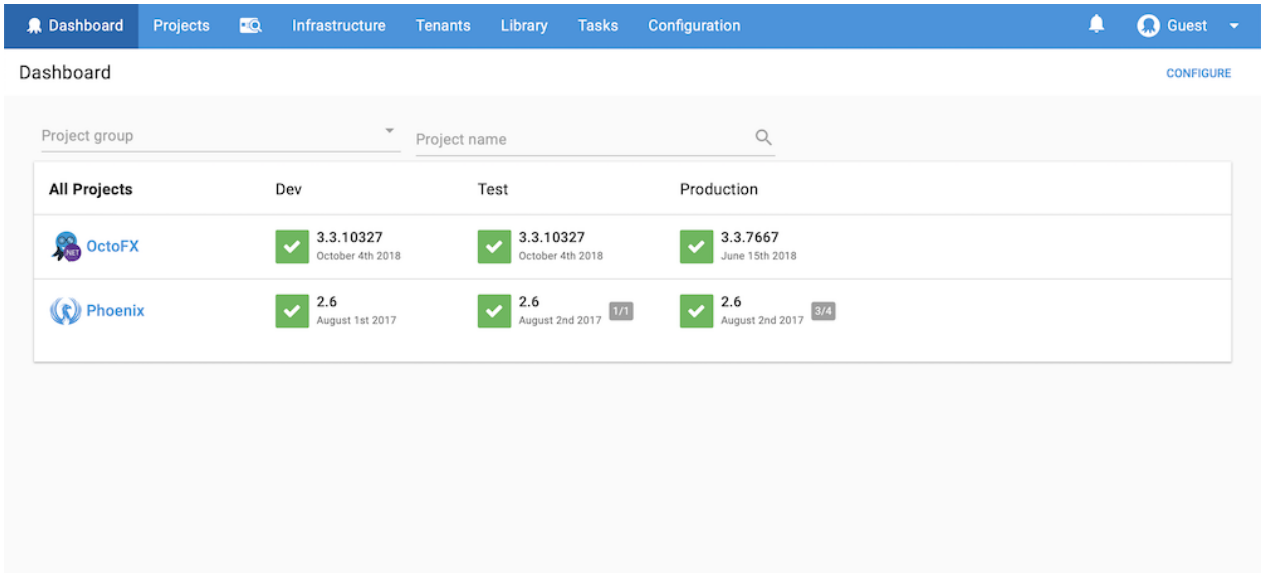
Octopus Deploy is meant to be used by medium to large sized companies. Typically a company with 200 or more employees is the tipping point as it is large enough to warrant a complex deployment setup for Octopus Deploy to help with.

Octopus Deploy Server

Octopus is served in three main ways:

- Octopus Cloud -> we host the Octopus Deploy instance for you, it connects to your servers.
- Self-hosted on a Windows Server -> you host it on your infrastructure by downloading our MSI and installing it onto a Windows Server with a SQL Server backend. Learn more about our installation requirements.
- Self-hosted as a Docker container -> you run Octopus Deploy in a docker container (currently EAP). You will still need a free license.

Octopus gives the user the flexibility to pick which type of installation best serves their needs. Whether you're self-hosting the Octopus Server, using Octopus Cloud or a Docker container, the Octopus Web Portal is where you'll manage your infrastructure, projects, access the built-in repository, grant your team access to projects, and create your automated deployments.



Infrastructure

Through setting up this tutorial, you have been exposed to:

- Deployment targets
- Environments
- Accounts
- Packaging applications
- Projects
- Releases
- Deployments

There are other Octopus Deploy features that are available to you when you get started

Workers

Tenants

Tenants in Octopus allow you to easily create customer specific deployment pipelines without duplicating project configuration. You can manage separate instances of your application in multiple environments in a single Octopus project.

Runbooks

Octopus REST API

Octopus Deploy is built API-first. This means that Octopus is built in layers; all data and operations are available over its REST API. The Octopus Web Portal is built on top of this API so all of the data and operations you can see and perform in the Octopus Web Portal can be performed over the REST API.

Where can I learn more?

There are plenty of resources to learn more about octopus deployed

We have a YouTube channel where you will find getting started resources

Octopus runs a series of webinars to cover fundamental and more advanced topics. Here is a webinar about Octopus 101