NAVISITE LEVERAGES THE POWER OF CAPACITY AND PERFORMANCE MANAGEMENT TO DRIVE CUSTOMER RETENTION WITH VMWARE VREALIZE OPERATIONS™

Spectrum ENTERPRISE | Navisite®

INDUSTRY
MANAGED CLOUD SERVICE PROVIDER

LOCATION
HEADQUARTERS: ANDOVER, MA
DATA CENTER LOCATIONS:
• ANDOVER, MA
• SANTA CLARA, CA
• OAK BROOK, IL
• SYRACUSE, NY
• REDHILL, UK
• WOKING, UK
• WATFORD, UK

KEY CHALLENGES
• Drive customer acquisition and retention with the ability to ensure continuous performance optimization and efficient capacity management and planning

SOLUTION
VMware vRealize® Operations™

Navisite is committed to operational and service excellence. With state-of-the-art data centers, and unique access to Spectrum Enterprise's network infrastructure, Navisite provides industry-leading service—even in the most complex of IT environments. By partnering with customers to understand their business objectives, Navisite delivers customized IT solutions tailored to current business requirements and in support of future growth objectives.

Over the past decade, Navisite has established a deep partnership with VMware spanning across IT infrastructure and end-user computing, and has received the Global and Americas VMware Partner Network Award in the Service Provider Partner of the Year category.

The Challenge

In addition to providing cloud services for customers who prefer a self-service model, Navisite delivers monitored and managed IT infrastructure for customers who prefer a fully-managed solution. Navisite's Managed VMware Cloud (NCD) platform offers the complete functionality of VMware's powerful hypervisor via Navisite's streamlined, Proximity client portal.

"It's an open world right now and customers can cloud hop. If we don't give them proper services they will move to different providers that they believe can provide the level of service they are after. Our goal is to retain our customer base as well as offer them additional incremental services in the long run," explains Gautam Jotwani, Senior System Engineer. "As a cloud provider there are two essential components to delivering the business services our customers need in the most efficient manner—capacity management from a service provider perspective, and performance management from a customer perspective."

The Solution

When Navisite started leveraging NSX to realize the advantages of the Software-Defined Data Center (SDDC) it also recognized the value of deploying vRealize Operations to gain visibility into server performance. vRealize Opeations also allows Navisite to report unused hosts in the environment or hosts that are connected on vCenter but unchecked on vCloud Director, or not enabled in vCloud Director.

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"We can better manage customer experience with vRealize Operations because we are always looking for the best ways to service customers and meet their performance expectations. At the same time, vRealize Operations has helped Navisite with capacity management, enabling us to determine the most efficient use of the capacity we have or where there is overprovisioning."

GAUTAM JOTWANI
SENIOR SYSTEM ENGINEER

BUSINESS BENEFITS

• Reduced VM performance tracking and reporting from one week to a few minutes

• Eliminated manual tracking and reporting of VM performance

• Gained ability to determine the most efficient use of capacity

• Automated reporting easily demonstrates how customer sizing needs vary when moving from physical to virtual environment

• Created new opportunities to drive revenue by helping customers to reduce infrastructure costs

• Improved customer retention with the ability to identify new customer services and offerings

VMWARE FOOTPRINT

• VMware NSX®
• VMware vCloud Director™
• VMware vSphere®
• VMware vRealize® Operations™

"When capacity is sitting idle, that impacts our business," explains Jotwani. "With vRealize Operations we have public IP tracking so we know how many public IPs are available and able to be offered to our customers. At the same time, our customers have increased visibility into their environment, and increased visibility enables better decision making."

Business Results and Benefits

When customers migrate to Navisite from another data center they may be running physical workloads and believe a certain number of CPUs is needed. vRealize Operations enables Navisite to provide the data necessary to demonstrate how their IT needs vary when moving from a physical to a virtual environment. Navisite can show the customer's average utilization over a period of time and provide recommendations on how VMs should be sized for optimal performance. In fact, since deploying vRealize Operations Navisite has reduced VM performance tracking and reporting from one week to minutes.

"Manually gathering data on our customer environments takes significant time and resources away from activities that can improve our impact on customers and our business," explains Jotwani. "With vRealize Operations it's easy for engineers to create reports and work with customers to make decisions based on data they can trust. The process is not only more efficient, but the data we can provide is greatly improved."

When Navisite customers experience performance issues they want to know why – is it the infrastructure? The application? The Virtual Machines? Because Navisite provides hosting services, customers expect that they will have the answers. Whether it is a managed services or self-service customer, typically infrastructure, and therefore Navisite, is an easy place to lay responsibility for the problems. With vRealize Operations, Navisite can identify the cause and help customers understand how to avoid problems moving forward.

Often, the data provided by vRealize Operations can result in a recommendation to reduce the CPU or memory or other resources, which Navisite shares with their customers, creating a true partnership and transparent operations. Navisite acknowledges that the resulting performance improvements can actually encourage the customer to evaluate other areas of their business which may benefit from Navisite managed services.

One example of this is how Navisite has been able to leverage vRealize Operations' reporting capabilities to help its banking customers better understand performance improvements after application patching. These enhanced reports add significant value to Navisite customers while also demonstrating how Navisite goes above and beyond to ensure customers optimize their IT investments.

"We're creating new opportunities to drive revenue by helping our customers to reduce their costs," says Jotwani. "We can better manage customer experience with vRealize Operations because we are always looking for the best ways to service customers and meet their performance expectations. At the same time, vRealize Operations has helped Navisite with capacity management, enabling us to determine the most efficient use of the capacity we have or where there is overprovisioning."

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Looking Ahead

Looking ahead at additional opportunities to leverage VMware solutions to deliver added value to customers, Navisite is exploring how to monetize vRealize Operations by giving customers the ability to view performance on their own. The vRealize Operations Management Pack for vCloud Director is an add-on management pack specifically designed for vCloud Director. It provides the ability to monitor the health of supported vCloud Director entities and sends early warning smart alerts for monitored Provider vCloud Director resources.

"VMware has always been an instrumental partner for our business," concludes Jotwani. "In today's competitive environment, our ability to offer new services and continue meeting customer needs is critical to acquiring and retaining customers. With VMware, every solution we implement adds value to our business and, in turn, allows us to add value to our customers."

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