AUCloud Maintains 100% Retention Rate with VMware Sovereign Cloud

COMPANY

AUCloud

INDUSTRY

IT Services

HEADQUARTERS

Canberra, Australia

About AUCloud

AUCloud was founded as a sovereign cloud IaaS provider in late 2018. AUCloud provides highly secure, standards-based sovereign cloud Infrastructure-as-a-Service (IaaS) to the Australian Government, Defense, Defense Industries and Critical National Industry (CNI) communities. The Canberra-based company delivers services with the highest security approach to support the Australian government's best practices for protected data standards and controls.

AUCloud is owned, managed and operated in Australia by security-cleared Australian citizens. All services and data hosted by AUCloud resides in Australia. This includes all customer data, account data, metadata, support data and derived analytics data. Their core services include Compute-as-a-Service, Storage-as-a-Service, Backup-as-a-Service, Disaster Recovery-as-a-Service, Desktop-as-a-Service, M365 Backup-as-a-Service, Secure Operations Center-as-a-Service and Workspace ONE.

As a sovereign cloud services provider, AUCloud's mission is to support all its customers in making their applications and systems more cost efficient to operate, more secure and effective for all users and citizens.

Agility of the Cloud vs Data Security

AUCloud customers are facing a growing number of challenges as they transition to the cloud. The number one priority for AUCloud customers is data security and data governance. The Australian public trusts government agencies to ensure their data is secure. In turn, providers like AUCloud must follow strict security requirements and regulatory compliance such as the Hosting Certification Framework and the Cloud Assessment and Authorization Framework.

With data security top of mind, governments are wary of data breaches and ransomware attacks that could compromise data. With limited employee resources and budget constraints, as well as changes to the way people work as a result of Covid, customers struggle to keep up with the daily security measures. This provides a growth opportunity for all of AUCloud's services.

vmware®

"AUCloud's sovereign cloud IaaS has been 'Engineered to Protected" – built from the ground up to deliver the security and sovereign data protection Australians expect. Our assurance to customers is that their data will never be moved outside Australia and therefore vulnerable to data confidentiality, integrity or availability compromise as it is moved around the world. Our customers are assured that all data - customer data, account data, metadata, support data, monitoring and derived analytics data, will remain in Australia - always. And, importantly, that they will benefit from sovereign data protection with the scale, automation, elasticity and lower costs typically associated with global cloud offerings."

PHIL DAWSON,
MANAGING DIRECTOR, AUCLOUD

"Security of our data and protecting the commercially sensitive data of our clients is a top priority. We know how vulnerable data is to being shipped around the world. This is not a risk we are prepared to take. The fact that AUCloud is a sovereign cloud IaaS provider provided peace of mind that our data would always remain in Australia, under our control."

CHIEF OPERATING OFFICER,
XTEK

AUCloud Achieves QoQ Growth with the VMware Partner Connect Program

The VMware Partner Connect Program has enabled AUCloud to scope and deploy services and solutions to meet customer requirements. For example, AUCloud was able to deploy both Horizon Desktop-as-a-Service and Workspace ONE Unified Endpoint Management to provide virtual desktop infrastructure and mobile device management for Australian government customers. As new VMware products are released, it also enables AUCloud to resource and train sales and technical personnel on new product features and functionality, scope customer discussions, and also monetize these offerings. This gives AUCloud a big first-mover advantage for both new sales and customer retention.

AUCloud customers are familiar with and see the value of VMware as a global technology brand. The partnership with VMware gives AUCloud credibility and relieves any hesitancy customers might have in adopting AUCloud services. The Partner Connect Program has played an integral role in supporting the growth of AUCloud. By enabling a pay-as-you-go model, AUCloud is able to deploy a suite of VMware service offerings without a significant licensing investment.

The VMware product ecosystem is the most complete ecosystem to enable AUCloud to deliver certified hosting services in regions where integration with external systems is not possible. It is critical for AUCloud to be able to operate in a "Dark Site" topology where access to SaaS and other services is not possible. Additionally, VMware technology such as hypervisor security and validation are well known and trusted by their customers.

Since joining the VMware Partner Connect Program, AUCloud has achieved quarter-over-quarter growth and maintained close to a 100% customer retention rate. AUCloud values speed to market and partnering with VMware enables them to confidently deploy the latest product releases with the knowledge that they have VMware's full support.

Cloud Verified Certification Validates AUCloud as a Trusted Partner

Being VMware Cloud Verified is an important way to differentiate AUCloud from other providers. It indicates that AUCloud has deployed a VMware service ecosystem in accordance with VMware best practices and provides the confidence to their customers that they have an expertise VMware products to host their most important workloads.

Sovereign Cloud Specialist AUCloud Shares Expertise in Cloud Adoption and Migration

A sovereign cloud is built to serve industry-specific customers that host regulated workloads. Features such as embedded cloud security services, data protection and availability services, compliance services, and restricted and regulated network access are foundational for a sovereign cloud. Sovereign cloud also provides data sovereignty where all customer data, metadata, and escalation data reside on sovereign soil.

The AUCloud sovereign cloud is managed and operated in Australia and can assure data sovereignty because only a single jurisdictional control and legal authority - Australian jurisdiction control and Australian law - can be asserted over the resident data. Data hosted on AUCloud's sovereign cloud never leaves Australian soil and is not subject to extra territorial intervention.

Through its sovereign cloud offering, AUCloud delivers a range of Platform and Software-as-a-Service cloud-based solutions. The company also offers expertise in the adoption and migration of cloud services.

vmware®

VMWARE PRODUCTS DEPLOYED:

• Desktop as a Service
• Workspace ONE
• VMware Cloud Director
• vCentre
• vSphere
• vRealize Orchestrator
• vCloud Availability
• vRealize Automation
• NSX-V

PRODUCT ROADMAP:

• NSX-T by end of March 2022
• Tanzu services by April 2022

CUSTOMER SUCCESS STORY

• Australian National University

Some key AUCloud sovereign cloud use cases include:

• Monitoring cyber threats for the Australian Electoral Commission
• Re-platforming of a mission-critical defense-wide e-health application delivered by a global service integration partner
• Hosting a range of secure collaboration solutions provided by partners who service the Victoria Department of Justice, a major banking client and others
• Providing IaaS for a mobility service provider, supporting services to the Department of Defense, Department of Health and a range of other Federal Government agencies
• Supporting a cyber and application development specialist delivering complete security vetting within high-trust environments such as banking, finance, government and law enforcement
• Provisioning of business continuity and security services to key defense supply chain partners.

AUCloud Offers Customers Security and Economic Benefits

AUCloud customers have a stringent requirement that data will not be moved outside of Australia and therefore will not be vulnerable to data confidentiality, integrity or availability compromise offshore. By partnering with VMware, customers see a recognized company who they can trust to maintain the security of their data. Customers are assured that all data types will remain in Australia.

The VMware Partner Connect Program has allowed AUCloud customers to benefit from sovereign data protection with the scale, automation, elasticity and lower costs associated with global cloud offerings. The company's cloud IaaS is standards-based and provides customers with security along with the economic benefits of a genuine, scalable, elastic, pay-as-you-use cloud model.

Additionally, AUCloud has been assessed under Phase 1, and is the first Cloud Services Provider to be fully "Authorized to Operate" under Phase 2 of the Australian Cyber Security Center's Cloud Assessment and Authorization Framework to the PROTECTED level controls of the Government's Information Security Manual (ISM). The VMware Partner Connect Program has been a significant driver in allowing AUCloud to achieve these standards and recognition.

VMware technology is familiar across the market and to customers as they start to move to the cloud. Also, AUCloud has no hidden charges or additional controls to meet the government's ISM, which reduces both risk and the training requirement and, as a result, costs for customers and partners.

Growing Demand for Sovereign Cloud

AUCloud was started specifically to offer a sovereign cloud for Australia, focusing exclusively on Australian government and critical industry organizations. As customers weigh the agility and flexibility of cloud models with the importance of data security, AUCloud sees sovereign clouds playing an important and growing role. An increasingly vulnerable cyber landscape is driving sensitivity about where data is stored and how and where it is moved. As a result, the trend to more local rather than global data management and storage options is growing.

AUCloud has seen a large demand for its sovereign cloud services, but also recognizes that only a small percentage of workloads are cloud-hosted and managed. This represents a huge market opportunity especially given AUCloud deployed its sovereign cloud on a VMware-based technology suite that is the predominant technology used across the Australian Government. AUCloud also anticipates that legislative amendments proposed by the Australian Government aimed to manage cyber risk and catastrophic disruption to critical industries will further enhance the need for sovereign cloud options.

Summary

Because AUCloud integrates world leading API-centric, micro service, containerized, IaaS automation, orchestration, and monitoring practices, they can offer savings in terms of resources, helping customers accelerate the path to digital transformation and ensure control. Their cloud also de-risks innovation and makes it cheaper. Ideas can be tested quickly, without expensive physical infrastructure. Cheaper innovation is less risky, easier to justify and allows more to be achieved within the same budget. This is critical in the design and development of digital services where time and money are of the essence.