Strencom Drives Business Transformation with VMware Cloud Director Services

Introduction

Strencom, a leading cloud services provider in Ireland, drives growth, reduces costs, and increases revenue using VMware Cloud Director as enabling technology for its managed services. This allows customers to use as much of the services as suits their needs and has driven Strencom's cloud business to grow 30% - twice the rate of its regular business.

Not only has their cloud business grown significantly, but Strencom has also seen revenue increases due to more VMs being used and upsells of complementary products such as Disaster Recovery as a Service (DRaaS) (upsell rate of 100%), Data Protection and S3 Object Storage.

Detailed VMware Cloud Director Benefits

Using VMware Cloud Director, many Strencom customers start with a small number of virtual machines, but always start consuming more. This increase is greater than would have previously been available in their on-premises environments. For Strencom, this results in an average customer VM % increase over contract of 20% year on year.

30%	**20%**	**100%**	**63%**	**78%**
Increase in Cloud Business Growth	VM increase over contract	Increase in attach services	Opex savings	Capex savings
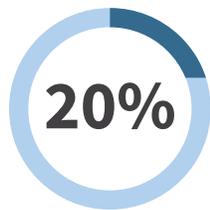
Opex savings due to less cloud engineer support needed is a 63% reduction in tier 2 support costs. With VMware Cloud Director automation, engineers no longer need to perform as many manual activities to provision their infrastructure. vROrch (a complementary technology to VMware Cloud Director) has reduced the level of customer delivery effort needed.

Capex savings is a 78% reduction in data center costs due to less expensive network switches being used. VMware Cloud Director has given data center personnel the confidence to deliver secure, consistent and robust cloud offerings at a price point that is competitive against hyper scale clouds, enabling them to reap the financial rewards.