

Cloud Provider Delivers Enterprise-Class Computing and Disaster Recovery



Executive Summary

- **Customer Name:** iland
- **Industry:** Managed cloud services
- **Location:** Houston, Texas

Challenge

- Expand proven cloud operations globally
- Maximize employee productivity through automated, repeatable processes
- Extend reliable backup and disaster recovery without sacrificing performance

Solution

- Deployed Cisco Unified Data Center solutions for powerful cloud production environment
- Implemented Veeam Backup & Replication for robust data protection in cloud and turnkey disaster recovery services

Results

- Deployed infrastructure five times faster, and reduced operational costs by more than 35 percent
- Provided customers with visibility and control into cloud environment
- Expanded services portfolio

Technology / Application Partner

- Veeam Software

iland combines Cisco UCS servers and Veeam software to build flexible, resilient cloud computing environment.

Challenge

iland is a leading cloud service provider that delivers managed infrastructure, backup, and disaster recovery to organizations of all sizes. Founded in 1995, the company leverages top technologies to deliver an environment with high availability and performance to address the diverse needs of the enterprise: from supporting large-scale test and development to business-critical applications. iland's proven solutions and consultative approach to customer service helped establish the company as one of VMware's top partners, earning iland the titles of Service Provider Partner of the Year Americas 2010-2012 and Service Provider Partner of the Year Global 2012.

An important feature that sets iland's offering apart is reliable backup and recovery powered by Veeam. For its cloud customers, iland offers managed backup services via Veeam Backup & Replication, a Cisco® compatible product. iland is also a leader in disaster recovery-as-a-service, and its Continuity Cloud allows Veeam customers to replicate and recover applications in iland's cloud. Business grew rapidly as companies began to take notice of iland's excellent performance and customer service. The company has expanded from two data centers to seven, with several more planned to open within the year.

"We pride ourselves in working directly with customers to understand and solve their unique challenges as quickly as possible; it's what we are known for," says Justin Giardina, CTO at iland. "To continue that level of service throughout our global expansion, we needed an infrastructure that supported automated deployment and provisioning as well as scalable performance. Cisco UCS and Veeam help us do that."

The company began looking for ways to add automation and maximize employee productivity through a next-generation data center infrastructure.

“We pride ourselves in working directly with customers to understand and solve their unique challenges as quickly as possible; it’s what we are known for. To continue that level of service throughout our global expansion, we needed an infrastructure that supported automated deployment and provisioning as well as scalable performance. Cisco UCS and Veeam help us do that.”

— Justin Giardina
CTO
iland

After reviewing several options, iland chose Cisco Unified Data Center solutions, including Cisco Unified Computing System™ (UCS®) blade servers and Cisco Nexus® switches. With their flexible and converged infrastructure, Cisco Unified Data Center solutions enabled iland to develop repeatable processes that help the IT team scale quickly and more efficiently. “We needed an infrastructure that we could deploy, manage, and operate on a global level,” says Giardina.

Solution

iland updated its global data centers with the converged Cisco Unified Data Center solution. The company deployed the Cisco UCS B-Series Servers for their combination of performance and scalability. With high capacity and density, the Cisco UCS B-Series Servers perform well in virtualized environments, even in demanding production environments. As a result, iland can easily load each server with a number of virtual machines (VMs) created using VMware vSphere. By balancing loads and smoothly transferring data between VMs, iland can efficiently boost capacity to support its massive cloud infrastructure as needed to meet all customers’ performance needs.

As a previous customer of Cisco networking solutions, iland was familiar with the power and reliability of Cisco networks. The converged Cisco infrastructure goes a step further to streamline connectivity by enabling iland to connect an entire chassis of servers to the network through one cable. In the new data center environment, Cisco Nexus 5000 Switches form the core of the network, delivering high-capacity performance that integrates smoothly into virtual environments.

Using the Cisco unified environment, iland solved one of the greatest challenges facing the company: scaling efficiently. Rather than designing and redesigning the data center architecture for each new server and switch in the environment, IT staff leverage the simplified connections in the Cisco solution to design a small block of the environment, such as the configuration for a single chassis connected to the network. When expanding the data center, iland no longer needs to reconfigure the entire environment. Instead, it simply repeats the block to quickly expand the data center with a reliable, tested architecture.

Much like Cisco UCS, Veeam delivers superior performance and flexibility. Veeam provides both backup and replication in a single solution. In case of a failure, iland can smoothly switch to standby replica VMs and restore service in minutes. Available as an option to its cloud computing customers and as a standalone backup and disaster recovery service, iland’s Veeam-powered offering has become successful based on its reliability and speed.

Results

Previously, iland would send expert IT staff to reconfigure and test the equipment at each data center. Even redesigning one data center was time consuming, and updating all of the global data centers required significant travel and time for staff. Leveraging standard components and configurations makes deployments much easier. Not only is it significantly faster to reuse standard designs, but iland can also divide the workload to prevent itself from overworking a handful of highly experienced staff.

Recently, iland implemented its innovative Enterprise Cloud Services (ECS) platform running on Cisco UCS at three data center locations. The process took just two months compared with a year using a legacy architecture. “Cisco UCS helps us deploy infrastructures five times faster, allowing our best engineers to work on customer-driven initiatives instead of data center deployment,” says Giardina. “By automating and streamlining the provisioning process, we were also able to reduce operational costs by more than 35 percent.”



Product List

Data Center Solutions

- Cisco Unified Computing System (UCS)
- Cisco UCS B-Series Servers

Routing and Switching

- Cisco Nexus 5000 Series Switches

Network Management

- Cisco UCS Manager

Virtualization

- VMware vSphere
- VMware vCloud Director

Data Protection

- Veeam Backup & Replication



By accelerating deployment, iland offers its customers highly responsive service. The company can deploy new virtual data centers in minutes or get new customers started on a custom cloud environment faster than ever. "Leveraging Cisco UCS, we can be much more flexible for customers, rather than trying to push a one-size-fits-all cloud environment," says Giardina.

"Cloud computing often forces companies to sacrifice visibility and control, but our ECS platform running on Cisco UCS gives customers the information they need to help them make more intelligent decisions," says Giardina.

The backup and disaster recovery services provided with Veeam go a step further in delivering what customers need. Like the Cisco UCS environment, Veeam delivers scalability, availability, and performance. "We were impressed by the performance and scale available from Veeam," says Giardina. "With it, we can integrate a managed backup or disaster recovery solution into any customer's environment to automate and accelerate backup and recovery processes."

Next Steps

In expanding its role as a full-service cloud service provider, iland's aim is to work closely with clients to understand each client's unique business goals and then deliver on those goals. Cisco Unified Data Center solutions and Veeam build upon iland's emphasis on personalization and customer service by enabling iland to offer better, faster, and more reliable services as it scales to support thousands of customers worldwide.

For More Information

To find out more about Cisco Unified Data Center, please visit:

www.cisco.com/go/unifieddatacenter.

To find out more about Cisco UCS, please visit: www.cisco.com/go/ucs.

To find out more about Cisco Nexus, please visit: www.cisco.com/go/nexus.

To find out more about Veeam Backup & Replication, please visit:

www.veeam.com/cloud-providers.

To find out more about Veeam Backup & Replication and Cisco UCS, please visit:

<https://marketplace.cisco.com/catalog/companies/veeam-software-corporation>.



CISCO PROVIDES THIS PUBLICATION AS IS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Some jurisdictions do not allow disclaimer of express or implied warranties, therefore this disclaimer may not apply to you.

Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

© 2014 Cisco and/or its affiliates. All rights reserved. Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)

© 2014 Cisco and/or its affiliates. All rights reserved. This document is Cisco Public Information.