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STRENCOM
Connectivity · Cloud Computing

Strencom Instills Peace of Mind with Local Business

European businesses continue to experience resource constraints in enterprise IT organizations. Strencom, one of the leading MSP's in Ireland, provides VMware-based managed cloud services, featuring worry free cloud and connectivity services that enable business transformation for their customers across two data centers in Ireland, in the cities of Dublin and Cork. Providing exceptional end-to-end managed services, Strencom's customers have confidence in their VMware-based cloud.

Challenge

Irish and United Kingdom enterprises require managed services and look to Strencom to fulfill disaster recovery. As resources continue to contract, businesses want to ensure continued service availability, agility, and ability to innovate. Strencom identified VMware's vCloud Availability as the best answer to deliver their Disaster Recovery as a Service (DRaaS) portfolio and continue to meet the ever growing demands of customers as they transform.

Selling Through

Strencom offers IT Service Providers, VMware partners, the ability to offer this as a service and build a new revenue streams, further monetize their VMware services to their customers.

Formula

1. **Get it working:** DRaaS installation and successfully validated operational model
2. **Accelerate fast:** Simple onboarding of customers with self-service and integrated account security at a couple of clicks
3. **New program perks:** As a part of the VMware Cloud Provider Program and using point-based consumption, clients are able to eliminate up front licensing costs and hence risk, making the project more attractive

Disaster Recovery as a Service based on VMware vCloud Availability (Cloud-to-Cloud (C2C) DR) delivered by Strencom provides vSphere native replication, self-service migration, and failover/failback capabilities for vCloud Director-based workloads at a tenant level.
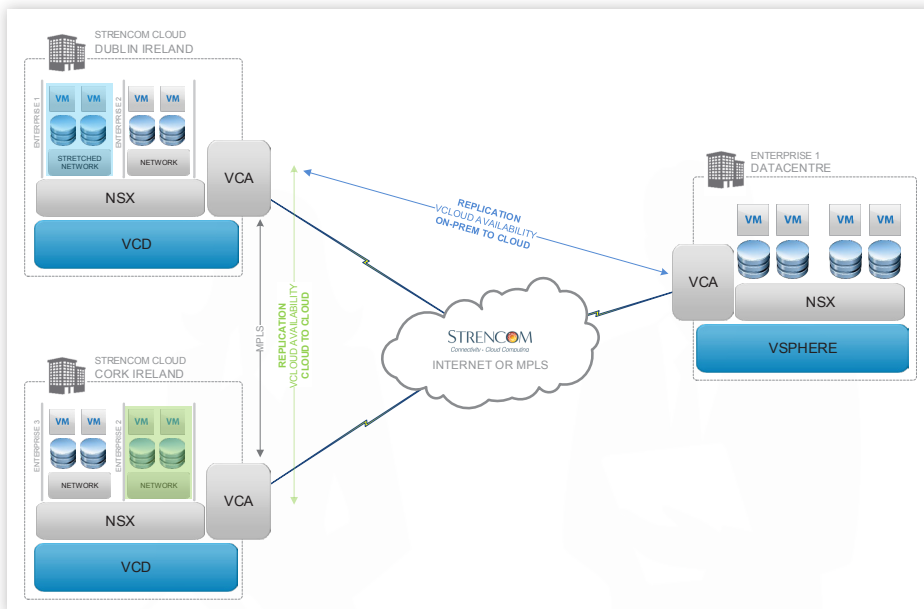
- Accelerates Cloud Services adoption with a quick deployment and dependable solution from the VMware portfolio. Strencom drives additional cloud services from the sticky Disaster Recovery solution.
- Negates complex on-premises DR solutions through utilizing a VMware native solution for VMware workloads, with little additional overhead from appliances and enablement. Operationally, no agents are required and vCloud Availability Cloud-to-Cloud also provides enhanced controls and policies, further minimising operational costs.
- Enhances product capabilities through Strencom's end-to-end managed services assessment of customer's contingency planning for workloads, networks, and security. Strencom further improves client recovery capabilities.
- Point and click integrated disaster recovery; clients are provided trustworthy and simplified self-service usage. Portal provides interface to view status of the solution and testing, which had been previously unavailable.

All Encompassing DR

Strencom's solution utilizes two data centers with the following VMware components at each one:

- **vCloud Director:** Out of the box infrastructure resource pools for customer self-provisioning, extended monitoring and backup services. Now with on-premises C2C Disaster Recovery.
- **NSX:** Integrated with vCloud Director, customers can self-service networks and security edge firewalls, load balancers, segment workloads, and policies and control for their infrastructure.
- **vCloud Availability Suite; Cloud to Cloud DR:** Integrated disaster recovery outcome for vCloud Director tenants.

vCloud Availability for Cloud-to-Cloud C2C High-Level Architecture

Hasten DRaaS

Strencom's initial rollout of the new vCloud Availability Cloud-to-Cloud DR service was a resounding success. They were able to turn off their former SAN-based replication solution, in turn achieving:

72% reduction
in man-hours spent diagnosing failed customer replications

$15K – $20K
Annual OpEx savings per customer

"This has been a **game changer for Strencom, for our customers, and for DRaaS.**"

Tim Murphy – CEO Strencom

As a vCloud Service Provider, we are also engaged with many IT Service Providers, VMware partners, who want to offer this as a service and build a new revenue stream and further monetize their VMware services to their customers. Our vCloud availability service has enabled them to provide a **white labelled DRaaS to their customers.** This in turn has allowed Strencom to further monetize our vCloud Director environments, to effectively grow consumption of software to meet customer demand.

Success

With the increase in adoption of cloud-based solutions among small and medium enterprises (SMEs), the DRaaS market is expected to continue to grow rapidly. Disaster Recovery is a fast growing service with a 41.8% CAGR and it is expected to grow from USD 2.19B in 2017 to a USD 12.54B 2022 global market value[1].

Enterprises in Ireland are still increasing cloud services consumption to make life easier and reduce DR complexity. Strencom continues to expedite their growth with on-demand cloud services replacing customer's legacy data center infrastructure.

With their new DRaaS offering powered by VMware, Strencom ensures their customers aren't sweating availability and have deeper insight into their simplified and tested self-service solution. As resources continue to dissipate, this move to the cloud will only continue to accelerate and clients will be looking to Strencom and VMware to provide a roadmap to success.

[1] https://www.marketsandmarkets.com/PressReleases/recovery-as-a-service.asp