

Moving to the iland Cloud Results in Significant Cost Savings

When Prolateral Consulting began an expansive growth trend, it quickly became apparent that cost control would play a vital role going forward. Moving to the iland cloud has enabled Prolateral to make exponential savings over the last few years and a plan to consolidate all its cloud environments to one iland cloud.

Company	Prolateral Consulting
Size	SMB
Industry	IT: Internet Service Provider
Cloud Application	Test / Production
Location	Luton, UK



Business Profile

Headquartered in Luton, Bedfordshire in the UK, Prolateral Consulting provides hosted IT services in the areas of web applications and hosting, email messaging security and management. Prolateral's customer base spans all industry sectors and ranges in size from SMEs to large corporates. The company started in 2003 but began to grow significantly from 2008 with the provision of an email/messaging solution focused on good message delivery using trusted outbound SMTP smarthost; inbound mail services with a hosted spam filtering solution; mail backup services; and primary and secondary DNS services. Over the last four years Prolateral has consistently doubled its revenue year-on-year. Prolateral is the only UK company to offer outMail, its secure & safe SMTP SmartHost and Mail Relay service that allows customers to send emails from any SMTP aware mail client, server and mobile device. Although it has customers around the world, the majority are based in the UK.

The Challenge

Prolateral began life as an IT company that didn't offer many internet services. When it introduced its anti-spam software that originated as a piece of hardware purchased by the customer, Prolateral began to grow. The company started hosting the software in 2008, offering it as a service that customers could

case study



purchase online. At that point growth accelerated considerably and Prolateral realised it needed to find a way to contain costs – particularly those incurred for purchasing more hardware.

Ian Chilvers is Senior Consultant and Operations Director at Prolateral. He comments, “**We used to be a company that had racks of equipment in co-location sites in the UK and Germany. However as the company grew we needed additional sites in Europe and the USA which meant the capital cost of equipment, the maintenance and local support services would all increase drastically.**”

Prolateral was growing and every time it reached its capacity as a co-lo it had to keep adding expensive hardware. This factor coupled with the poor state of both the UK and global economies in 2010 resulted in cost reduction becoming a priority for the company – alongside business growth. “Mission Impossible you might think!” said Ian, as he considered various alternative solutions and made the decision to migrate from a hardware/co-location model to a cloud services model. Ian knew that in moving to the cloud, Prolateral would be able to increase capacity in minutes rather than days or weeks simply by cloning a virtual machine. That was a significantly more attractive option than purchasing more hardware.

“**We had become aware that iland was offering hosted services on a VMware ESXi platform in the US but we wanted to keep our servers in the UK,**” explained Ian. “When iland set up the data centre in the UK, it was the first provider to do so and we jumped at the chance of using their hosted cloud service. In fact, the day that iland went live in the London data centre we went live with iland on a test basis!”

Another key factor in selecting iland as a cloud provider was the number of data centres that iland has which has given Prolateral the option of having its systems hosted in a number of locations.



The Solution

Prolateral initially built a cloud environment in-house for testing purposes and after a few months of testing internally, were one of the first UK customers to go live with a production system in iland's London data centre. iland Support helped Prolateral move all its VMs from its own ESX servers and ensure they were all working correctly in the iland data centre. Ian commented, **"It was awesome. Initially we tested the iland cloud internally for a few months because we were worried about shared resources and because many of our resources are database intensive as well as bandwidth intensive. Literally when iland went live on the Friday in the UK data centre, we moved one VM across to their cloud and tested it for two or three weeks. Once we were happy it was a viable solution, we went fully live the third week. Since then we've moved a number of VMs from what was the hosted ESX service that we had to the iland cloud and are planning to move several more VMs in the coming months."**



Ian was delighted with the deployment process. **"The iland technical team was fantastic in helping take our test system from in-house to a production system in the iland cloud,"** he exclaimed. **"Right from day one the technical support from iland has been first class."**

Prolateral currently has an internal cloud running a network monitoring solution that monitors all the company's systems globally across multi-clouds and suppliers. In addition, its internal cloud hosts all local-based servers for day-to-day needs. Prolateral's external clouds host all the servers running the company's core products and services for end-users/customers and its partner/reseller base.

Ian surmises that moving to the cloud was one of the best business decisions the company has made. **"We can clone a virtual machine in minutes rather than having to spend significant money on additional hardware,"** he commented.

“That’s really important for a company like ours because it allows us to stay lean and profitable while providing the best possible service to our customers and partners. In fact, we’ve been able to downsize because we moved to the cloud.”

The Future

With Prolateral's customer base totaling around 30,000 and growing, the company cannot afford to sit on its laurels. ROI on moving to the iland cloud meant just over a 20% budget saving in the first year, a 30% saving the following year as the company slowly migrated from co-location to cloud and in 2012 amounted to a 38% saving. By 2015 the aim is to be completely cloud-based with no co-location sites. The expected total saving is likely to be almost 50% as there will be no more co-location rental costs, no more hardware maintenance costs and no more costly local support staff costs. Today, Prolateral uses other clouds in addition to iland's cloud but they are not based on VMware. However by 2015 the plan is to have consolidated all their clouds onto VMware using vCloud Director.

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 data centres 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 maximise the value of existing VMware based environments.

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