Triple S Grows MSP Revenue by 150% in a Year with VMware Solutions and VMware Cloud Disaster Recovery

COMPANY

Triple S Cloud Solutions

INDUSTRY

Information Technology and Consulting

LOCATION

Cambuci, São Paulo, Brazil

CHALLENGES

- Difficulty modernizing applications while maintaining legacy systems
- Challenges deciding application and workload architecture
- Complexity in managing a hybrid multi-cloud environment
- Vulnerabilities to ransomware attacks

About Triple S Cloud Solutions

Triple S started as a service company and a cloud provider and were one of the first cloud solutions companies in the Latin American region. Triple S is a service-focused, cloud-only company that specializes in providing customized IT solutions for companies of all sizes.

Triple S, a modern Managed Services Provider, not only provides traditional managed services, but also helps augment their current and future customers' digital transformation journey. Their ongoing involvement ranges from re-hosting, re-platforming, and re-locating workloads to the cloud.

Additionally, they also offer optimized infrastructure for application modernization/ re-factoring, workload re-architecting, multi-cloud cost, operations and compliance management, data and workload protection, mobility and continuity, network security design and management, and Infrastructure Automation (Infrastructure-as-Code).

Managing a Hybrid Multi-Cloud Environment is a Challenging Space

Organizations want to shift to the cloud and accelerate their cloud projects, but no single solution fits all. Each organization has unique challenges as they embark on their cloud journey. Having so many different pathways and options can be challenging when deciding the application and workload architecture.

Customers also face challenges when modernizing applications while maintaining legacy systems and managing a hybrid multi-cloud setup.

Triple S Enables Cloud Transition for its Customers

Triple S invests time to understand their customers' requirements whilst keeping the pros and cons of each alternative transparent, with respect to cost, manageability, security, performance, and scalability.

Workload placement helps customers identify, define and place their existing or new workloads in their "natural habitats". Managed services offer support, monitoring, automation, administration, and management of private and hybrid environments. Smart services offered by partners help develop projects and implement custom solutions for customers.

vmware®

BENEFITS OF VMWARE CLOUD DISASTER RECOVERY

- Protect and replicate customer VMs regularly to VMware backup site
- Leverage on-demand and pilot light deployment options
- Eliminate ongoing expenses of cloud DR site with on-demand deployment until a failover occurs
- Lower overall cost of cloud infrastructure with pilot light option
- Protect customer data from malware with immutable snapshots
- Granular or at-scale recovery
- Non-disruptively test customer's recovery scenarios

VMWARE PRODUCTS DEPLOYED

- VMware Cloud Disaster Recovery
- CloudHealth by VMware
- VMware Cloud on AWS
- VMware Workspace ONE
- VMware Horizon
- VMware Tanzu Mission Control
- VMware NSX, Advanced Firewall, Advanced Load Balancing
- VMware vRealize Operations, vRealize Log Insight, vRealize Network Insight
- VMware vCenter
- VMware vSphere
- VMware vSAN
- VMware Cloud Foundation

Triple S facilitates customers' cloud transition journey by eliminating traditional IT-inherited obstacles. They make the shift from legacy systems to public cloud services easier for businesses by reducing the burden of managing, automating, and safeguarding IT infrastructure. The streamlined solution enables Triple S customers to dedicate more time to business innovation and reduce the time to market.

VMware Cloud Disaster Recovery: The Start for Triple S' Seamless Cloud Recovery

Triple S offers VMware Cloud Disaster Recovery as a managed disaster recovery service, that protects their customers' vSphere virtual machines by replicating them regularly to a VMware cloud backup site and recovering them as needed to a VMware Cloud on AWS Recovery Software-Defined Data Center (SDDC). This service requires customers to only permit protection and configure recovery methods and not fret about managing the infrastructure that facilitates these solutions.

VMware Cloud Disaster Recovery supports on-demand and Pilot Light deployment options. An on-demand cloud disaster recovery site deployment (also known as "just in time" deployment) is an appealing alternative to constantly running a warm standby cloud disaster recovery site. The ongoing expenses of a cloud disaster recovery site are completely eliminated with on-demand deployment until a failover occurs and cloud resources are deployed.

The VMware Cloud Disaster Recovery Pilot Light option enables a smaller subset of Software-Defined Data Center hosts to be deployed ahead of time for restoring important applications with lower Recovery Time Objective (RTO) requirements than an on-demand method. The Pilot Light deployment method supports enterprises in lowering the overall cost of cloud infrastructure by running a scaled-down version of a fully functional environment in warm-standby mode at all times.

Triple S decided to opt for VMware Cloud Disaster Recovery because it protects customer data from malware with non-disruptive validations of immutable cloud-based recovery points ranging from hours to months old and instant powering-on of virtual machines in the cloud. Its deep history of immutable snapshots differentiates it from VMware Site Recovery and VMware Site Recovery Manager. This ensures confidence in recovery from ransomware by restoring critical applications and supporting a resiliency strategy. Ransomware recovery is a must-have for business continuity projects.

VMware Cloud Disaster Recovery and Managed Service Provider Model: The Enabler of Triple S' Increased Growth

Triple S has been using VMware Cloud Disaster Recovery since August 2021 as a direct sell offering and since October 2021 as an MSP motion. Triple S is able to help their customers keep their data protection plans up to date with VMware Cloud Disaster Recovery. They are also able to test their customer's recovery scenarios often with little to no hassle. This enables them to collaborate with their customers and act as a trusted strategic partner for them. Customers have confidence that they have a secure and functional disaster recovery solution as they are able to run partial and more frequent disaster recovery tests.

On-boarding to Cloud Partner Navigator is fast and easy and visibility and automation are its most beneficial features, making it simpler for Triple S to focus on offering more value to their customers. Triple S plans on launching Tanzu "as-a-service" soon when a more expanded portfolio is available through the MSP route-to-market.

Triple S has seen considerable business growth since joining the VMware MSP program. Their customers have realized the benefits of the MSP model and have demanded new services for new initiatives, resulting in a long-term partnership between Triple S and the company as new needs developed.

vmware®

"VMware Cloud Disaster Recovery and VMware MSP offerings play a critical role in aspects like manageability, scalability, security and performance for our customers. Both the VMware Managed Service Provider model and VMware Cloud Disaster Recovery have contributed to our customers' digital transformation journey."

MARCOS FERRARI,
SALES LEAD, TRIPLE S

The Upshot of VMware's Partnership with Triple S

Triple S is able to explore the full potential of their intellectual property by being an MSP partner, while having a day-to-day discussion with their customers in order to align new opportunities for customers' growth. VMware not only provides MSP-suited solutions but also helps Triple S strengthen their pipeline by discussing strategies and granting funds for demand generation activities.

35% of VMware MSP related deals came to fruition from demand generation activities. Triple S was one of the first VMware MSPs in Brazil, which helped them become known as the partner of choice with regards to VMware "as-a-service" solutions. This very decision made them exponentially grow about 150% in their MSP-originated revenue in just a year.

VMware provides a growing number of "as-a-service" solutions through the Managed Service Provider's route-to-market. The MSP model allows Triple S to offer value-added services and help their customers utilize them in a simpler manner, freeing time for them to focus on their application modernization initiative.

The global pandemic has permanently altered fundamental business processes, compelling businesses to simplify and deliver solutions and services more efficiently and cost effectively. As organizations such as Triple S continue to surpass business expectations, VMware will invest in, support, and accelerate customer and partner efforts to ensure successful customer outcomes.

>> Explore Triple S Cloud Solutions

vmware®