telXira Supercharges Growth with VMware Cloud Director

telXira is a Swiss company providing business messaging to large enterprises, financial services companies and marketing agencies to simplify how they communicate. The omnichannel platform is provided as a service and can be used for a variety of use cases, from internal communications to customer support and marketing campaigns.

Industry

Telecommunications

Partner

Netrics provides workplace, cloud, network, communication and data center solutions for customers across Switzerland.

VMware footprint

• VMware® Cloud Director™

Since 2013 Swiss telecommunications service provider, telXira, has been transforming how large corporations communicate with staff and customers. To scale up its communications platform as a service, it needed greater transparency over resource consumption during peak periods, as any developing issues could impact availability. By partnering with Netrics to deploy VMware Cloud Director, the company optimized its environment and reduced time spent maintaining infrastructure by 75 percent. Today, telXira can expand into new markets and regions knowing it can meet its commitment of 99.95 percent uptime for customers and comply with data residency requirements.

Removing the barriers of corporate communications

Founded in 2013, telXira is a market disruptor with a product that has become the norm—a consumer-like communications platform delivered as a service for large enterprises to connect, engage and educate staff and customers.

Its omnichannel platform enables customers to have one-to-one chats, integrate with social media channels, and even run marketing campaigns from a central, scalable solution. Advanced features, such as chatbots, support diverse use cases and empower customer service teams to respond to queries quickly and easily from a single screen. In fact, the telXira platform was even responsible for handling SMS messages sent by Switzerland's COVID-19 track and trace program.

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With rising demand for alternatives to email, telXira is expanding into new markets and adding new functionality to better serve telecommunications, financial services and insurance companies, and break into the marketing sector.

Guaranteed availability as demand grows

As part of the telXira experience, the company guarantees 99.95 percent platform availability. Customers also expect new features and functionality to be developed quickly and many have requirements around data residency.

"In addition to complying with General Data Protection Regulations (GDPR), customers want reassurance that their data is stored in the same country as their offices," explains Fredy Rieder, co-founder, CTO and development, telXira. "That limits us to using private cloud technology."

Infrastructure is divided between two data centers to provide redundancy but maintaining the environment as the company grew was becoming costly. Especially as ensuring high availability requires stringent monitoring and a high level of transparency to quickly identify and resolve any issues that could potentially cause an outage.

"We pride ourselves on giving customers a great platform that supports their business goals. If we can't meet their exacting standards, we don't have the right to serve them," says Rieder. "We need visibility on a granular level so we can track RAM and CPU usage and the performance of individual machines to ensure we've got the right level of resources to meet demand."

During periods of rapid growth, the IT team was setting up new servers almost every month. To scale up operations, telXira needed to enhance its environment and find a partner with hardware and networking expertise to free up its IT team to focus on developing new functionality.

Comprehensive monitoring and maintenance in the cloud

telXira turned to long term IT partner, Netrics, to refresh its environment. After evaluating the products on the market, the company implemented VMware Cloud Director for its strong private cloud capability, flexibility and user-friendly interface. The cloud service delivery platform also identifies system issues quickly so they can be resolved before they impact the customer experience.

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The solution is used at each data center to monitor the environment and provide visibility of resources, performance and consumption.

"VMware Cloud Director makes it so easy to scale up resources. It's almost like an online shop. If a server needs additional RAM, we get a notification and can simply add more with a few clicks. It's available immediately, and we only pay for what we use," explains Rieder.

"With VMware Cloud Director, we see exactly how much RAM we need. In certain places, we had far too much and in others, we had almost too little. Now, we can take something out of one data center and place it somewhere else. Or we can request fewer gigabytes and return them to Netrics to be used elsewhere," Rieder says.

And it's not just compute resources that are monitored. VMware Cloud Director also helps to assign personnel and manage projects more efficiently.

"VMware is playing an immensely significant role in terms of supporting business growth."

Fredy Rieder, Co-Founder, CTO and Development, telXira

Innovative solutions available on demand

As telXira grows into new regions and markets—and expands its product portfolio—it will need to continuously monitor and enhance its environment to keep up with new challenges. When the next opportunity arises, the company is keen to expand its VMware footprint so it can provide the highest level of service to customers.

"Netrics is the top rated partner in Switzerland in terms of reliability and support. By streamlining our VMware deployment, it plays a significant role in supporting business growth."

Fredy Rieder, Co-Founder, CTO and Development, telXira

The implementation went smoothly with no disruption to services. Data remains stored securely in each customer's region. While the majority of customers are based in Switzerland, telXira can quickly and easily set up servers in a customer's home country and manage them through its private cloud.

Optimizing costs and resources

Using VMware Cloud Director provides telXira to have greater control over resources, helping to optimize costs and keep the platform available even during peak times. telXira has greater control over resources, which helps to optimize costs and keep the platform available even during peak times. It can also set up servers and deploy new services much faster than before, and the IT team has 75 percent more time to spend on developing new, customer-facing solutions.

"Not only are we only paying for the resources we consume, we also don't need to increase headcount when we scale our infrastructure," says Rieder. When the organization does recruit new talent, it has also discovered that applicants are keen to flex and develop their VMware skills, which helps to attract and retain more staff.

"VMware is playing an immensely significant role in supporting business growth. We've only been live one month and we haven't exhausted the potential that VMware Cloud Director offers," Rieder explains. "I'm excited to see the long-term impact of optimizing our environment."

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