



NxtGen¹

Infinite Datacenter

NxtGen Leverages VMware Partnership and Sovereign Cloud to Increase Growth by 17%

COMPANY

NxtGen

INDUSTRY

IT Services

HEADQUARTERS

Bengaluru, India

CHALLENGES

- Running of legacy or close to end-of-life hardware
- AMC and perpetual licensing costs
- No timely updates
- Multiple service delivery owners
- Inability to provide continuous training to employees

About NxtGen

Bengaluru, India-based NxtGen, offers a full range of data center and cloud services and solutions that help enterprises get more from their existing IT infrastructure, reduce complexity and lower costs. NxtGen also offers a complete portfolio of managed services, including Backup-as-a-Service, Disaster Recovery-as-a-Service, Data Protection-as-a-Service, Managed Security-as-a-Service, Infinite Vault – a cloud-based vault for critical enterprise documents, and SpeedCloud™ - an Application Services and AI-based Video Analytics Platform.

NxtGen's multi-cloud services integrate an enterprise's internal and external environments at the data, process management, and security layers to offer a complete data center solution. Whether it is a service from a global cloud provider, the company's cloud offering, or a customer's private cloud or physical infrastructure, NxtGen provides seamless network integration and single-point manageability across all platforms.

Its reliable, secure, flexible, and simplified IT solutions have helped more than 1,000 customers access a more robust infrastructure at reduced running costs and realize more efficient business processes.

Legacy IT Environments Hinder Customers' Digital Transformation Journeys

Customers who engage with NxtGen are often running legacy or close to end-of-life hardware and are constrained by Annual Management Charges (AMC) costs and perpetual software licenses. The lack of timely upgrades and multiple service delivery owners makes IT agility challenging. As IT environments grow and become more complex, NxtGen's customers have struggled to train employees to ensure smooth operational delivery continuously.

Managing these legacy systems is a full-time job for IT departments, and they see the cloud as an opportunity and another potentially time-consuming, resource-intensive undertaking.

SOVEREIGN CLOUD BENEFITS

- Serve industry-specific customers hosting regulated workloads
- Offer embedded cloud security, data protection and availability services
- Allow restricted and regulated network access
- Require security clearances for operators
- Implement network segmentation/ firewalls
- Compliance with industry regulations
- Data isolation and isolation from other cloud platforms as per geo-specific requirements
- No software or hardware license ownership needed
- Timely upgrades to the underlying platform to mitigate vulnerabilities
- Allow customers to monitor their cloud services from a dashboard
- Offer cloud benefits while meeting stringent security requirements

VMWARE PRODUCTS DEPLOYED:

- VMware vSphere
- VMware NSX
- VMware Cloud Director
- VMware vSAN
- VMware vRealize Operations
- VMware vRealize Log Insight

VMware Partner Connect Program Enables NxtGen's Datacenter and Cloud Technologies

NxtGen recognized early on that it was essential to partner with a leading, innovative technology company to provide effective cloud services to end customers. VMware's industry-wide recognition for innovative products and solutions inspired NxtGen to join the VMware Partner Connect Program. This brand recognition has been essential for NxtGen to sell its "Datacenter and Cloud Technologies". In addition, they work with customers in their journey into the world of hyper-converged hybrid computing infrastructure.

As part of the VMware Partner Connect Program, NxtGen has offered customers cloud features on a Software-as-a-Service model. This subscription approach gives customers timely updates and upgrades, while NxtGen owns the end-to-end cloud service delivery.

The partnership has been the foundation for NxtGen making its "Infinite Data Center" solution and cloud services commercially lucrative. Customers can consume cloud services either from the NxtGen public cloud or on a dedicated VMware-powered cloud hosted within their premises or in NxtGen data centres. In addition, customers running VMware on multi-cloud platforms (AWS, Azure, GCP) have the option to seamlessly migrate to NxtGen VMware cloud or subscribe to Disaster Recovery services with minimal effort.

NxtGen Partners with VMware to Increase Business Growth by 17%

NxtGen has realized some critical outcomes as a direct result of its partnership with VMware:

Business Growth

Numbers don't lie, and the increased business growth from joining the program is the actual evidence of success. Due to participation in the VMware Partner Connect Program, NxtGen has seen business increase 17% from 2019 to 2021.

Operational Efficiency

VMware Cloud Director helped create a new operating paradigm for NxtGen. In addition to NSX and vSAN, the company can provide scalability across their data centres. Now customers go to a single interface through VMware Cloud Director, where they control the network and storage planes and all other aspects of the customer's environment.

Cost Savings

With VMware technologies, NxtGen doubled its infrastructure last year without adding additional resources. In addition, VMware is very easy to work with, and there's a vast enterprise acceptance of VMware technologies.

Speed to Market

With growing business demands, NxtGen is more agile and adaptable to end customer needs. With VMware support, NxtGen launched effective go-to-market strategies to ensure the company remained a leading cloud provider.

“Today end-users and businesses want to know where their data is stored and which entities have access to it. Data sovereignty ensures that the data collected is subject to the governance of the nation it is collected from and has become an integral part of national policy, essentially the contract between state and citizen, protection in return for law acceptance. Sovereign cloud providers are committed to ensuring data privacy and compliance, helping customers get the benefits of the cloud whilst also meeting the rapidly evolving data privacy laws. At NxtGen, we are confident that being a part of the VMware Sovereign Cloud Initiative, we can accelerate the delivery of IT infrastructure, allowing security and control, and prompt responses to growing customer interest in protecting the interests of the nation. With our growing number of data centers, complimented by an edge cloud across the country and digital services, we are committed to supporting India’s growing needs for data consumption, coupled with compliance to the law of the land. We look forward to continuing to strengthen NxtGen’s vision and partnership with VMware and make the sovereign cloud initiate a grand success.”

A S RAJGOPAL,
CEO, NXTGEN DATACENTER & CLOUD
TECHNOLOGIES

Cloud Verified Certification Gives NxtGen Credibility and Customers Confidence

Customers are looking for flexibility and control in choosing cloud services for their enterprise workloads. And with Cloud Verified services, customers see NxtGen as the right partner to deliver on complex IT implementations. Adding the VMware Cloud Verified badge to NxtGen’s cloud service offerings shows customers and prospects that the company’s foundational cloud technologies and services are based on VMware Cloud Infrastructure, including VMware vSphere, VMware vSAN, and VMware NSX. In addition, the Cloud Verified badge communicates to customers that they can have freedom and flexibility to run their apps where they want, and they can lower their TCO through consistent operations.

Sovereign Cloud Services Offer Data Security and Compliance

Sovereign Cloud is built to serve industry-specific customers that host regulated workloads. Sovereign cloud includes embedded cloud security services, data protection and availability services, compliance services, physical security controls, security clearances for operators, additional network segmentation and restricted and regulated network access. Sovereign cloud also provides data sovereignty where all customer data, metadata, and escalation data reside on sovereign soil.

NxtGen has been offering its sovereign cloud services for four years to customers in government (State, Center and PSU), banking, financial services, insurance, and healthcare industries. NxtGen has established a sovereign cloud setup for its government customers, ensuring that compliances are adhered to, as outlined by the Ministry of Electronics and IT, CERT-In and similar agencies. The company’s customers store internal data and host citizen-centric services on the sovereign cloud, which provides benefits such as complete isolation from other cloud platforms, enhanced security measures such as network segmentation, physical security controls, managed detection, and response services.

A VMware-Powered Sovereign Cloud Provides Agility and Security

NxtGen sees the sovereign cloud as a vital part of its overall business strategy. Approx. 60% of NxtGen’s business is based on its government sovereign cloud offering, and four data centres in India include the sovereign cloud offering. NxtGen has deployed a software-defined approach in its sovereign cloud setup. Customers can provision and monitor cloud resources from a dashboard that allows them to go-to-market quickly.

Customers want the agility and innovation of the cloud, but they also want end-to-end data security, data lifecycle management and workload portability. By partnering with VMware, NxtGen can deliver a sovereign cloud that offers ease-of-cloud manageability, portability, and sector-specific compliance. With the ever-evolving industry, sector-specific compliances, and the need for organizations to keep pace with and transform with agility, a sovereign cloud built to serve the customer’s purpose would enable them to lead in their domain and be compliant with the overall guidelines of the sector.

Customers derive multiple benefits from NxtGen’s sovereign cloud – compliances as per industry/ sector requirement, no software or hardware or license (Operating System, Database etc.) ownership, and timely upgrades to the underlying platform to mitigate vulnerabilities.

“The partnership with NxtGen has been absolutely valuable. Undoubtedly, NxtGen not only knows its business but also has a comprehensive understanding of its customers’ requirements. Honestly, infrastructure migration is not easy, but NxtGen’s proficient team, quick response, and strategic approach made it as seamless as possible. I think it’s important to partner with a managed service provider who can help you throughout your journey. There are many pieces to IT infrastructure and on top of it compliance, so it’s important to work with a partner who can bring you resources in different areas, whether it’s security, infrastructure, connectivity, etc. We partnered with NxtGen and have not looked back. It’s just the beginning of a long-term business relationship with NxtGen.”

JITENDRA PANCHAL,
VP INFORMATION TECHNOLOGY, CENTRAL
DEPOSITORY SERVICES LIMITED

“We were facing issues regarding IT security, scalability and maintenance and were on the lookout for the ideal solution. With NxtGen’s Infinite Data Center and unique on-premises datacenter, all our concerns were met. Their superior technology transformed the way we functioned - making us more efficient whilst reducing expenditures.”

BABU MELEPURAM,
GENERAL MANAGER - INFORMATION
TECHNOLOGY, QUESS CORP

NxtGen offers Desktop-as-a-Service and dedicated virtual desktop infrastructure based on VMware Horizon. The company also provides DevOps (App modernization and Tanzu) and security services via VMware to its sovereign cloud customers. As industry and government focus on data and security compliance, the demand for sovereign cloud deployments will increase. And NxtGen expects that its partnership with VMware will correspondingly grow with industry demand.