

# IT and Telecommunications Services Provider

With customers and prospects seeking greater flexibility and control over their cloud environments, the company saw an opportunity to grow its business by expanding its unmanaged infrastructure-as-a-service (IaaS) offerings. By deploying Cloud Manager to control its new VMware-based cloud, the company gained the ability to rapidly set up new customers and give them full control over secure environments.



## Overview

This IT and telecommunications services provider delivers solutions across three categories: data center and cloud, networking, and security.

## Challenge

This IT services provider already had a fully managed cloud platform based on Microsoft Hyper-V and saw a commercial opportunity to build a new unmanaged infrastructure-as-a-service (IaaS) platform based on VMware technologies. Several existing customers and major new prospects wanted more control and customization options—including more flexibility in

adding their own branding when reselling cloud solutions to their own customers.

In one particular case, a prospective customer was dissatisfied with the limitations imposed by its existing cloud provider on the number of virtual server templates available. The company needed to build and demonstrate a more flexible cloud offering. The challenge was to deploy a new cloud platform rapidly and in an economically viable manner. In particular, it was important to find a solution that would minimize the administrative load for the company.

## Solution

The company compared VMware vCloud Director and OpenText™ Cloud Manager, and determined that only the OpenText™ option would allow it to provide the customization and flexibility it required.

“Cloud Manager opened our eyes to a number of new possibilities, in particular around the flexibility for white-label offerings,” said a spokesperson. “Flexibility in managing server templates has become a big deal for our

## At a Glance

- **Industry**  
Software & Technology
- **Location**  
Undisclosed
- **Challenge**  
The company needed to build and demonstrate a more flexible cloud offering.
- **Products and Services**  
Cloud Manager
- **Success Highlights**
  - + Cut the time required to onboard new customers by an estimated 50%
  - + Gained a competitive advantage with the ability to rapidly import and deploy cloud environments
  - + Reduced administrative costs and simplified back-end processes through automation

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## SPOKESPERSON

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## "The automation in Cloud Manager has saved us a ton of time."

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customers, and they also like the ability that Cloud Manager gives them to manage services from a tablet or smartphone."

The company is now using the solution to manage approximately 500 virtual machines across 14 host servers—and this environment is growing rapidly. Alongside the solution, the company has a custom tool for managing its software-as-a-service (SaaS) and managed-cloud offerings. With support for Microsoft Hyper-V alongside VMware coming soon to Cloud Manager, the company will be able to use the solution to meet all of its requirements. Ideal for multitenant environments, Cloud Manager provides federated management capabilities, so the company can give its customers full control over the resources within their portion—and only their portion—of the cloud.

"Cloud Manager allows us to manage our infrastructure and push it out to customers, who then brand and customize offerings for their customers in turn," said the spokesperson. "Each company in the chain can use the solution to manage the resources at their level, seamlessly and in real time."

The company gives its customers access to the self-service portal in Cloud Manager, enabling them to deploy prebuilt service templates. Customers can build fully customized services and control them using Cloud Manager with little or no involvement from the company. "Thanks to Cloud Manager, there is very little management effort for us. We simply provision more physical resources as our customers' environments grow," said the spokesperson.

### Results

Setting up new customers previously required the company to run through multiple stages manually, each with an internal approval gate. With Cloud Manager, the on-boarding process is almost entirely automated, resulting in an estimated 50% time saving.

"The automation in Cloud Manager has saved us a ton of time, and we know that the solution is also simplifying back-end processes and reducing administrative costs," said the spokesperson. "We're looking to extend the solution to our internal test and development teams, where we expect to make significant reductions in the time and effort needed to provision new resources."

The ability of Cloud Manager to rapidly import and deploy cloud environments is helping the company win major deals ahead of its competitors.

"The solution accelerates the importing of existing cloud images from other providers and makes it seamless," said the spokesperson. "That's a great selling point as it solves the problem that many companies have of feeling like they are stuck with their existing cloud provider. The Micro Focus (now part of OpenText™) team has been phenomenal: Early on, we won a really sizable deal that hinged on our ability to migrate the customer quickly. Micro Focus's (now part of OpenText™) responsiveness really helped with that."

Learn more at  
[www.microfocus.com/opentext](http://www.microfocus.com/opentext)