

CASE STUDY

Business
Services



Technology solutions group
reduces time to market

ORGANIZATION:

Orange Business Services (Orange) provides a wide range of technology solutions to global multi-national corporations including telephony, mobility, CRM, and network management.

CHALLENGE:

The company wanted to launch a new version of their Customized Infrastructure Care solution to meet the needs of more complex customers

SOLUTION:

Datapipe's Managed Private Cloud

DATAPIPE

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A SERVICE MANAGEMENT SOLUTION

THE CHALLENGE

The Service Management group is one part of Orange and is responsible for monitoring and optimizing its solutions globally. Orange Business Services has 30,000 employees in 166 countries and territories across the world. The Orange Service Management solution is delivered via their Customized Infrastructure Care (CIC) solution. The solution remotely monitors every component of a customer's communication infrastructure, both hardware and software, using a management console so both Orange and the customer can see what is happening at any time and take corrective actions, as required.

In April 2010, Service Management wanted to launch a new version of the CIC solution to meet the needs of complex customers. For Orange Business Services, the greatest challenges were:

- Reducing time-to-market and improving flexibility
- Increasing capital efficiency for both Orange and their customers
- Meeting customer needs with an OpEx-based service model
- Creating solutions that fit the needs of each vertical
- Ability to scale without the capital expenditure
- Ensuring security requirements were met

"We are a large company and needed to be more flexible in how we serve our customers. Since we are evolving how we deliver offerings, we wanted to be able to quickly provide new customer solutions and options based on what we hear in Customer Council meetings." said Lee Cardona, Global Solutions Director. Orange explored several infrastructure options, including building CIC 2.0 through traditional hosting. Cardona explained that "in the end, speed and flexibility were the reasons we decided to partner with Datapipe. Things are usually faster in our partner's ecosystem than doing it internally. We had some key milestone dates we needed to meet, and we could only meet them by using a cloud solution." By using Orange's innovative Time to Market (TTM) project methodology in conjunction with Datapipe's ability to deliver quickly, the entire project, from inception to completion was 3 months.

ENTER DATAPIPE

By exploring what the cloud infrastructure market had to offer, Orange discovered that with a private cloud—built to the requirements of the CIC solution—they could reduce the total cost of ownership, reduce time to market, and innovate new solutions for customers. Building a traditional hosting infrastructure internally for the CIC solution would not allow Orange to focus on customer solutions and remain a force in their marketplace. There were several features of the Datapipe Private Cloud, both functional and operational, that Orange cited as key contributors to the success of the CIC 2.0 launch:

- “The flexibility of their platform meant that Datapipe was able to meet most requirements out of the box.”
- “Datapipe’s willingness to work with us to customize their solution was very important. We had specific needs that went beyond the standard offering. The engineering teams from both companies were able to work together to quickly deliver results.”
- “The provisioning systems are very simple to use and allow us to bring up new servers very quickly.”
- “Datapipe was able to provide the security we required, including full segregation between customers’ accounts.”

THE SOLUTION

The Orange solution capitalizes on the built-in security provided by the layer-2 VLANs dedicated to each Datapipe account, along with Datapipe’s flexibility and ability to integrate custom infrastructure into Datapipe data centers.

Orange Business Services and Datapipe evaluated their unique strengths and working together, combined the power of the Orange global Business VPN network and Datapipe’s Private Cloud to create the backbone of the CIC solution. Orange’s own security and network optimization infrastructure is hosted directly within Datapipe’s data centers, and is tightly integrated into the Datapipe cloud via custom, Datapipe-managed network infrastructure. This setup allows Orange to capitalize on their expertise in network security by entirely managing the network traffic to, from, and within each Datapipe account dedicated to a given Orange customer.

Additionally, Orange is able to take advantage of Datapipe Server Images (GSIs) to save their application stack across all of their Datapipe accounts and quickly deploy new services with these pre-built images, dramatically shortening their provisioning time. It takes minutes for them to turn up a pre-installed suite of servers to perform network monitoring for a new customer, versus the weeks or months needed for alternative solutions.

“Armed with the Datapipe console, we spin up new servers when we are launching services for a customer. We have pre-defined images in our cloud storage that have the application stack pre-configured.” CIC customers can monitor and scale their CIC services on-demand, which was previously not possible,” said Cardona.

RESULTS & BENEFITS

- Reduced costs of ownership
- Reduced provisioning time from 2 months to 2 weeks
- Improved customer solutions
- Increased sales

OPERATIONAL IMPACT

“We’ve saved money in bringing this to market, both in terms of development costs and hardware. The actual results have exceeded our initial business case. The dollars and manpower saved have been huge,” said Cardona.

Orange’s customers were consistently saying that it needed to decrease the time to provision its services. The company was typically allowing 60 days for deployment. Approximately 3 or 4 weeks of that were spent waiting for hardware to be delivered and installed. Now, they’ve cut the time in half, and from a technology perspective, they could get it down to less than 2 weeks.

“By partnering with Datapipe and the Orange innovative TTM process, Orange was able to spend more time on developing value-add features and services for customers and less time on building out infrastructure. This has resulted in a better solution for its customers.

“Something we always wanted to be able to do was have the sales team offer a ‘try and buy’ option. Using Datapipe, the Orange sales team now can literally bring up a pre-defined, templated prototype and give the customer access during a sales meeting,” said Cardona.

DATAPIPE

A next generation MSP, Datapipe is recognized as the pioneer of managed services for public cloud platforms. Datapipe has unique expertise in architecting, migrating, managing and securing public cloud, private cloud, hybrid IT and traditional IT around the globe. The world's most trusted brands partner with Datapipe to optimize mission-critical and day-to-day enterprise IT operations, enabling them to transform, innovate, and scale. Backed by a global team of experienced professionals and world-class interconnected data centers, Datapipe provides comprehensive cloud, compliance, security, governance, automation and DevOps solutions. Gartner named Datapipe a leader in the Magic Quadrant for Cloud-Enabled Managed Hosting.

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