



IMMEDION ACCELERATES SERVICE DELIVERY AND ENABLES CLIENT SELF-SERVICE WITH vCLOUD DIRECTOR



INDUSTRY

CLOUD AND MANAGED SERVICES PROVIDER

LOCATION

HEADQUARTERS: GREENVILLE, SC

DATA CENTERS:

- ASHEVILLE, NC
- CINCINNATI, OH - DOWNTOWN
- CINCINNATI, OH - EASTGATE
- COLUMBIA, SC
- GREENVILLE, SC
- N. CHARLESTON, SC
- ROCK HILL, SC

KEY CHALLENGES

- Speed customer on-boarding and provisioning
- Enable secure multi-tenancy
- Meet customer demand for self-service
- Provide resource visibility and administration in a single pane of glass

SOLUTION

Deployed VMware vCloud Director cloud management platform to speed provisioning and enable customer self-service

Immedion is a data center services and Infrastructure-as-a-Service (IaaS) provider that delivers the enterprise-level solutions of a national data center and cloud provider, with the hands-on attention and agility of a local business. From its start as a colocation and network provider, Immedion has grown and evolved its services and footprint to meet customers' business needs. Today Immedion provides public, private and hybrid cloud services to businesses in diverse industries from its seven data centers.

VMware has provided a foundation for Immedion's growth, beginning with traditional ESX deployment with vCenter. Since then, Immedion has moved from building virtual machines with remote customer access and no visibility into metrics or configurations, to leveraging vCloud Director to orchestrate the provisioning of public and hybrid cloud services for easy consumption.

The Challenge

As Immedion experienced significant growth and an increase in demand for managed and cloud services, its manual VM provisioning process was taking up to five days to complete. When compared to the four weeks it previously took to provision physical servers, five days was a significant improvement. However, Immedion knew it could improve the time to provision VMs by automating the process. In addition, clients had started to ask for more visibility into their environments and the ability to make changes. Immedion couldn't give clients access to vCenter or any of the ESX hosts that were multi-tenant, which meant it needed a new solution that would meet client needs while also enabling Immedion to improve its own internal operations.

Although Immedion had used homegrown solutions in the past, as a longtime VMware partner, it was aware of vCloud Director and its multi-tenant cloud management capabilities. The ability to isolate customers into logical security pockets was vital to Immedion, as it is to all service providers. vCloud Director not only provided the multi-tenancy isolation Immedion demanded, it could give clients the self-service capabilities they were asking for - all without requiring Immedion to develop a solution in-house.

“THE ABILITY TO SECURELY ISOLATE CUSTOMERS IS KEY FOR A SERVICE PROVIDER. VCLLOUD DIRECTOR’S BUILT-IN MULTI-TENANCY CAPABILITIES ENABLE US TO GROW BY ISOLATING RESOURCES, USERS, COMPUTE, MEMORY, AND STORAGE - AND STILL GIVE CUSTOMERS THE ABILITY TO CONTROL AND SEE THEIR RESOURCES.”

BRAD ALEXANDER,
SENIOR DIRECTOR OF CLOUD
AND MANAGED SERVICES

BUSINESS BENEFITS

- 80% reduction in day-to-day activities via automation
- Servers deployed and configured in seconds
- Virtual machines deployed in minutes
- < 5 minutes to build new environments
- Meets customer self-service and security needs
- Speeds customer onboarding and business growth
- Ensures workload security and automated resource control

VMWARE FOOTPRINT

- vCloud Director
- VMware Horizon View
- vSAN
- vRealize Operations
- NSX
- ESX
- Site Recovery Manager
- Log Insight

The Solution

Immedion implemented vCloud Director and immediately realized benefits. The vCloud Director portal gave clients the ability to provision more VMs, and that meant they could easily add more services.

“vCloud Director gave us the ability to automate provisioning and monetize new services, which is a win-win for our clients and Immedion,” explains Brad Alexander, Senior Director of Cloud and Managed Services. “The ability to securely isolate customers is key for a service provider. Without it we literally cannot move forward, not just for virtualization but for all of our services, from backup to disaster recovery to management to networking.”

Today vCloud Director supports a broad range of workloads for Immedion clients, from database and data mining systems to traditional Windows web servers and application servers.

“Our clients have console access to vCloud Director, which gives them full control, including adding or removing disk space, changing CPUs and networks, and more – that’s really powerful,” notes Alexander. “Providing that level of visibility and control gives clients peace of mind, and that helps position Immedion as a trusted partner, which is our ultimate goal as a company.”

Business Results and Benefits

With vCloud Director in place, Immedion has been able to dramatically reduce the time to deploy and provision customer environments. This has impacted Immedion’s internal operations by enabling greater efficiencies that ultimately benefit clients, who can access new resources more quickly in response to dynamic business needs.

“To build a new environment today takes less than five minutes – that includes deploying a new customer organization and everything around it,” explains Alexander. “It takes just minutes to deploy virtual machines. Servers can be deployed and configured in seconds.”

vCloud Director has freed up time and resources to impact Immedion in other areas as well. First, the provisioning guidance process was moved into the hands of another team that now has holistic oversight of both customer and Immedion environments, and the ability to make configuration changes and changes to their multi-tenant environment. This alone freed up 50% of the operation team’s time.

Once the new provisioning processes were in place, Immedion was also able to automate redundant tasks that the site operations team and infrastructure team performed, such as provisioning storage volumes, which delivered another 30% savings. The result is over 80% reduction in day to day activity with the automation provided by vCloud Director.

Looking Ahead

As Immedion continues to grow and bring on new clients, vCloud Director will support rapid on-boarding and the addition of new services.

“vCloud Director’s built-in multi-tenancy capabilities enable us to grow by isolating resources, users, compute, memory, and storage isolation – and still give customers the ability to control and see their resources,” concludes Alexander. “It’s provided a foundation to support new services and continue our role as a trusted partner to Immedion clients.”

