



SERVICE PROVIDER

■ CLIENT

ReasonNet

■ CHALLENGE

Provide cost effective solutions for IaaS and SaaS clients

Capitalize on virtualization and cloud computing opportunities

■ SOLUTION

Vblock 300FX, financed by Cisco Capital

■ RESULTS

Deployment times cut from days to minutes, lower cost per virtual machine with ability to closely mirror costs with anticipated revenues

Customers benefit from versatile systems, total transparency, and faster time-to-recovery

LEADING ISP CREATES LOW RISK PAY AS YOU GROW CLOUD MODEL

REASONNET ACCELERATES INFRASTRUCTURE AND SOFTWARE AS A SERVICE OFFERINGS WITH VBLOCK SYSTEMS

With headquarters in Amsterdam and operations in more than ten countries, ReasonNet, part of the RSN Group, has been growing its specialized data hosting and housing services since 1998. As market interest in both Infrastructure-as-a-Service and Software-as-a-Service grew, ReasonNet realized that its outdated data center might limit its ability to capture its share of the market.

To compete effectively, ReasonNet would have to be able to provision infrastructure quickly as new customers were brought on board. Yet, the old data center model required substantial integration and testing timeframes. To execute on new market opportunities, the company decided to refresh its data center infrastructure and develop a more cost-effective service delivery model.

ReasonNet found a solution in Vblock™ Systems. With a factory-integrated standardized infrastructure, new customer on-boarding time could be drastically reduced. Financing from Cisco Capital enabled ReasonNet to closely match investment to the anticipated arrival of new revenue streams.



“Our previous time for a full deployment was roughly three days.
Now, we can shorten that to three minutes.”
— *Marco Vrijburg*
Chief Financial Officer
ReasonNet

Challenge

In recent years ReasonNet has transformed from pure co-location hoster to cloud provider, offering Platform-as-a-Service (PaaS) solutions, aligned with its vision of innovative entrepreneurship in services delivered by its state-of-the-art data centers.

Keen to maximize cloud computing opportunities, ReasonNet decided to review its ageing server infrastructure, which, when compared to new hardware, carried double the cost per virtual machine. A key requirement was a more cost-effective infrastructure that would support technological innovation while reducing time-to-market.

“We provide services for an enormous number of ISPs so we wanted a platform that would allow us to deliver white label virtualization and cloud computing solutions,” says ReasonNet’s Chief Financial Officer, Marco Vrijburg. “We also wanted to enable them to provide a comprehensive range of solutions for their customers.”

Solution

ReasonNet discarded the idea of creating an infrastructure from different vendors because of the problem of connecting separate technologies. A factory-integrated system from VCE reduced that risk. Vblock Systems provide faster time-to-market for new services along with the highest levels of application availability.

“The Vblock system met all our requirements,” says ReasonNet’s Lead Architect and Client Program Manager, Bart Veldhuis. “We got an architecture that guarantees all the products will work together in an optimum way from day one.”

The system chosen is a Vblock System 300 pre-integrated and pre-configured infrastructure consisting of compute, network, storage, virtualization, and management layers. The system includes sixteen Cisco UCS blade servers and can scale to 6000 virtual machines—with management software that enables ReasonNet to configure, monitor, and troubleshoot the system.

“We went from signing the purchase order to customer-live in just 60 days,” adds Vrijburg. This aggressive delivery time is made possible because each Vblock system is built and tested by specialists in the VCE factory, rather than at a staging facility or on customer premises.

Results

ReasonNet expects the VCE solution will bring dramatic improvements in new service deployment times. “Our previous time for a full deployment was roughly three days. We intend to shorten that to three minutes,” says Vrijburg.

The Vblock system has created new business opportunities and brought early commercial success. ReasonNet shared its vision with system integrators Nobel Pink Elephant and Belgacom subsidiary Telindus-ISIT. “We could offer the best time to market and we were the first in the Netherlands to deploy Vblock Systems. On the strength of that, these two big customers came on board the same day we signed the lease with Cisco,” says Vrijburg.

With EMC RecoverPoint technology running on the Vblock system, ReasonNet provides powerful protection for its customers. “To give our customers a granular way of restoring data, we have built a secondary system at a backup site 30km away,” explains Veldhuis. “We can now offer customers up to the minute, or even the second, recovery times.”

Cisco Capital delivered an attractive financial model that switched payment from upfront CapEx to OpEx. This arrangement provides ReasonNet with a pay-as-you-grow cloud model by closely matching costs to expected revenue streams.

“I need to ensure our offering is based on the best technology and, with Cisco Capital, I will always have the best performance available,” says Vrijburg. “Cisco Capital is a very professional organization. It knows our market and understands the thinking behind our deployment strategy.”



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