



Involta Increases DRaaS Revenue by 50% in Six Months with VMware Cloud Director Availability



Company

Involta

Industry

IT Services

Headquarters

Cedar Rapids, Iowa, USA

Partner Challenges

- Needed a single cloud platform that scaled to accommodate all customers in all markets
- Needed a DRaaS platform with operational efficiency that was easily manageable and upgradable

Customer Challenges

- Migrating out of current environment
- Hardware lifecycle costs
- Growth and expansion
- Unpredictable cloud costs



About Involta

Involta is an enterprise-class IT service provider that delivers advanced hybrid cloud solutions, superior data center experiences, as well as first-class fiber and connectivity services. They offer robust technology and rigorous processes underscored by concierge-level care from passionate people that truly deliver.

Focusing their service delivery model on edge markets, Involta helps organizations plan, manage, and execute hybrid IT strategies using various services, including colocation, cloud, security, and connectivity. They deliver industry-specific healthcare, manufacturing, finance, and technology services that enable compliance and IT transformation initiatives.

Rising Business Continuity, Data Protection, and Security Needs

Enterprises need peace of mind regarding their IT business continuity and data protection solution. Many enterprises establish a strategic partnership with a service provider to outsource their business continuity and disaster recovery because they possess the latest technologies, expertise, and secure off-site facilities to serve as a recovery hub site for their data and applications in case they need to recover from a disaster.

Partnering with VMware to Offer Customized Disaster Recovery Solutions

As an IT service provider offering hybrid cloud, infrastructure, and connectivity solutions, Involta aimed to offer a unique cloud experience that had the flexibility to cater to each customer's unique Disaster Recover as a Service (DRaaS) solution requirements, including management and testing capabilities.

As an early adopter of VMware Cloud Director Availability, their confidence in the solution continued to grow over time as the platform and capabilities matured. The ease of setup, use, scale, migrations, upgradability, low management overhead, native integration with VMware Cloud Director, and operational efficiency, coupled with Involta's engineering and professional services capabilities, led to the unique service offerings and SLAs that are highly differentiated in the markets that Involta serves.

Business Outcomes

• Operational Efficiency

VMware Cloud Director and Cloud Director Availability platform's integrated operational process and control plane created big gains in operational efficiency and scalability.

• 100% Infrastructure and Platform SLA

Their confidence in the integrated VMware Cloud Director Availability platform led to their decision to offer their customers a 100% infrastructure and platform SLA.

• Highly Scalable Platform

They migrated 50% of their DR estate in six months to the VMware Cloud Director Availability platform. It took them eight years to scale up on their previous DRaaS platform.

• Ease of Deployment

Customer on-boarding has been reduced from three months to **one month**.

• Net Promoter Score: 72

The low overhead and ease of use of their DRaaS platform allowed Involta to focus more on supporting customers and less on managing infrastructure.

Offering Easy and Secure Cloud Migrations with VMware Cloud Director Availability

The initial primary use case for the VMware Cloud Director Availability platform was executing cloud migrations from customers' on-premises data centers to Involta's cloud. These migrations were primarily to support companies that were going through acquisitions and needed to move their data and applications easily, reliably, and securely.

It's extremely easy for a customer to set up and get connected to Involta's hosted environment. They can simply download an OVA and install the product into their on-premises environment and set up replication to Involta cloud hosted offerings.

VMware Cloud Director Availability Leads to a 50% Increase in Revenue within Six Months

The VMware Cloud Director Availability platform's natively integrated control plane and operational process created big gains in operational efficiency and scalability. By combining these platform advantages with VMware's automation capabilities and operational best practices, Involta was able to centralize and consolidate all their data centers on VMware's platform, which made it easy to deploy and manage and extremely scalable.

In the six months after integrating VMware Cloud Director Availability into its stack, Involta was able to migrate nearly half of its virtual machines to the new environment, leading to a 50% precipitous increase in annual revenue in 2023. VMware Cloud Director Availability has made an impressionable impact on the DRaaS business.

Providing superior infrastructure is a core pillar of Involta's brand promise and differentiates their service offerings in the market. Their confidence in the integrated VMware Cloud Director Availability platform led to their decision to offer their customers a 100% infrastructure and platform SLA guarantee, reinforcing their superior infrastructure value. The easy-to-use platform has allowed Involta to focus less on infrastructure and more on customer care and support, leading to their current Net Promoter Score of 72, which is well above the industry average.

Involta also leveraged VMware's flexible licensing and pricing model that allows them to deliver customized professional services on top of their standard DRaaS offering at a lower cost than competitive standard DRaaS options in their service markets. Partnering with VMware allows them to work with subject matter experts from a single solution provider. This ensures Involta can focus on their core competencies, thus helping them scale their business. They have seen an instant growth in ROI since they adopted VMware Cloud Director Availability.

At a Glance

- Six data center regions:
 - Cedar Rapids, IA (HQ)
 - Tucson, AZ
 - Boise, ID
 - Akron, OH
 - Pittsburgh, PA
 - Duluth, MN (DR Hub)
- Data center certifications:
 - PCI
 - HIPAA
 - SOX
 - JSOX
 - GLBA
 - NIST
 - SOC 1
 - SOC 2
- 600 customers, with 95% using VMware services
- 100% of Involta's DRaaS pipeline are VMware Cloud Director Availability prospects
- 90% of Involta's installed base of VMware Cloud Director Availability customers are in their Professional or Elite DRaaS service tiers
- 456 workloads migrated to the cloud and under production

Involta also has a unique DRaaS topology and reserve compute pricing model to support their customer service tiers. Their data center in Duluth, Minnesota serves as the central DR hub for all their regional production data centers. This allows Involta to maintain a concentration of reserved compute infrastructure in their DR hub for their customers so it's available when they need it – both to perform regular testing of their DRaaS solution, and in the event of a disaster.

Involta has several cloud offerings powered by VMware Cloud Director, which include:

- **Provider cloud**, or multi-tenant cloud
- **Private cloud**
- **Custom cloud**, for strategic client services and high-touch custom builds
- **Disaster Recovery as a Service (DRaaS) cloud**, with three service tiers

Involta Offers Different Service Tiers Allowing Customers to Choose their Journey

Technology, processes, and a highly consultative engagement model are an integral part of Involta's solution, which consists of three elements: superior infrastructure and services, operational excellence, and people who deliver. Their solution offerings include:

- Cloud solutions – IaaS, DRaaS, BaaS, STaaS, FWaaS – all based on enterprise-level infrastructure.
- Colocation – from single cabinet to full data center halls dedicated to Fortune 500 enterprises.
- Connectivity – Involta owns and operates 12,000 route miles of fiber.
- Managed services – which complement and support all offerings.
- Security
- Professional services and advisory

The details on Involta's DRaaS service tiers can be found [here](#).

Involta supports cloud to cloud, and customer on-premises to Involta cloud DRaaS models. They encourage customers to frequently test their DRaaS solutions and help facilitate a mandatory quarterly or annual test, guided by their engineers, for the Professional and Elite tier customers to help ensure a successful recovery in a real disaster scenario. 90% of Involta's installed base of VMware Cloud Director Availability customers are in these service tiers, underscoring the value of their high touch, concierge-level customer care model.

Offering Customized Digital Transformation for Customers:

- On-premises migrations to IaaS
- Cloud-based disaster recovery
- Service provider to Involta migrations
- Cloud repatriation where workloads may not be optimized for public cloud

VMware Footprint

- VMware Cloud Director
- VMware Cloud Director Availability
- VMware vSphere ESXi
- VMware NSX
- VMware vSAN
- VMware Cloud Verified
- Premier Partner

What's to Come

- Zero Carbon Committed
- Tanzu-based container hosting solution
- vSphere Virtual Volumes data storage
- Additional DRaaS self-service options for IaaS customers

Involta Website

involta.com

Tailored Hybrid IT Services in Edge Markets

Involta owns and operates 12 enterprise-class, Tier III data centers across six edge markets with industry-leading security, redundant power, and carbon neutral energy. Today, the company employs 250-300 people and manages 12,000 fiber miles in their edge markets, with 30,500 miles presently under construction.

“VMware Cloud Director Availability has fundamentally changed the game for our DRaaS product offering by reducing the barrier to entry for our customers who consume cloud-hosted products and services. With VMware Cloud Director Availability as the core of our product, we offer speed, ease of use, sensible per unit economics, and peace of mind to our customers in a way that is consistently supportable and reliable.”

David Humes, Director of Product Development, Involta

A Future to Look Forward To

In 2022, the Carlyle Group acquired Involta, expanding their ability to provide innovative, security-focused cloud and edge solutions. The investment positioned Involta to build on its national market leadership position while continuing to serve and grow in existing markets.

As a strong believer in Environmental, Social and Government (ESG) standards and practices, Involta plans to join VMware's Zero Carbon Committed initiative with the goal of powering their data centers with 100% renewable energy or carbon neutrality achievement on or before 2030.