Triple S Increases Sales by 50% as a VMware MSP with VMware Cloud on AWS

COMPANY

Triple S Cloud Solutions

INDUSTRY

Cloud Services

HEADQUARTERS

São Paulo, Brazil

PRODUCTS DEPLOYED

- VMware Cloud on AWS
- NSX
- HCX
- vRealize Network Insight Cloud
- vRealize Log Insight Cloud

VMware Triple S Partnership

Triple S is a service-focused, customer-driven company that provides customized cloud solutions for companies of all sizes. The managed services provider (MSP) helps customers achieve their digital transformation goals through private, hybrid and public cloud offerings.

As the first VMware Latin American channel partner selling VMware Cloud on AWS, Triple S is an important strategic cloud partner.

Triple S helps customers with digital transformation through the following services:

- **Workload placement:** Helps customers identify, define and place their existing or new workloads in their "natural habitats"
- **Managed Services:** Offers support, monitoring, automation, administration and management of private and hybrid environments
- **Smart Services:** Develops projects and implements custom solutions for partners and customers
- **Subscription and consumption:** Simplifies, optimizes and manages different software licenses and subscriptions, as well as services consumption

Triple S supports customers' cloud transformation journey by removing the barriers inherited from traditional IT. They ease the transition for companies moving from legacy systems to public cloud services, removing the burden of managing, automating and securing IT infrastructure. The simplified solutions give Triple S customers more time for business innovation and cuts down the time to market.

Business Needs

Organizations are looking to move to the cloud and accelerate their cloud projects, but no one solution fits every company. Each company has its own challenges in their own specific cloud journey. Many small-to-midsize organizations wanted the scale and efficiency of the public cloud, but were intimidated with the complexity and resources needed to deploy VMware solutions in a public cloud environment. The complexity was an impediment to their business growth, and Triple S was recruited to help build out custom solutions to solve these challenges—a process that still took a lot of time.

vmware®

"Customers love VMware Cloud on AWS for the ease of use, reliability and availability of the service. They receive real value through the integration with AWS native services."

MARCOS FERRARI, SALES LEAD, TRIPLE S

MANAGED SERVICE PROVIDER BENEFITS

• Add and diversify services business

• Increase revenue from cloud

• Perceived as a more of a strategic partner with customers

• Advantage over traditional CAPEX-only competitors

Additionally, these customers wanted to transition from consuming off-the-shelf services to becoming application builders. But the lack of cloud-friendly services and tools to build and deploy in the cloud was a digital transformation obstacle.

VMware Cloud on AWS Value

Triple S partnered with VMware because of their leading position in the private cloud industry. As Triple S customers looked to consume VMware products in a multi-cloud management approach, VMware Cloud on AWS has given Triple S customers an easy journey to the public cloud. Customers can easily transfer their existing VMware skillsets to the cloud without taking on the challenges of starting and managing a full public cloud deployment. The readily available offering gives them more agility and efficiency while enabling Triple S to offer more custom services.

Triple S also chose VMware Cloud on AWS due to the large install base of AWS, a broader scope of services, a clear customer success policy, VMware's leading virtualization solutions and an opportunity to work closely with VMware's engineering team. It gives Triple S customers the operational consistency and cloud proximity that they desired.

Customers see VMware Cloud on AWS as an intermediate step for app modernization. These customers can leave or refactor their monolithic apps in phases, as compared to an all-or-nothing public cloud strategy. Triple S customers are also able to re-platform their databases to AWS Relational Database Service or Aurora and avoid high license fees from their incumbent vendors, offering database freedom.

Triple S is also seeing a growing interest in Disaster Recovery as a Service (DRaaS) due to the Datrium acquisition as well as for datacenter extension.

The main benefits to Triple S customers are the ease of use, reliability and availability of the service as well as the true integration with AWS native services.

VMware Partner Connect and Managed Services Program

Since joining the VMware MSP program in 2018, Triple S MSP solution sales have grown by 50%. This is not due to customer scope changes, but because customers realized the benefits quickly and requested new services for new initiatives—providing an ongoing relationship between the partner and the organization, as new needs arose.

The services rendered around VMware MSP offerings are perceived as more of a value-add service than those rendered around on-prem, positioning Triple S as a more strategic partner than before.

The VMware partnership has opened a multitude of business opportunities for Triple S. The MSP program specifically has enabled the provider to differentiate themselves from competitors.

The MSP program has been a catalyst for Triple S to more tightly align with VMware. Triple S can now more easily consume VMware services and solutions in the same way as Triple S customers consume their services.

Triple S has more than 100 active customers and almost every new customer was acquired through the VMware Managed Services Program. As the company continues to transition customers to the cloud, the VMware MSP program will be a growing, strategic channel.