Pictime Groupe’s “Instant Cloud” for High Security Verticals
An Easy Launch for Start-Ups and New to Cloud Enterprise Customers

Pictime Groupe is a classic specialist in high-performance, high-security applications hosting including healthcare and e-commerce in France. Their offer, designed for critical applications, is also particularly successful with industries like banking, which need strong security and reliability commitments. Read on to learn how they have extended focused expertise to these customers as well as drawing in new-to-cloud organizations using DRaaS (disaster recovery as a service).

Challenge:

Pictime Groupe’s platform met the rigorous requirements of business critical applications for high-preference clients, both enterprise customers and start-ups. However, their bet on DRaaS as a key part of their offer for both customers already outsourced on Instant Cloud or currently on-premises, was a collection of third-party tools aggregated together. It required more work from their presales team to be designed, and lacked the simplicity to be easy to sell and cost efficient.

Solution Recipe:

1) Simplify their DRaaS into an integrated solution using SRM from VMware for their Instant Cloud customers. It evolved from a complete standalone project to something as simple as an option to subscribe to.

2) Simplify their DRaaS for customers having their own on-premise VMware platform. With vCloud Availability and NSX, customers can easily rely on Pictime Groupe’s platform to design a secondary site to be ready at all times.

3) Focus the customer story to align with common business requirements, for example with verticals.

A Simple Critical Applications Offer with Upsells

Pictime Groupe’s primary customer offer has three pillars: simplicity, flexibility, and the ability to access incremental security services through upsell.

- Pictime Groupe simplified their initial DRaaS offer by setting aside other options, and using SRM and vCloud Availability from VMware.

- To demonstrate their commitment to these high requirements customers, Pictime Groupe provides several advanced capabilities as part of their core offer, including a 99.95% SLA, ISO 27001 compliance, and multisite capabilities. Upgrades from simple to more advanced architectures can be easily requested anytime.

- In addition, they provide advanced services for customers such as an increased SLA, pentesting, web application firewalls, and Anti-DDOS, Managed SIEM, and 24/7 Security Operations Center.

Fast Start

An initial start to focusing on specialized solutions -- e-commerce and healthcare for example for Pictime Groupe -- was driving internal efficiencies using many elements of today’s Cloud Provider Platform, such as NSX and vCloud Director.
Focus on the Application First: Leverage Integrator Capabilities
As Pictime Groupe is an integrator (in addition to a service provider), they have the ability to focus on the application first. With retail and healthcare customers – and whenever else possible – the message and the over leverage these capabilities focus on the application and not on the infrastructure.

Choose Specific Industries and Support Customer's Go-to-Market
As one of only a few cloud providers with the French healthcare regulatory approvals in place, Pictime Groupe targeted the healthcare start-up market for growth. To date, over 60 healthcare startups have become customers. Pictime Groupe goes beyond providing accreditation, high availability, and a highly secure platform and engages with customers like partners, supporting their go-to-market by:
• Providing industry specific advice and expertise, for example on regulatory requirements
• Facilitating connections with other start-ups and customers in the healthcare space
• Helping customers identify new customer opportunities and business synergies and helping them promote their offers nationwide at industry events for healthcare
• Providing connections with larger industry partners such as Dell, through a regular breakfast series specific to healthcare

Broad Digital Outreach, Simple Message
Pictime Groupe found that a "cloud" message was too ambiguous. However, when using a focused, simple DRaaS message and digital outreach tools such as LinkedIn and Google Adwords, it was easy for customers to understand and they were more interested in connecting with Pictime Groupe. From there, based on customer needs, Pictime Groupe's staff can guide customers to either the dedicated DRaaS offer, potentially connected to a full cloud IaaS offer, or a new-to-cloud DRaaS offer as their first step.

Pictime Groupe added a multitenant DRaaS service for an easy path for customers beginning their cloud journey. The French public unemployment insurance administration needed to secure over 100 servers running on their VMware on-premise infrastructure. Pictime Groupe proposed the DRaaS offer based on vCloud Availability in order to secure flawlessly those servers in a managed remote location, 200km away.

Success
DRaaS is usually a first step with new cloud customers -- intended to be one small, easy step and part of Pictime Groupe’s high-capability platform so upsells are also easy. Now with SRM that first step has actually become easy for sellers and customers. Feedback from sellers on the DR solution based on SRM has been positive – it’s efficient, and easy for customers to understand, and therefore easy to sell as it’s a simple, holistic, one-stop solution versus a collection of piece parts. Sales for new cloud customers have increased 18% mostly thanks to this hybrid on-premise / outsourced VMware DRaaS offer. Upsells to existing customers are also more frequent with more and more of them now subscribing to this no-brainer SRM DRaaS option, accelerating Pictime Groupe’s growth by 12%.

AtlasForMen, a retailer operating in 15 countries, needed to further secure their business critical applications because their web channel represents an increasing share of their revenue. They decided to upgrade their infrastructure with Pictime Groupe’s new DRaaS offer based on SRM in order to have stronger SLA, guarantees, and peace of mind.

A branch of a major French multinational banking group decided on Pictime Groupe because they needed an agile partner also able to comply with high standards in terms of security and availability, common in this industry. Pictime Groupe made it simple to address their corporate and legal requirements with those offers.