Learn how SaaS and services provider P&R Dental, operating in the highly regulated healthcare industry, moved legacy and other systems to the iland cloud platform. With more than 90% of its operations now in the cloud, the company is reaping the benefits of cost savings and has reduced the daily headache of managing, maintaining and upgrading its IT infrastructure.

### Business Profile

P&R Dental Strategies is a premier dental cost containment SaaS and services provider delivering dental claim reviews, dental claim analytics and compliance solutions to the largest healthcare and dental insurance providers in the USA. The company employs 25 full-time professionals and close to 40 consultant specialists throughout the country.

In its early days, the company was known as a dental claim review and compliance review specialist for most major insurance companies nationwide. Reviews on select claims for medical necessities were processed in real-time to prevent abuse or fraud which led to more effective cost management. In 2008, after 15 years as a compliance review specialist, P&R Dental changed its business model and broadened its range of professional capabilities by introducing new products that transformed the company into more of an informatics brand.

Today, P&R Dental has one of the largest dental databases in the nation. Based on analytics, insurance companies can review vendors across the country and analyze claim patterns in terms of cost variations in order to prevent abuse and fraud.
The Challenge

P&R Dental had developed a new application called DentSource that was focused on informatics. The company was looking to bring it to market but that triggered the question – do we want to continue investing in our self-managed, existing infrastructure or move to a managed cloud environment? The company had already gained experience in virtualization through working with iland who was P&R Dental’s colocation partner. P&R Dental had to ultimately decide whether to continue with its existing hardware or move to the cloud and have iland deal with the headaches of upgrading and maintaining its IT infrastructure. Although P&R Dental was knowledgeable about virtualization, it surmised that by moving to an iland cloud it could take advantage of iland’s experience, reputation and cloud expertise rather than become an expert itself. In order to test the cloud environment, P&R Dental used iland’s cloud infrastructure to develop the DentSource application. Later, when the application was taken into production with iland, P&R Dental had to decide whether or not to go completely virtual.

Shaju Puthussery, VP of Information Technology and Engineering consistently looks to the future. He had recognized that scalability was becoming both a concern and a goal for a company that was on the verge of tremendous growth. In fact, scalability became a pivotal point in determining the right architecture for the company’s next IT environment.

Cost optimization was also an important element to consider. The financial commitment and human effort required to maintain hardware is a burden on any company that would rather focus on growth and the quality of services it’s providing to its customers. Puthussery recognized that iland’s private cloud presented long-term financial benefits considering the lifecycle of most hardware.

“We estimated how quickly the growth of new clients would be using our DentSource application which requires large bandwidth, considerable storage space, and high-computing power for faster processing. The ability to scale that aspect of the business using iland’s VMware based cloud was crucial for us,” Puthussery commented.
Since initially bringing the DentSource application to market, the company has grown significantly. Because many of its customers are large public entities operating within the healthcare industry, security and compliance play significant roles in P&R Dental’s business. The company must ensure it is compliant with HIPAA and undergoes regular security audits which iland cooperates on and assists with.

As P&R Dental considered a move to the cloud, many questions surfaced but the answers further cemented the company’s relationship with iland. It became evident that virtualization was the way to go and that cloud computing was appropriate, but concerns still lingered.

“We had many concerns because we needed to integrate the new system with our existing applications running on SQL 2003 and Windows 2003 operating system. We had high expectations and many unanswered questions going into a virtualized environment because we were not sure how it would work in terms of compatibility with our existing environment. We were migrating from a legacy system in which we had many products to deploy. iland was able to design a well-architected system for us with a highly successful phased migration plan,” said Puthussery.

The Solution
iland educated P&R Dental staff on virtualization and the advantages of a VMware deployment and ran a trial implementation to ensure compatibility with P&R Dental's old IT landscape. iland and VMware technology were the right choices for the company because the combination offered unique flexibility to meet P&R Dental's needs. P&R Dental now has a virtual computing architecture that works in sync with its original Microsoft platform and its SQL servers. iland manages the virtual infrastructure environment while P&R Dental manages the applications and data.

Thanks to iland’s virtualization expertise and knowledge of VMware products, P&R Dental was able to move to a cloud environment. The deployment was flawless and the transition went smoothly.
Currently, P&R Dental runs a number of applications on eight segregated virtual environments within iland’s managed private cloud infrastructure. Among other capabilities, the company is able to utilize Windows Active Directory in combination with its CRMS online claims review system, Pronto, its real time request processing tool, DentSource, and Active Data for fast data collection and rendering. The segregated datasets are deployed as an application using the analysis features of a SQL server. P&R Dental is also leveraging iland for all its internal IT systems. In fact, 94% of P&R Dental’s operations are handled through iland’s cloud infrastructure.

In addition to providing a cloud environment for P&R Dental’s production, iland also provides disaster recovery and business continuity for the company’s entire IT environment. Its secure DR system is tested annually.

“Two years ago even though we had been using the Windows Operating System we did not have a clear understanding in terms of cloud computing or what would be a good fit for our existing environment. We were skeptical about VMware because we had limited knowledge at the time. iland came to us with a lot of information regarding the technology and addressed the concerns we had about compatibility and synergy. We tried out the solutions to make sure our legacy application would work in iland’s VMware based environment. The success of that test run played a key role in our decision,” said Puthussery.

The Benefits/ROI

**Focus** – P&R Dental no longer has the daily headache of managing, maintaining and upgrading its IT infrastructure which means it can focus solely on its business and customers.

**Scalability** - the company no longer has to be concerned about supporting its growth in terms of storage space, data management and processing.
Integration – iland’s VMware-based private cloud is compatible with P&R Dental’s existing Microsoft operating system, legacy systems, SQL clients and all other applications used for daily tasks.

Cost reduction – P&R Dental has saved money in hardware costs and IT maintenance requests and since virtual machines do not require replacement, the financial benefits of virtualization can be projected into the future. Getting away from hardware has meant being able to devote more CAPEX to the development of products to bring them to market faster.

Visibility – the system offers a complete interface that allows a real–time view of resources in use – giving the IT organization a unique insight when it comes to cost allocation.

Security – most payers in the life sciences industry are resistant to the concept of processing confidential data in a cloud environment. iland worked very closely with P&R Dental to ensure its environment was accessible by P&R staff only. P&R Dental’s data is housed in secure SSAE16/ISO 27001 certified datacenters while the entire virtual infrastructure is protected by Cisco firewalls and data is stored on dedicated volumes that are accessible by P&R Dental staff alone. In addition, to remain compliant, data is encrypted both in transit and at rest and all access is logged. P&R Dental undertakes random penetration testing to ensure compliance and meet the needs of its publicly traded customers.

Availability – P&R Dental is running on iland cloud infrastructure and its production site has a self–healing structure. All backups can be restored within minutes to ensure the company remains compliant with stringent SLAs.

“We have two locations, one in New Hampshire and the other in New York City. We have many developers and programmers on the database side then we have a few administrators operating out of New York and a few staff members accessing our products online. The business has grown since our iland deployment. We have signed up a considerable number of new clients,” commented Puthussery.
Thanks to iland’s knowledgeable team, P&R Dental was able to focus on its business instead of worrying about hardware purchases and maintenance, and resourcing an IT team. It was able to redirect its CAPEX into resources that put the focus on its clients and to bring innovative solutions to market faster with more efficiency.

Puthussery sums it up, “It’s important to have a personal touch in today’s virtual business world. We needed someone to walk us through this journey and iland provided that for us. Migrating to a VMware-based cloud infrastructure was a learning experience for us but we are very satisfied with our decision.”

About iland
iland Internet Solutions, VMware’s Service Provider Partner of the Year Global and Americas, provides hosted cloud infrastructure services in North America and Europe that enable customers to leverage enterprise class infrastructure in the form of virtual datacenters with flexible billing and capacity models. Solutions include secure hosted environments for virtual servers and desktops, test and development, cloud-based disaster recovery, and hybrid cloud services to maximize the value of existing VMware based environments.

For more information, visit www.iland.com.

North America  +800.697.7088  Europe  +44 (0) 20.7096.0149