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Fusion Business Solutions Provide Turnkey Infrastructure for Clients Thanks to iland Enterprise Cloud Services

Customers were so pleased with Fusion Business Solutions' IT consulting services that they started asking the company to deliver infrastructure services as well. However, building out data centers would divert resources from serving customers, so Fusion partnered with iland, a VMware vCloud® Air™ Network Service Provider. Fusion delivers customer applications within the iland cloud, which delivers 100% availability. Fusion's IT team now has improved infrastructure visibility, streamlining troubleshooting and improving billing accuracy.

Fusion is a Service Management and IT Operations specialist, offering a portfolio of services that include consultancy, benefits realization, data center optimization, and green IT. Originating in the United Kingdom – this global enterprise helps companies of all sizes transform their service management and IT processes to gain superior performance and efficiency.

The Challenge
Companies come to Fusion Business Solutions with a wide range of needs and a common desire not to divert resources and attention to the management of their IT infrastructure, which is not their core competency. To meet that need, Fusion offers IT consulting services to hundreds of global companies, helping them achieve maximum productivity and efficiency in their data centers, whether they are on-premises or hosted.

Recently, more and more customers were asking Fusion to go beyond consulting to offer its own turnkey IT infrastructure services. Wanting to service these requests, Fusion faced the same question as its customers: Do we build our own data center or turn to a cloud provider?

Fusion chose the latter: "Why reinvent the wheel?" says Jeremy Bowman, IT operations director at Fusion. "There are plenty of cloud providers out there—it's just a matter of finding the right one." By relying on a cloud provider to deliver the needed levels of support, availability and transparency, Fusion could focus on delivering the best possible customer experience and carefully manage costs.

The key to this business model was finding a provider who could meet Fusion's requirements for high availability and optimal application and network performance. In addition, flexibility was paramount. Customers often don't have a clear picture of what they need when they first contract for services, so Fusion needed the ability to quickly adjust the mix of IT resources to accommodate changing requirements.

Beyond the technical specifications, Fusion also saw great benefit in finding an organizational fit. "We wanted our service provider to be a true partner, not just a vendor," says Bowman. "In that regard, the people are just as important as the technology."

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The Solution

Armed with a list of requirements, the Fusion IT team began a thorough evaluation of cloud providers. iland, an award-winning global enterprise cloud infrastructure provider with nearby data center locations in London and Manchester, emerged as the top candidate. "Choosing iland as our cloud service partner was easy because they are part of the VMware vCloud Air Network," says Bowman. "We consider VMware to be best-of-breed cloud technology, so that was a huge plus for iland."

However, facing such an important strategic decision, Fusion wanted to minimize risk. iland proposed a test-drive based on VMware technology that would allow Fusion to run tests and try different scenarios—in other words, to try iland's Enterprise Cloud Services before making a commitment.

"By the end of the trial period, we were very confident that iland had the best technology, a workable business model, and most importantly, the right people," says Bowman. "iland took the time to understand our business, showed that they were able to deliver superior 24x7x365 local support and proved the reliability of their cloud infrastructure."

iland then worked with Fusion to bring the new portfolio of cloud services to market as quickly as possible. Fusion provides a wrapper around the iland IT platform which includes software, expertise and services to ensure the best possible customer experience.

The net result is that Fusion is extremely satisfied with its decision. "VMware technology combined with iland's responsive support and the infrastructure visibility we gain through the cloud management console empower Fusion to provide services to our customers with a high degree of confidence. We also get along very well with the iland employees."

Business Benefits

Choosing the iland Enterprise Cloud Service based on VMware technology provided Fusion with an infrastructure service that exceeded its expectations. The tangible business benefits of the partnership with iland include:

Right-sizing easily – Fusion has the flexibility to fine-tune the level of resources needed by the customer's application workloads as often as necessary. "We allocate resources at initial deployment and then adjust them in real time as the customer's requirements change," Bowman says. "Because of iland's intuitive console and the inherent flexibility of the VMware architecture, the process is fast and easy, allowing our customers to respond quickly to changes in the marketplace."

Scaling rapidly – Perhaps the biggest surprise to Bowman was the speed with which iland can deploy additional infrastructure. "When we needed additional capacity in our on-premises data center, it could take months to bring new resources online," he says. "With iland and VMware, that number is just days. Plus, we can order the resources ourselves through the iland console." The ability to scale rapidly gives Fusion an edge over competitors with fixed infrastructures.

Avoiding costly downtime –Fusion's customers expect high availability so that their employees can access the applications and data needed to do their jobs. "Thanks to VMware technology, iland provides us 100 percent availability that exceeds our SLAs to the customer," say Bowman. "We don't have to worry about the infrastructure at all."

Improving support with increased transparency – To manage the infrastructure side of the business efficiently, Fusion needed access to up-to-date platform status. "iland's intuitive console gives us complete visibility into the infrastructure, end-to-end, so we can assess both performance and cost," says Bowman. Fusion now can troubleshoot problems quickly and ensure more accurate billing based on the data provided through the iland console, which is part of iland Enterprise Cloud Services. "That level of transparency really helps us deliver responsive support and a quality user experience to our customers," he adds.

Looking Ahead

Fusion's infrastructure service business continues to move ahead, fueled by its strong relationship with iland and confidence in VMware technology. "I'm super excited about what iland and VMware are planning for the future," says Bowman. "I love working with iland because they've always got my back." Fusion will continue to grow its customer base and take advantage of more iland cloud resources, including new advanced security features from iland.

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