Intracom Telecom Rapidly Deploys Three New Public Cloud Services with VMware vCloud Automation Center.

Speeds Time-to-Market of Custom Services, Eases Management While Setting Foundation for Growth.

Intracom Telecom, capitalizing on its system integration and operation capabilities for ICT infrastructure, has strategically positioned itself as a leading regional Cloud Enabler. In accordance with its “best-of-breed” technology integration approach, Intracom selected VMware vCloud Suite and vCloud Automation Center Development Kit, and took just three months to build and go-to-market with three public cloud services: VMs, storage, and backup as a service. Now Intracom can use a single platform to manage all the systems required for its many cloud services, and its IT team has the tools needed to rapidly develop and deliver new custom cloud services without any professional services help, and quickly onboard new customers.

Business Needs
Intracom Telecom is an international telecommunications provider that has been successfully serving the EMEA market for more than 35 years. Headquartered in Athens, Greece, the company was looking to expand its services portfolio to reach new customers. It decided to move into the public cloud services market.

“As part of our strategic initiative to become a leading regional cloud solutions provider, Intracom Telecom embarked on the development of an innovative public cloud solution for the Greek market. Capitalizing on our extensive system integration and operation expertise, we decided to integrate “best-of-breed” products for each technological layer involved. The automation and orchestration layers were identified as the most important public cloud architectural elements for ensuring solution agility and expandability. This would enable us to offer Virtual Machines as well as Backup and Storage as a Service offerings in the first phase of our project,” said Gerasimos Michalitsis, Head of ICT Solutions and Services Marketing, Intracom Telecom.

This presented a challenge. Most of the cloud management vendors it evaluated had no easy way to add other compute services. In addition, Intracom needed a solution that would provide multi-vendor support, including for the VMware hypervisor that was selected for the virtualization layer.

“We really wanted to avoid vendor lock-in. We wanted to be able to take advantage of our existing partnerships and best-of-breed products, both those existing today and in the future,” said Katerina Apostolaki, Cloud & Security Marketing Manager, Intracom Telecom.

Intracom was under a tight timeframe. “We had just one month to develop a working prototype. We needed a solution that would enable us to quickly develop our cloud services, and that wouldn’t require our developers to learn new languages or acquire new skillsets,” Apostolou said.

Solution
After evaluating solutions from a number of software and hardware vendors, Intracom Telecom chose VMware for its vCloud Automation Center and vCloud Automation Center Development Kit. VMware vCloud Automation Center is a user-centric, business-aware cloud automation and management system. The Development Kit provides the tools and documentation needed for developers
**VMWARE CASE STUDY**

“VMware was better than any other vendor at providing the extensibility features required by both our engineering approach and business vision, enabling us to rapidly develop and deploy new cloud services.”

Nicholas Apostolou, Manager, Cloud Project Director, Intracom Telecom

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**SOLUTION**

- VMware vCloud Automation Center
- VMware vCloud Automation Center Development Kit

**Results:**

- Delivered three new production cloud services in just three months
- Quickly onboards customers
- Engineering team can extend cloud offering with new services without professional services help
- Preserved existing investments in multi-vendor assets; avoids vendor lock-in
- Automates and simplifies management of heterogeneous cloud infrastructure and all cloud services with unified platform

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For more information about VMware vCloud Automation Center, please visit www.vmware.com/products/datacenter-virtualization/vcloud-automation-center/overview.html

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**Benefits**

Since implementing the VMware based cloud solutions to develop and deliver public cloud, Intracom Telecom has been able to quickly go-to-market with compelling services that are easy for Intracom IT staff to manage.

**Speed Time-to-Market**

Using VMware, Intracom can quickly launch new public cloud services both in Greece and other geographies. “The Cloud Development Kit makes it very easy to extend our offerings with new services that will help us stand out in the market and drive more revenue. Depending on the complexity of the particular service, it should only take about one month for our developers to create and deliver a custom service,” said Apostolaki.

Apostolaki added, “vCloud Automation Center’s extensibility features give us a lot of agility and enable us to be quite responsive. Because of this, we’re also well-positioned to be a wholesale provider of cloud services to ISPs in other regions as well as “cloud builders” for our telco and enterprise customers who are deploying their own cloud.”

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**Ease Cloud Management**

Intracom has a consistent, unified way of managing its cloud environment and all its cloud services. Using a single platform, it can do everything from provisioning VMs and creating storage containers for its storage-as-a-service, to creating new users for its portal and monitoring services usage. “Without VMware, we would have had to use many different platforms and devote a lot of manual labor and resources to handling all the cloud tasks. As our services scale, we expect to realize significant time and money savings from using vCloud Automation Center,” Apostolou commented.

**Quickly Onboard New Customers**

Intracom is leveraging VMware’s automation capabilities to speed customer onboarding. It now takes just a few hours to bring on a new customer. As Intracom further refines its cloud system and more fully automates its processes, it expects that time could shrink to just 30 minutes.

In addition, the ease with which vCloud Automation Center integrates with other IT systems will streamline onboarding of additional service delivery partners in the future. Intracom will be able to rapidly integrate its cloud infrastructure with each partner’s unique environment.