



THE VIRTUAL COMPUTING  
ENVIRONMENT COMPANY

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## CASE STUDY

# COMMUNICATIONS SOLUTION PROVIDER GAINS FLEXIBILITY; SIMPLIFIES IT OPERATIONS WITH NEW CLOUD PLATFORM

PAETEC chooses Vblock™ Infrastructure Platforms for its Infrastructure-as-a-Service foundation

### Executive Summary

PAETEC

Telecommunication Services Provider

Fairport, New York, U.S.A.

### Challenge

- Fulfill vision of delivering cloud-based services
- Identify highly scalable, flexible infrastructure to support future goals

### Results

- Identified strong market opportunities for mid-size enterprise customers in key industry verticals
- Gained highly flexible, scalable new platform for delivering cloud-based services
- Accelerated infrastructure deployment
- Simplified IT operations through enhanced efficiency

### Challenge

Large and mid-sized enterprises turn to PAETEC for core data, voice, and Internet communications services, as well as value-added data center solutions. To enhance its data center services portfolio and provide the increased flexibility and mobility customers require, PAETEC developed a series of new Infrastructure-as-a-Service (IaaS) products, including managed storage, dedicated and virtualized server, and utility computing services. To make the vision a reality, VCE and its Vblock™ Infrastructure Platforms provided just what the company needed—a robust infrastructure and a set of professional services to help jump-start the new business lines.

“Our strategic vision is to deliver more offerings from a services cloud,” says John Chapman, chief marketing officer and senior vice president of PAETEC’s software division. “For us, it is a three-step process of increasing our data center footprint across the country, strengthening our product offering, and putting the right infrastructure in place.”

*“We appreciate the scalability of the Vblock Infrastructure Platforms. However, our VCE purchase was a strategic one. The VCE vision matches our plans for our business services suite. There is great thought and leadership on both sides of the equation. The power of this VCE relationship is in how much we can help customers solve issues today.”*

*John Chapman,  
Chief Marketing Officer and  
Senior Vice President of  
PAETEC Software Division*

## Solution

PAETEC already had strong relationships with EMC, Cisco, and VMware; when the company decided to deliver cloud-based services at each of its two data centers, it wanted to use best-of-breed components from trusted vendors. The conversation naturally led to Vblock platforms and the ways in which converged infrastructure—combining industry-leading compute, network, storage, virtualization, and management technologies into prepackaged units of infrastructure—could support the company's goals. VCE Professional Services worked closely with Chapman to help identify critical market drivers and define new services.

"The whole VCE collaboration effort was truly impressive," says Chapman. "We found a partner that was willing to help us not only stand up the platform, but also launch services and build on those services going forward."

PAETEC chose two Vblock platforms to begin moving from a dedicated server infrastructure to a highly flexible, scalable platform for cloud-based services. The choice of the Vblock platform meant that PAETEC's IT organization would not have to spend time integrating and testing products from multiple vendors in order to stand up the new capabilities, but instead could focus on services for customers.

## Results

With the Vblock solution, PAETEC has gained a complete platform for supporting its IaaS objectives. PAETEC is now able to quickly provision and personalize new cloud-based services. PAETEC customers should be able to quickly scale their businesses with improved performance and at a lower cost, when compared to scaling with physical infrastructure.

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## Next Steps

VCE is working with PAETEC on implementing its carrier-class orchestration layer and collaborative operational strategy. The orchestration layer is expected to enable PAETEC to easily manage pooled resources and users from a centralized point of management and to manage application flows. This effort is also going to enable PAETEC to transform management as it scales the platform and rapidly adds customers during 2012.

Chapman says, "When combined with our security, multiprotocol label switching, and managed services offerings, the Vblock Infrastructure Platforms will enable PAETEC to further increase its competitive advantage and help customers increase theirs as well."

## For More Information

[www.vce.com](http://www.vce.com)

## ABOUT PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications and energy solutions in 86 of the top 100 metropolitan areas across the United States. PAETEC offers a comprehensive suite of network services (voice, data, and fiber solutions), as well as managed services, cloud and data center services, software and technology, and energy services. For more information, visit [www.paetec.com](http://www.paetec.com).



## ABOUT VCE

VCE, the Virtual Computing Environment Company formed by Cisco and EMC with investments from VMware and Intel, accelerates the adoption of converged infrastructure and cloud-based computing models that dramatically reduce the cost of IT while improving time to market for our customers. VCE, through the Vblock platform, delivers the industry's first completely integrated IT offering with end-to-end vendor accountability. VCE's prepackaged solutions are available through an extensive partner network, and cover horizontal applications, vertical industry offerings, and application development environments, allowing customers to focus on business innovation instead of integrating, validating and managing IT infrastructure. **For more information, go to [www.vce.com](http://www.vce.com).**



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