



# VMware Partner Connect Program Drives Digital Transformation for Managed Service Providers

## CHALLENGES

- Transitioning customers to the public cloud
- AWS price and technical complexity of VMware technology

## SOLUTION

- MSP model under VMware Partner Connect Program
- VMware Cloud on AWS

## TECHNOLOGIES USED

- VMware Cloud on AWS
- Faction Cloud Control Volumes
- VMware Cloud Partner Navigator

VMware partnership allows Faction® to offer customers maximum control in an unmatched hybrid and multi-cloud environment.

The Managed Services Provider (MSP) model under the VMware Partner Connect Program, enables partners to leverage service offerings to broaden their technology portfolio, address new customer needs and combine with unique managed services for increased profitability.

Faction is a leading managed services provider for VMware Cloud on AWS, including disaster recovery and production deployments, and is the only provider of attached storage to VMware Cloud on AWS. Since its founding in 2006, Faction has been an MSP using VMware technology to help customers in their journey to the cloud with specific focus on helping customers migrate to multi-cloud, VMware-virtualized environments.

Faction helps customers migrate to multi-cloud, powered by patented technology that provides low latency, high throughput connections to all the major clouds, including AWS, Azure and Google Cloud Platform. As a forward-thinking service provider, they anticipated the important role they could play in helping customers navigate the multi-cloud world as customers began changing how they were allocating IT budgets. Faction's private and multi-cloud platforms give clients the ability to move, access, scale and protect data between different cloud endpoints, without the fear of cloud lock-in.

Being part of VMware's Partner Connect Program, enables Faction to deliver value-added services on the proven VMware Cloud Provider Platform. The solid foundation allows them to empower thousands of end customers by giving them maximum control in an unmatched hybrid and multi-cloud environment that performs like on-prem, scales like public cloud and connects them like never before. Faction is recognized as an Advanced AWS Consulting Partner and VMware Premier Cloud Provider.

#### HOW FACTION HELPED GENPRO SCALE DISASTER RECOVERY

GenPro, a transportation logistics company, used VMware Cloud on AWS to provide infinite scale for their Disaster Recovery solution with Faction. With ongoing replication policies targeting VMware Cloud on AWS, GenPro is ready to move production workloads immediately in the event of a disaster. VMware Site Recovery Manager (SRM) automates the recovery process and prioritizes which virtual machines are restarted in a recovery, while Faction's CCV solution provides pre-configured, cloud attached storage via AWS Direct Connect to the VMware Cloud on AWS environment.

“As we looked at VMware Cloud on AWS to provide us a flexible, scalable solution that was compatible with our existing VMware investments, we were glad to have Faction as a partner in the journey. Faction's unique expertise in managing VMware environments, combined with their cloud networking expertise and Cloud Control Volumes, made for a solution that fit perfectly.”

ARI WEINSTOCK  
DIRECTOR OF IT  
GENPRO

Faction supports their end customers' cloud transformation journey by helping them:

- **Decrease the cost of VMware Cloud on AWS:** Customers with large-scale environments have saved more than 50% on total costs using Faction solutions for VMware Cloud on AWS
- **Increase application performance:** Faction offers a high-speed, low-latency connection with less than 2ms latency; the connection leverages Faction's patented Layer 2 technology.
- **Scale up without adding complexity:** Customers can scale as applications require, without adding costly compute nodes, and can easily expand their data center footprint globally.
- **Decrease risk:** Customers benefit from a proven infrastructure foundation built on durable and persistent storage.
- **Decrease time to market:** Faction enables customers to quickly meet their cloud objectives with rapid cloud migration.

#### Challenge

There are many challenges inherent to moving to the public cloud. Policies on governance, security and operations may need to change, while the lack of application portability and compatibility can lead to reduced agility, increased costs and loss of flexibility. The differences between developer needs and IT management can result in a dearth of enterprise application diversity, and the infrastructure differences between public and private clouds might force customers to re-architect and refactor.

Faction offers optimized, cost-effective processes to ease customers' transition to AWS. But MSPs who want to supply customers with value-added services often have difficulty distinguishing themselves among the sea of similar third-party concerns. Gaining a competitive advantage and broadening a company's technology portfolio often requires a strategic partnership with a recognized technology leader.

In addition, these partners must be able to support end customers that face these challenges when evaluating their public cloud options:

- **Vendor lock-in and high switching costs:** Customers incur high egress fees to export data from public cloud storage when moving to a different vendor or platform.
- **Scaling storage capacity for VMware Cloud on AWS can be costly and complex:** Storage volume is linked to a number of compute nodes, driving up costs as applications scale.
- **Data governance and control:** Loss of control of data in public clouds leads to potential security and compliance risks, legal penalties and reputational damage.
- **Complexity of unfamiliar cloud technology stack:** Adopting public clouds leads to high costs to hire and retain expertise, or to re-train existing staff on unfamiliar public cloud technology.

#### Solution

The groundbreaking VMware and AWS partnership that created VMware Cloud on AWS enabled customers to get the best of VMware and AWS in one solution. The Managed Services Provider (MSP) model under the Partner Connect Program enables partners to offer VMware-managed cloud infrastructure on a monthly subscription basis without the capital costs historically associated with a classic IaaS provider, accelerating the adoption of public and hybrid clouds.

Faction offers easy data center or application migration to the cloud. Faction's MSP services provide VMware customers an opportunity to enjoy the benefits of multi and hybrid cloud adoption with a worry-free move to VMware Cloud on AWS. They offer tight hybrid cloud integration scenarios.

“Just this quarter alone, we’ve gone from zero to five Fortune 500 logos buying VMware Cloud on AWS.”

LUKE NORRIS  
CEO AND FOUNDER  
FACTION

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Faction’s storage solution is integrated at the product level, an asset that is only possible via its partnership with VMware. Leveraging VMware’s user base and strong technology has allowed Faction to reach a larger audience and gain valuable data to further refine its truly unique service offering that ties in their networking and data expertise. Faction already manages thousands of hosts and has 100+ petabytes of storage under its management, and the company expects these numbers to more than double in 2019.

The ability to offer VMware Cloud on AWS has allowed Faction to address key customer use cases with minimal capital investments and little re-training of their IT staff. With this solution, they can offer DRaaS, data center extension, geographic expansion, migrations and enablement of numerous native AWS services attached to VMware Cloud on AWS.

“Just this quarter alone, we’ve gone from zero to five Fortune 500 logos buying VMware Cloud on AWS,” said Luke Norris, CEO and founder of Denver-based Faction, one of the premier VMware Cloud [VMC] on AWS managed services providers and VMware partner. “VMware is recognizing the cloud piece with this new master competency. Therefore, we can really drive this pinpoint solution that our customers are asking from us and we team with VMware on.”

“We’ve seen a massive uptick of mid-sized and large enterprises growing their VMware Cloud on AWS footprint. We think this technology is at the tipping point for even greater multi-cloud adoption. Now that Faction has solved for cost-effective, cloud-attached storage, expanded our data center footprint and earned key certifications due to our unique expertise, we’re beginning to see a flood of organizations across industries looking to move from their data centers to VMware Cloud on AWS.”

#### Product Use Cases:

- Data center or app migration to cloud
- Hybrid Disaster recovery as a service (HDRaaS)
- Cloud native services integration
- Data center extension

The journey to the cloud is the foundation of digital transformation. IT organizations have been intimidated by the price and complexity of moving their VMware solutions to the cloud. VMware’s Partner Connect Program extends the power of VMware Cloud on AWS to MSPs who can then enable end customers to enjoy the scaled benefits of the cloud.

#### Summary

The VMware Partner Connect Program includes a Managed Services Provider (MSP) model, within which partners can leverage VMware software-as-a-service offerings to deliver value-added managed services without investment in data center capacity. Faction built upon the Program’s opportunity to transform their customers’ businesses and expand their service offerings beyond what was previously possible. The partnership with VMware has provided Faction with access to industry-leading technology, the ability to co-create solutions like Cloud Attached Storage for VMware Cloud and a familiar solution that greatly decreases the risk and unknowns of moving to AWS, helping accelerate and simplify customers’ cloud journey.