ZETTAGRID SIMPLIFIES PROVISIONING AND DIFFERENTIATES SERVICES WITH VMWARE vCLOUD DIRECTOR

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INDUSTRY
SERVICE PROVIDER

LOCATION
PERTH, AUSTRALIA

KEY CHALLENGES
- Automate resource provisioning and deployment via self-service capabilities
- Ability to match data center resources with customer workloads
- Provide predictable costs to customers without reducing flexibility

BUSINESS BENEFITS
- Simplified provisioning enables rapid growth without adding costs for additional resources, saving more than $300,000 annually for every 600 VMs
- Increased ratio of VMs per engineer by 300%, from 200 VMs to 600 VMs
- Differentiated IaaS offering that drives business growth
- Cost effectively deliver value to customers

Headquartered in Perth, Australia, Zettagrid operates in three availability zones from eleven data centers, each based upon VMware vCloud Director® running over 4,000 workloads. From these three availability zones in Sydney, New South Wales, and Melbourne, the company delivers self-service oriented private, public and hybrid clouds to its end customers. vCloud Director enables Zettagrid to provide its customers with complete and seamless integration of their on-premises environments with Zettagrid's cloud offerings for the easiest, fastest and self-managed cloud available anywhere within Australia.

"From the outset, Zettagrid has been focused on delivering automated and scalable infrastructure that enables our customers and partners to manage the operating system and application layers," explains Nicki Pereira, Chief Technology Officer. "We wanted to differentiate Zettagrid by being easy to work with and simplifying complexity. The automation provided by VMware vCloud Director enables us to do just that while supporting our dramatic growth – today we operate with one engineer for every 600 VMs, an increase of 300% over the number of VMs a single engineer could manage before implementing vCloud Director. vCloud Director is central to enabling us to scale without demanding considerable resources."

Since 2010, Zettagrid has taken full advantage of VMware's vCloud Director platform to set itself apart from other virtualization and cloud providers in the region. Although competing solutions have entered the market, Zettagrid has continued to rely on vCloud Director because it allows the company to react quickly to customer needs, which, in a dynamic environment, are rapidly changing and evolving to meet business requirements. vCloud Director accelerates infrastructure delivery based upon customer demand, which means that Zettagrid's growth isn't constrained by the rate at which IT infrastructure can be provisioned.

Improving Efficiency with Customer Self-Service

Zettagrid believes that the key to delivering a true cloud is automation and giving customers control. The company has invested heavily in a dedicated applications development team to implement a self-service portal that leverages vCloud Director APIs to give end users complete self-sufficiency when it comes to provisioning and managing resources.

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LUKE BROWN
PRINCIPAL TECHNOLOGIST

In addition to performing basic management, vCloud Director also gives them access to current and historical VM performance metrics, as well as the ability to troubleshoot application performance problems, auto-scale applications, perform capacity planning, and customize Virtual Servers to almost any size to match exactly what is needed. vCloud Director significantly reduces the need for a support team, as customers can control every aspect of their cloud without contacting the Zettagrid support desk. In addition, vCloud Director has allowed Zettagrid to maintain a ratio of one engineer per 600 machines whereas, without vCloud Director, the company would typically need at least two additional staff with annual costs exceeding $300,000.

"vCloud Director serves as the foundation to help drive our business," says Luke Brown, Principal Technologist. "Our industry is a chasing game but Zettagrid has never wanted to be a 'me too' provider. Instead we want to always be doing things others can't. We want to differentiate our IaaS offering with our ability to automate and simplify – if we can't automate it, we don't want to do it,"

Unlike other cloud solutions, which can require changing VMs to meet requirements for a preconfigured combination of resources, vCloud Director helps Zettagrid offer a differentiated solution that allows the movement of workloads to the Zettagrid environment in a seamless fashion. By matching vSphere-based on-premise workloads with the resources needed to operate in the Zettagrid cloud, vCloud Director enables Zettagrid to offer a fixed monthly billing model and doesn't make customers pay for resources they aren't going to use.

"With the ability to efficiently match vSphere-based on-premises workloads with the resources customers need to seamlessly run in the Zettagrid cloud, vCloud Director not only enables us to provide a more flexible solution than other cloud providers, it also reduces billing variability, which means no surprises for customers," notes Nicki Pereira, Chief Technology Officer.

Since the company's founding upon the visionary idea that customers benefit most when solutions are simple and automated, vCloud Director has been integral to delivering on that vision. The ability to monitor and control the cloud-computing components of Zettagrid's IaaS environment, while providing billing and self-service access, created a strong foundation for the company to profitably grow and sustain customer relationships.

"Our whole infrastructure is riding on vCloud Director," concludes Anthony Spiteri, Lead Architect. "It's a mature and stable platform that delivers a total solution with APIs, UI console, automation, and deployment behind the scenes. We take advantage of all of that to deliver a differentiated customer experience. For us, vCloud Director has been the best platform for Infrastructure as a Service, nothing else out there even comes close."

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