Managed Services Provider Realizes Cloud Goals
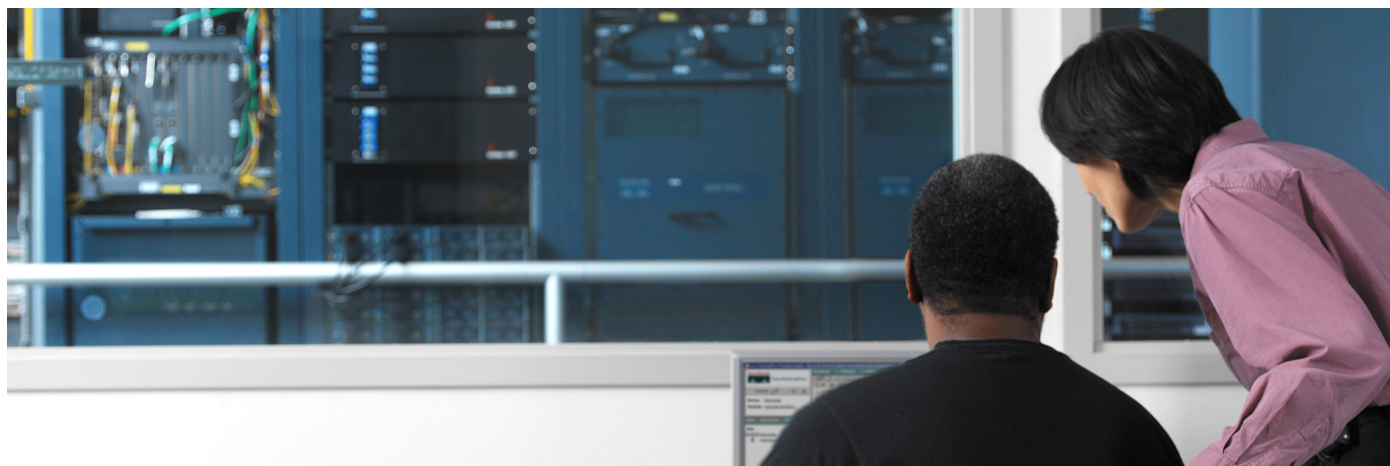
Cisco partner OnX becomes certified Cloud Builder and Cloud Provider to gain competitive advantage and grow cloud business.

EXECUTIVE SUMMARY

Partner Name: OnX Enterprise Solutions Ltd.
Industry: Managed IT Services
HQ Location: Toronto, Ontario, Canada
Number of Employees: 500 across North America

Challenge:
- Rapidly expand cloud business throughout North America
- Differentiate company from other cloud providers and value-added resellers
- Optimize processes and best practices for delivering cloud solutions

Solution:
- Cisco Cloud Provider and Collaborative Professional Services Cloud Builder offer access to Cisco cloud expertise and best practices
- Cisco certifications offer competitive differentiation from resellers and other cloud solutions providers
- Dual site Vblock infrastructure helps accelerate time to market for cloud offerings

Results:
- Increased sales volume of Cisco products and services, rising from near 20th in volume to within top 5 in one year
- Created competitive differentiation through private and public cloud offerings certified by Cisco
- Improved processes, best practices, and knowledge of cloud infrastructure

Challenge

Founded in 1983, OnX Enterprise Solutions, Ltd. is now one of North America's largest independent enterprise data center infrastructure and solution providers. With clients and operations throughout North America and Europe, the company offers hardware and software solutions, cloud and managed services, digital and application services, and professional services.

Traditionally focused on data center and infrastructure technology, OnX recognized the growing market for cloud infrastructure and managed services as a significant opportunity to fuel future growth. Critical to success was a rapid time to market, with OnX aiming to begin offering cloud solutions and services in six months' time from launching the initiative. The solution provider also understood that to achieve the high level of success that it was aiming for in the North American market, it would need to take steps to differentiate itself from other cloud players.

With its long history of partnering with Cisco for data center solutions such as Cisco Nexus® Switches and Cisco Unified Computing System™ (UCS™), Cisco was the obvious choice for OnX when it came to expanding its solutions and services to the cloud. OnX knew that Cisco could help achieve its goals for its new cloud business. "When it comes to cloud, other vendors do not have a partner message and would compete with us in selling cloud infrastructure. Cisco is the only provider with a cloud message for partners other than 'resell ours,'" says Chris Sator, chief technology officer of cloud services at OnX.

Solution

OnX wanted to partner with a company that best enabled it to accelerate its time to market as well as time to revenue. "The Cisco ecosystem aligned perfectly with our vision for going to market," says Sator. "As a long-time Cisco Gold Partner, we looked at the Vblock Infrastructure Platform from the Virtual Computing Environment

> "Knowing we were going to be competing with established cloud providers, we felt that Cisco and VCE would help us realize our goal of a rapid time to market in the most efficient and effective way and was the most partner-friendly option."

Chris Sator
Chief Technology Officer, Cloud Services
OnX Enterprise Solutions Ltd.

OnX customer: BTO

One of OnX's clients is BTO, a Canadian company launching a new managed service for desktop optimization. BTO sees a lucrative opportunity in the desktop optimization space. To accelerate its time to market and support what BTO expects to be significant growth over a short period of time, BTO wanted to forego creating the infrastructure in house to support the new service. Instead it turned to OnX for its cloud infrastructure service.

In OnX, BTO envisioned a partner that it could rely on both in the short term to get to market rapidly and over the long term as BTO grows the service. BTO also chose OnX for its offering of best technology in its category, particularly related to security. "High levels of security and privacy are critical for this managed service, especially since many of our customers are in the healthcare industry. The Cisco-based OnX cloud solution meets even our most stringent requirements," says Joe McGuire, vice president of business development at BTO.

(VCE) company, a joint venture between Cisco, EMC, and VMware. Knowing we were going to be competing with established cloud providers, we felt that Cisco and VCE would help us realize our goal of a rapid time to market in the most efficient and effective way and was the most partner-friendly option."

In addition to relying on Cisco technology as a basis for its cloud offerings, OnX also turned to Cisco to help it gain a competitive advantage with Cisco cloud certifications. Designed for partners offering cloud solutions, Cisco Collaborative Professional Services Cloud Builder certifies skills in infrastructure, management applications, and professional services. Cloud Provider is designed for partners offering public cloud services to the market. OnX felt that the combination of both of these Cisco certifications would distinguish the solutions provider from much of the competition, particularly value-added resellers who would have difficulty being able to compete as a cloud provider.

Results

"The Cloud Builder and Provider designations are clear competitive differentiators for us," says Roger Hamshaw, director of marketing for managed services at OnX. "Our company has invested significant time and energy in these programs because we see them as a vital part of our cloud strategy. The process of certification also helped us improve our processes and best practices through the live auditor engagement that tested and measured our cloud Vblock managed services capabilities."

By utilizing VCE technology and achieving certification as both a Cloud Builder and Cloud Provider, OnX has a solid go-to-market strategy for its cloud business. "There is a lot of pent-up demand for cloud technology," says Sator. "Cisco is helping us through its technology, marketing programs, and sales support to respond to this demand better, quicker, and faster."

Since adopting Cisco's cloud technology, OnX has gone from roughly 20th in sales of Cisco equipment in Canada to within the top 5. "We've deployed a number of cloud infrastructure platforms, so we're now considered a go-to partner that Cisco relies on to bring cloud solutions to the marketplace," says Hamshaw.

As a result of OnX's Cisco cloud offerings, BTO, a Canadian company that offers a managed service for desktop optimization, chose to work with them. "When we made the decision to go to the cloud, we wanted a best-of-breed offering," says Brian Roemmele, chief executive officer of BTO. "We also wanted to partner with companies that would get us to market quickly and that we could rely on long term. Cisco and OnX collectively met these requirements, and we believe our relationship with OnX will help us achieve significant growth in a short period of time."

Next Steps

With the success of its cloud infrastructure service, OnX is now looking to introduce new offerings that help the company position itself for providing business value higher in the technology stack as well. For instance, OnX is planning to offer solutions that address end user needs such as virtual desktop infrastructure and hosted collaboration.

"We want to make services such as Cisco Hosted Collaboration Solution featuring Cisco WebEx Meeting Center and other Cisco collaboration technology available in our cloud on a pay-as-you-go basis," says Sator. "We're aligning our services with the Cisco ecosystem to help us deliver business value higher in the technology stack."

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Chris Sator

OnX maintains multiple city and country Federated Cloud Centers of Excellence where clients can test their applications in the cloud lab. In addition, OnX provides Cloud Readiness Workshops, held in conjunction with the office of the CTO to help clients assess where they are on their journey to the cloud and which solution would best suit their unique needs.

For More Information
· To learn more about Cisco Collaborative Professional Services, visit: www.cisco.com/go/cps.

· To learn more about OnX Enterprise Solutions, visit: www.onx.com.

Services List
· Cisco Collaborative Professional Services Cloud Builder

· Cisco Cloud Provider

Product List
· Cisco Unified Computing System (UCS)

· Cisco Nexus Switches

· VCE Vblock Infrastructure Platform

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