Managed Services help RoundTower achieve 200% growth and 33% faster processing time

VMware works with RoundTower® to offer customers managed solutions for IT infrastructure, cloud and applications.

CHALLENGES

- Maximizing existing investments in VMware technologies
- Eliminating operational complexities
- Migrating multiple geographically-disbursed datacenters into AWS
- Streamlining resource requisitions
- Reducing instantiation time

SOLUTION

- Leverage AWS and VMware Cloud on AWS
- On-demand resource and infrastructure management

TECHNOLOGIES USED

- VMware Cloud on AWS
- VMware HCX
- vMotion

The VMware Cloud Provider Program (VCPP) offers partners a Managed Services Provider (MSP) model that allows them to extend unique managed services to their users to simplify IT operations, accelerate business projects and fuel revenue growth.

RoundTower Technologies has been a VMware partner for more than 10 years and has been a part of the MSP Program since it was first announced, as they already had a mature cloud managed services business. The solution provider's mission is to transform how their clients realize and deliver value from technology. Their focus areas are Enterprise Transformation, Strategy and Architecture, Cloud and DevOps, Modern Data Center technologies, Security, Network, ServiceNow, End User Computing and Mobility.

RoundTower's partnership with VMware allowed them to build their VMware Cloud (VMC) on Amazon Web Services (AWS) Solutions Competency. RoundTower has a significant commitment to VMware and is a valued business partner. This collaboration and co-innovation empowers companies of all sizes.

Challenge

RoundTower had many clients who required managed solutions for IT infrastructure, cloud and applications. They wanted a comprehensive solution to leverage a true hybrid cloud platform and maximize existing investments in VMware technologies while eliminating operational complexities.

Many RoundTower customers who were early adopters of public cloud only leveraged Infrastructure-as-a-Service and did little to no Platform-as-a-Service refactoring. They needed a solution that would allow them to refactor over a longer period while providing more fixed costs around Infrastructure-as-a-Service. RoundTower leverages both AWS and VMC on AWS to meet customer needs at a cost-effective price point within cut-off dates.

Some of the other challenges faced by end customers concerned migrating multiple geographically-disbursed datacenters into AWS, streamlining resource requisitions, and reducing instantiation time.

vmware®

CUSTOMER SUMMARY

PHH Mortgage® has provided industry-leading mortgage services and helped countless homebuyers and homeowners find financing solutions to meet their needs. Their reputation is based on building and maintaining relationships that last long after their customers purchase homes are complete refinances.

"VMC on AWS provided us the ability to facilitate a migration of multiple datacenters into a consolidated Software-Defined Data Center in AWS. Additionally, we were able to do this while leveraging technologies PHH Mortgage was comfortable and familiar with."

SAM DOTSON
VP OF CLOUD OPERATIONS
PHH MORTGAGE

Solution

VMware Cloud on AWS offers the best of VMware and AWS in one solution. This partnership simplifies Hybrid IT operations across on-premises data centers and in the AWS Cloud. VMware Cloud Foundation technologies - including vSphere, vSAN, NSX, and vCenter Server - are available in AWS without the need to purchase any new or custom hardware, rewrite applications, or modify operating models.

RoundTower uses innovative technology to help close to 700 clients drive positive business outcomes by becoming more agile, efficient, and secure.

RoundTower's methodology includes a comprehensive analysis by their Cloud and Strategy & Architecture teams to gain an understanding of the business and technical requirements of the end customer. The next step is architecting and designing the environments, creating the migration strategy, refactoring where required, and working with the business to change their operational model for the cloud.

RoundTower has reduced server infrastructure costs and developed quick migration strategies to leverage easy-to-use, easy-to-manage, and fast policies/systems to allow for on-demand resource and infrastructure management, for their clients.

RoundTower has had great success with VMware HCX, which dramatically lowers the barrier to entry for customers and makes them confident in their cloud journey. Functions like the Layer 2 extension, WAN optimizer and disaster recovery capabilities improve retention and increase the value of customers' environments.

RoundTower also takes advantage of the VMware Cloud Provider Hub, a centralized portal for partners to purchase, provision, and manage VMware XaaS offerings. "Using VMware's Cloud Provider Hub is very seamless. It offers us a one-stop portal to provision new customers, and new tenants as we onboard them and it gives us the ability to quickly and easily do all kinds of management tasks that allow the project to continue to move quickly, without having to worry about waiting for someone else who's not necessarily within our business, to do anything," says Paul Cradduck, Senior Cloud and DevOps Architect, VCDX #244.

When including VMware Cloud on AWS in their client opportunities, RoundTower has seen 200% quarter-over-quarter growth in their business, an increase in the number of partner-provided leads, and their proposal processing time was reduced by one-third.

Some of the Use Cases RoundTower Offers with VMware Cloud on AWS

Through VMware's MSP program, RoundTower offers the following use cases by deploying VMC on AWS for customers:

- **Disaster Recovery-as-a-Service:** Accelerate time-to-protection, simplify disaster recovery operations, and reduce secondary site costs with cloud economics, while providing a secondary site that is operationally consistent with VMware data center.
- **Full Data Center Migration:** Reduce the risk and cost of cloud migrations compared to alternatives that require conversions or re-architecture. VMC on AWS offers the ability to facilitate a migration of multiple datacenters into a consolidated Software-Defined Data Center in AWS.

Summary

Becoming an MSP has given RoundTower the ability to shorten their proposal processing time, increase partner-provided leads, and deliver solutions to their clients faster which increases their overall customers' satisfaction.

For companies looking to help customers move to the cloud and modernize their applications with native AWS services and have an AWS managed services business, adding VMware Cloud on AWS to their portfolio is the next logical step.