Copaco Cloud Grows Revenue by 350% in Two Years with VMware Cloud Director Availability

COMPANY

Copaco Cloud

INDUSTRY

Information and Communication Technology

LOCATION

The Netherlands & Belgium

PARTNER CHALLENGES

- Enabling seamless, secure cloud migrations at scale
- Managing hybrid multi-cloud setups
- Ensuring disruption-free operations
- Cost-effective automation of resource provisioning

About Copaco

Copaco Cloud is part of the Copaco Group, an independent, family-run company that focuses on three core activities – IT hardware and software distribution, cloud distribution, and aggregation and logistic services. Copaco Cloud offers a broad portfolio of cloud services in collaboration with business partners to clients of every size and in nearly every vertical across the Netherlands, Belgium, and Luxembourg.

Understanding partner and customer needs to achieve a cloud continuum and digital transformation while exploiting growth opportunities along with the right technology sits at the core of Copaco's business proposition. Copaco offers a plethora of insourcing, outsourcing, or co-sourcing services in addition to training, workshops, consultancy, and cloud migration services. The company's portfolio spreads across infrastructure, workplace, productivity, security and business continuity services. Furthermore, the company offers its partners intensive commercial and technical training to help decrease their time to market and with the post-adoption process of new services to grow their value proposition.

Most importantly, Copaco offers its partners – and their customers – a complete stack cloud management platform to support holistic management of the subscription lifecycle. The platform provides comprehensive services such as activation, provisioning, amendments, and deactivations with a user-friendly interface and the option to integrate with APIs. This management platform is also linked to Copaco's billing platform to automate the entire invoicing process.

Hybrid Multi-Cloud Environments are Complex and Challenging to Manage

Most businesses recognize that hybrid and multi-cloud environments are the norm of organizations currently using or planning to use IaaS/PaaS public cloud services. 56% point to the combination of hybrid and multi-cloud as the best description of their current cloud environments (451 Research, 2023). However, the solutions and execution of cloud services are different from business to business. There is no 'one-size-fits-all' approach to cloud management; hence Copaco tailors the stack depending on customers' strategies and end goals.

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VMWARE CLOUD DIRECTOR AVAILABILITY FEATURES

- Simple, quick migration between the on-premises environment and the public cloud
- Cost-effectiveness and pricing flexibility
- Complete automation of resource provisioning, billing, backup, and replication
- Faster time to market & comprehensive self-service capabilities

VMWARE CLOUD DIRECTOR AVAILABILITY IMPACT

- 350% revenue growth in 20 months
- Accelerated onboarding of customers
- Time and money savings

KEY OFFERINGS FOR COPACO'S PARTNERS

- Ability to rebuild environment from scratch in the cloud
- Operational excellence via entire process automation

Every business faces unique challenges on its cloud journey. The sheer number of options and roadmaps available can be daunting when narrowing down the application and workload architecture. More importantly, modernizing applications while continuing to maintain legacy systems – in other words, managing a hybrid multi-cloud setup – further complicates matters when ensuring seamless, failsafe operations.

Access Simple, Economic Disaster Recovery and Migration with VMware Cloud Director Availability

VMware Cloud Director Availability is a powerful solution purpose-built to offer effortless, secure, and reasonably priced migration, onboarding, and disaster recovery services to or between multi-tenant VMware clouds.

Copaco partners leverage VMware Cloud Director Availability to perform one-time workload migrations between their managed VMware environments and Copaco's public cloud. Additionally, VMware Cloud Director Availability can be leveraged to run Disaster Recovery (DR) within the Copaco public cloud, and it covers BE – BE, BE – NL and NL-NL use cases (i.e., BE- Belgium & NL – Netherlands). Moreover, in the context of the Netherlands data center, Copaco offers site redundancy using VMware Cloud Director Availability as well as an alternative technology.

VMware Cloud Director Availability enables centralized management via familiar tools and a modern self-service HTML-5 interface, rapid appliance deployment models, native integration through VMware Cloud Director, and a single role-based access control portal to tenants and service providers. Intuitive, native Disaster Recovery as a Service (DRaaS) with simple tiers for varied workload criticalities drives increased stability, enabling cloud providers to effortlessly deploy and manage customers at scale without incurring additional operational costs.

With the consumption-based subscription model, VMware Cloud Director Availability DR is competitively priced. Its core features have been designed to minimize costs and tighten integration to reduce operational management costs.

Leveraging VMware Cloud Director Availability for Automated Billing and Operational Excellence

With VMware Cloud Director Availability, most businesses find it unbelievably easy to migrate to the Copaco platform and use its services. Everything is easy to execute and automated, meaning operational excellence is a given. VMware Cloud Director integrates with Copaco's marketplace and allows Copaco to automate and manage billing, provisioning and subscriptions. This is achieved with the help of seamless workload migrations to the Copaco cloud using VMware Cloud Director Availability.

Paying for VMware Cloud Director Availability Couldn't be Simpler – Just Pay as You Go

Managed Service Providers of Copaco typically can enter into monthly contracts. If any MSP decides to outsource their internal data center, they mostly commit to 3–5-year agreements. This ensures better pricing models for partners, as all resources are reserved for the duration of the contract.

For backup, longer-term contracts (that allow for discounts) offer more flexibility and value-based outcomes. Whether an MSP wants complete flexibility in what they purchase, support for acquired businesses at five data centers, multi migrations in parallel, or backup for 1–2 consolidated data centers, VMware Cloud Director Availability can be delivered via a reasonable payment model.

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> "Offering VMware Cloud Director in combination with VMware Cloud Director Availability has helped us enormously in scaling our VMware collaboration with MSPs. DRaaS and migration services are easy to use and implement, increasing operational excellence. Complete integration with Copaco Cloud's provisioning and billing engine has made life easier for our customers (MSPs), their customers, and ourselves."

RICK VAN DEN HOOGENHOF - MANAGER COPACO CLOUD

The VMware Cloud Director Availability Advantages

With VMware Cloud Director Availability businesses have full autonomy to rebuild their public cloud's environment and architecture design. At times, however, this may entail some complexity due to the relationships between applications, data volumes and/or involve time constraints. In such cases, managing a quick migration requires close synchronization between both environments to minimize cutover time.

Furthermore, to avoid partial migrations and rollback scenarios, there is a need to speed up the process and minimize business downtime. With VMware Cloud Director Availability, businesses can do complete data synchronization in advance if the source is VMware-based. In the meantime, Cloud Providers can also test failover and fallback scenarios to affect more planned, successful migrations.

Copaco and VMware Cloud Director Availability: Looking Ahead

Before Copaco's partners were introduced to VMware Cloud Director Availability, the migration of workloads between hybrid setups was a highly complex and a timely resource-intensive process. Having used VMware Cloud Director Availability for over two years, these partners are witnessing continued value through stable, secure environments, operational efficiency via automation, and strengthening bottom lines.

Copaco boasts **90+ MSP partners** and ISVs and collectively manages over 350 Virtual Data Centers using VMware Cloud Director Availability, and they have witnessed a **350% increase in revenue in merely 20 months.** Following its adoption and successful migration for these partners, Copaco offers its partners fully self-serviced migrations with VMware Cloud Director Availability for DRaaS solutions and one-time migrations. The vision is to ensure that partners always retain complete control of their environments.