



DATACOM

Datacom Partners with VMware to Deploy a Sovereign Cloud that Helps Increase Revenue and Expand Services

COMPANY

Datacom

INDUSTRY

IT Services

HEADQUARTERS

New Zealand

CHALLENGES

- Changes driven by COVID have increased the need to find the right people with the right skills especially with border closures
- Complexity of modern requirements and urgency of strategic initiatives has resulted in more demand for flexible, outsourced and managed solutions
- Government agencies have specific privacy and security requirements
- Security remains a key area of focus given global instability and increased cyber threats

About Datacom

With more than 6,500 employees and \$1.4 billion in annual revenue, Datacom is one of Australia's largest professional IT services companies. Founded in 1965, Datacom designs, builds and runs IT systems and processes for businesses. The company also supports existing legacy IT systems and processes as well as custom-designed solutions. With more than 50 years of experience, they have grown to be one of the leading locally owned technology companies.

Datacom partners with customers from large government agencies to commercial businesses to transform their organizational goals from idea to delivery. They work with customers to solve real business problems and use their deep expertise to build and operate sustainable solutions by exploring their current state and clarifying their future potential.

Datacom operates mission-critical infrastructure through award winning data center facilities and helps customers adopt a hybrid cloud approach or utilize multiple clouds with their private cloud infrastructure. Their SaaS solutions enable customers to manage and process their own payroll. More than 70 of the largest government agencies in New Zealand and Australia trust Datascape, a cloud-based enterprise software for scalable, flexible, and agile services. They work with 150+ large enterprises as well as thousands of end customers via their Connect business.

End Customers Need a True Partner on Their Journey to the Cloud

Change is the one constant that companies can rely on day in and day out. Businesses need to adapt quickly and at scale. Additionally, COVID has triggered one of the biggest changes in business practices in the last decade. But finding the right people with the right skills is more challenging than ever, especially with border closures. This makes the cloud journey challenging and often intimidating for customers.

More than ever, customers look for partners with not only the technology and skills, but also the experience and leadership to ensure a smooth digital transformation. The complexity of modern requirements along with the urgency of strategic initiatives has resulted in more customers looking for outsourced, managed solutions with flexibility

BUSINESS BENEFITS

- Access to local VMware expertise
- Being a recognized technology leader gives end customers confidence
- Commercial frameworks that help provide additional value to customers
- Agility and iterative design approach to bring ideas to customers
- Flexibility to expand service offerings based on varied suite of products
- Valuable insight that helps build solutions to meet real world customer problems
- Approx. 20% YoY growth in 3 years
- Increase in time to value by almost 9 months
- Differentiated services through VMware infrastructure

VMWARE PRODUCTS DEPLOYED:

- VMware Cloud Foundation
- VMware Cloud Director
- VMware vRealize Suite
- VMware vSphere
- VMware Tanzu

“Our sovereign cloud solution would not be possible without the access, enthusiasm and support from VMware. More than a technology partner, VMware is an extension of our business. Datacom has always been in service to people, not technology. We understand value creation is driven by people, made possible by process, and realized by tech. The value VMware provides is only partly due to the technology. It mostly comes from the VMware employees. People Datacom relies on to drive the success of our business.”

DARREN HOPPER,
ASSOCIATE DIRECTOR, CLOUD PRODUCT,
DATACOM

at their core. Government agencies see the benefits of a public cloud, but have enhanced privacy and security requirements. To deliver value-added services to both businesses and governments, Datacom turned to VMware. Their local sovereign cloud solution backed by global technical expertise by VMware, has allowed Datacom to create a value proposition that combines in-country technology supported by global insight and delivered by local cloud evangelists.

VMware Partner Connect Program: A Foundation for Cloud Services Growth

The VMware Partner Connect Program provides partners access to world-class technology and people. Datacom leverages the commercial frameworks to give additional value back to customers, and the flexibility to expand service offerings based on the suite of products. Datacom believes the single biggest benefit to being a VMware partner is access to VMware personnel. Local VMware teams are an extension to Datacom's business and overall capabilities. With more than 1,000 certified experts, Datacom sees VMware as an important strategic partner in managing infrastructure and IT solutions.

The VMware partnership was a catalyst in Datacom accelerating innovation across a number of areas that has resulted in approximately 20% YoY growth in the last three years. VMware provides Datacom technology to test and learn with customers in an agile way. Flexible commercial arrangements offered by VMware have enabled Datacom to accelerate designs and solutions and bring additional products and service enhancements to market. This allows the cloud provider to gain valuable insight into how to build solutions and meet real world customer problems. VMware's support and confidence in Datacom's vision has enabled the testing of innovative cloud solutions and identified specific use cases to local business challenges. This foundational support has helped Datacom create Datacom Cloud X, powered by VMware - the company's most ambitious cloud offering. Through this collaborative approach and agile framework, the Cloud X product time to value is estimated to be increased by almost nine months.

Datacom sees VMware Cloud Verified certification as more than just a badge or logo. Being Cloud Verified demonstrates the company's commitment to the VMware partnership and its ambition and focus on customers. Their Cloud Verified status demonstrates the knowledge and expertise Datacom employees provide to customers.

A Secure, Locally-Managed Sovereign Cloud

A sovereign cloud maintains the sovereignty of data in all possible ways for any country, region, enterprise, or government. Requiring that all data should reside locally, the cloud should be managed and governed locally, all data processing including API calls, should happen within the geography. The data should be accessible only to residents of the same country, and should not be available under foreign laws.

Datacom has offered sovereign cloud solutions for over 10 years in New Zealand and Australia and has generated significant revenue contribution to the Datacom group. The company provides its highly secure sovereign cloud infrastructure to more than 50 local, federal or national government agencies. Many customers have policy and privacy requirements that restrict sensitive data being stored, accessed or available offshore. For example, Datacom provides solutions to New Zealand government agencies, ensuring data on New Zealand citizens is kept in New Zealand. In Australia the company provides services to courts and judicial bodies, ensuring exceptionally sensitive information on cases is protected in the country. Datacom also services local banks, personal data from blood institutions and health organizations.

“At a government level, sovereign data management allows our customers to handle strategic, and highly confidential data, which needs increased attention paid to privacy, access, and geographical sovereignty as it directly impacts the citizens that government agencies serve.”

NEW ZEALAND GOVERNMENT AGENCY

“Sovereignty means something different to our commercial customers. It means the ability for data to be managed close to a business and within their sphere of control. Minimizing network complexity is a huge advantage for business continuity in situations where critical infrastructure may be impacted such as natural disasters.”

ANZ COMMERCIAL LARGE ENTERPRISE IN BUILDING & CIVIL INDUSTRY

VMware Helps Datacom Protect Sensitive Government Data

The Datacom sovereign cloud gives customers data confidence. Customers look to the cloud provider to protect their most sensitive and precious asset - their data. And VMware gives Datacom the technical expertise needed to drive their business forward. The foundation that drives their sovereign cloud strategy is the reliability and transparency from VMware. Datacom noticed that a key differentiator is that VMware tells them what they need to know, not what they want to hear. They consider VMware as a part of their virtual team. Having access to VMware expertise allows them to gain insight and access to global enterprises who are on the same path and trajectory.

End customers receive a local solution with rapid access to critical data for applications that depend on low latency. With all data and data transactions staying onshore, customers benefit from greater confidence and control over their business. Datacom sees the sovereign cloud as more than infrastructure; it is an investment in local communities, local resources and local people.

Sovereign Cloud for Country-Specific Data Security

With the growth and presence of hyperscalers and the rise of a global “everything everywhere” strategy, Datacom sees a significant opportunity for enterprises who wish to maintain a true sovereign capability, combining data integrity and access to local experts. External factors such as cyber threats from malicious actors and the unknown threat from regulation (GDPR) have created an appetite for sovereign cloud solutions with high levels of governance and control.

Summary

Datacom’s entire business is built on a sovereign cloud philosophy. As customer demands change and Datacom sees a move to more hybrid solutions, they are working to develop products that provide the benefits of the hybrid cloud whilst delivering in-country data and segregation.

Datacom is expanding its footprint and deployment of additional products and services built on what their customers are telling them. This includes security and connectivity solutions such as NSX-T to provide customers with increased security and network capabilities. For customers with hybrid cloud needs, Datacom is enabling additional migration tools within their platforms such as HCX and VMware Cloud Director Availability. Other growth opportunities are on the horizon for Datacom with containerized applications offering a range of Kubernetes based solutions using VMware Tanzu. And with the continued growth of the hybrid cloud, the company will explore opportunities for VMware cloud-based services such as Cloud Director service and extend their use of multi-cloud management solutions such as CloudHealth, to enable simpler management of multi-cloud environments.