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## CASE STUDY

# BLUEWATER BUILDS PRODUCTIVE, PROFITABLE PARTNERSHIP WITH VCE TO PROVIDE CLOUD-ENABLED SOLUTIONS TO CUSTOMERS

### Executive Summary

#### About BlueWater Communications Group

BlueWater Communications Group is an IT solutions provider and systems integrator based in New York, N.Y. The company has approximately 250 employees.

#### Challenge

- Customers are looking for ways to improve their IT efficiency and cost-effectiveness
- Reference architectures require difficult-to-find experts who can put everything together

#### Solution

- Vblock™ Infrastructure Platforms
- VCE Services

#### Results

- Pre-integrated and pre-tested infrastructure leads to faster, lower-risk deployment of virtualized solutions
- Support for workload mobility lets customers transfer applications and data from a private to a public cloud and draw upon additional resources as needed
- VCE partner portal offers partners easy access to literature, presentations, and online assistance
- Virtually 100 percent of BlueWater's cloud-based or converged infrastructure solutions are on Vblock platforms

### Challenge


BlueWater Communications Group is a leading IT solutions provider/systems integrator based in New York City, serving the tri-state area of New York, New Jersey, and Connecticut. Founded in 2006, the company provides key life cycle services for IT infrastructure and communications solutions that deliver the same wide-ranging capabilities and benefits to middle-market organizations that larger enterprises have long enjoyed.

Change is accelerating in data centers today. Companies are expecting more from their IT investments. To adapt, many organizations are transitioning from a physical infrastructure to a virtualized, cloud-computing model for greater efficiency and cost-effectiveness. Cloud computing is a revolutionary approach to IT—one that can be highly disruptive for partners and end-users alike.

BlueWater has witnessed a dramatic rise in the number of businesses that are

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Vinu Thomas  
Director of Core, Data  
Center/Virtualization, and  
Cloud Computing Strategy  
BlueWater Communications  
Group



interested in cloud-enabled solutions such as virtual desktop infrastructure (VDI) and virtualized business-critical enterprise applications from Microsoft and SAP, as well as solutions that ensure business continuity and high availability. To build these solutions while minimizing costly disruptions, BlueWater relies on Vblock™ Infrastructure Platforms from VCE.

“Vblock platforms serve as the foundational infrastructure for our cloud-enabled solutions and services,” says Vinu Thomas, director of core, data center/virtualization, and cloud computing strategy for BlueWater. “We’re able to offer our customers a pre-tested and validated converged infrastructure, and that’s a huge competitive advantage.”

### Solution

BlueWater and VCE have developed a highly complementary relationship, a true “tag-team” partnership to meet customer needs. The two parties work closely together on business opportunities in targeted market segments, with BlueWater taking the lead on some opportunities, while VCE leads on others. Regardless of which organization spearheads an initiative, BlueWater handles most of the assessments, proofs of concept, and solution design. VCE supports the effort by supplying highly skilled virtualization specialists known as vArchitects, who offer guidance and assistance on the necessary architectural setups, and by using its solution centers for large-scale demonstrations, technology updates, and more in-depth conversations with the customer’s technical staff.

### Focusing on the Converged Architecture of VCE

At the heart of the BlueWater-VCE partnership is the Vblock platform, which brings together compute, network, storage, and virtualization in proven, trusted units of technology. VCE offers best-of-breed components from industry leaders Cisco, EMC, and VMware that come pre-assembled, pre-tested, and pre-validated so they can be quickly and efficiently integrated into a data center environment. This approach eliminates costly delays and downtime, while customers integrate and test products from different vendors to stand up new capabilities.

“What we realized when we considered the reference architecture approach is that it was like buying furniture from one of those ready-to-assemble warehouses,” Thomas explains. “Essentially, if I wanted a living room set, I had to read a 50-page manual and try to put everything together myself. VCE has taken the reference architecture concept and transformed it in such a way that a working solution can be delivered to customers on day one. That’s a huge competitive differentiator for us.”

BlueWater also appreciates the unified orchestration and management capabilities that are built into every Vblock platform. The easy-to-use tools streamline resource provisioning and help partners ensure the efficient utilization of resources, providing maximum business agility and enabling customers to quickly respond to changing needs. BlueWater has deployed not only cloud-management orchestration tools such as the Unified Infrastructure Manager (UIM) but also other highly sophisticated tools that easily integrate with the Vblock platform to provision workloads, applications, or even virtual machines using a simple self-service portal.

“When we talk to customers, we find that they perceive the value of the converged infrastructure from VCE at two levels,” says Norman Egan, a senior solutions architect with BlueWater. “The IT teams have a very technical kind of insight into the advantages of the Vblock platform. But the business unit people see the many operating efficiencies, including capital outlay reductions and ongoing expense

*“The majority of our discussions with customers regarding cloud, VDI, or business-critical applications revolve around the Vblock platform.”*

*Vinu Thomas*

management.”

## Results

### Hudson County Chooses VCE for Virtual Desktops

Hudson County, N.J., is in a unique position. As the metropolitan area that’s closest to New York City—located directly across the Hudson River from the island of Manhattan—the county knew it needed a good disaster recovery/business continuity plan. It was also interested in building a private cloud-enabled infrastructure that would be both cost-effective and elastic enough to enable staff to work productively from anywhere at any time.

In late 2010, BlueWater sold the county its first Vblock platform to upgrade its legacy infrastructure and virtualize its data center. Because the Vblock platforms had been pre-integrated and pre-tested in a controlled factory environment away from Hudson County’s IT operations, BlueWater was able to assemble the infrastructure and immediately enable VDI services to 50 to 100 desktops within days.

### Using Cloud Computing for Workload Mobility

BlueWater has implemented cloud-enabled solutions on several Vblock platforms and moved a majority of its customers’ workloads to the newly virtualized infrastructures.

“What really attracts customers is the way Vblock platforms facilitate workload mobility,” explains Thomas. “Organizations can use Vblock platforms to seamlessly transfer workloads from one Vblock platform to another or to public cloud providers who are running on Vblock platforms. This enables them to quickly get to a hybrid cloud state that allows for a faster time to execute.”

### Contributing to BlueWater’s Sales Success

BlueWater continues to aggressively develop a variety of use cases built around a converged infrastructure/cloud-computing model that’s very attractive to customers. Almost all of the cloud-based solutions BlueWater offers run on Vblock Infrastructure Platforms. In addition, VCE provides 24/7 seamless support experience through a partner portal that offers easy access to literature, presentations, and other information, as well as online assistance when needed.

“VCE is definitely meeting our sales expectations and goals,” Thomas remarks. “The majority of our discussions with customers regarding cloud, VDI, or business-critical applications revolve around the Vblock platform.”

For BlueWater’s customers, the pre-tested and validated Vblock platforms lower the risk and reduce the cost of deploying virtualized solutions. The platforms provide for rapid deployment of new applications in the cloud and ensure superior agility to capitalize on dynamic business opportunities or respond to critical challenges. For Hudson County in particular, the Vblock platform changed the focus of discussion from a quantitative one—how many desktops can be replaced with a VDI implementation—to a qualitative one.

“Hudson County can now offer the same responsive, high-quality desktop experience to every county employee, regardless of where he or she is located, or what device is used to connect to the VDI solution,” comments Thomas.

Before partnering with VCE, BlueWater had long had solid relationships with Cisco, EMC, and VMware.

*“It was natural for us to build our cloud computing and virtualized data center strategies around VCE.”*

*Norman Egan  
Senior Solutions Architect  
BlueWater Communications  
Group*



"We had been a VMware Premiere Partner and Cisco Gold Partner for a number of years and had recently attained EMC Signature status," Egan notes. "So when these companies came together to create a true converged infrastructure consisting of best-of-breed

components, it was natural for us to build our cloud computing and virtualized data center strategies around VCE." Adds Thomas, "Partnering with VCE was one of the best things we've ever done."

#### About BlueWater

BlueWater is focused on providing high-performance, cohesive IT infrastructure solutions to growing companies. BlueWater specializes in offering full life cycle services in unified communications, collaboration and video, virtualization, consolidation and data center, and security solutions to increase productivity and improve business operations. The company's flexible BLUE Managed Services solution relies on custom technology and industry-standard tools to ensure proactive support and remediation that help prevent costly downtime and optimize an organization's IT investment.

#### 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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