

# Private Cloud Case Study



**Our private cloud solution addresses real business needs by combining the benefits of cloud hosting with traditional on-premise solutions, thus accommodating the individual requirements of a variety of clients.**

## **Datanet's private cloud solution**

Datanet operates from its privately owned data centre in Hampshire and has been providing business class hosting and connectivity since 1996. The company works closely with software vendors and IT companies to create a tailored private cloud solution that is flexible, scalable and reliable. It gives software vendors the opportunity to offer a variety of cloud services to suit different types of organisations.

These private cloud solutions are built on best of breed technologies including VMware 5.5, Dell Blade Servers, EMC storage SANs, and Microsoft SPLA licensing, supported by a high availability environment and failover using VMware Site Replication Manager, running over multiple gigabit connections across three data centres.

Datanet is an ISO 9001 & ISO 27001 accredited business with the mantra of "CIA" – "confidentiality, integrity and availability," – at the heart of its private cloud solutions according to founder and MD, Conleth McCallan.

## **Case study: Datanet enables ConsultCRM to offer new private cloud solutions**

ConsultCRM is a Gold Microsoft Partner providing Microsoft Dynamics CRM to clients in multiple vertical sectors ranging from mid-market businesses to international corporations. With Datanet as their infrastructure hosting partner, ConsultCRM has created a new private cloud offering, developed and driven by a need to deliver the benefits of traditional on-premise deployments and those of cloud hosting. ConsultCRM has clients that require a high degree of customisation and integration. Historically this would have only been possible with an on-premise deployment but – with the private cloud – they are now able to benefit from the advantages of cloud hosting in addition to the flexibility and customisation of on-premise deployment.

As Richard Sawney, CEO at ConsultCRM, explains: "We now have a brand new offering, *the third way*, which enables us to meet the widely varying needs of our customers. This service has meant faster deployment, cost savings for our clients, and it complements the roll out of the Microsoft Cloud solution. We have developed a close relationship with Datanet and together we work to deliver tangible benefits to our clients and their end users.

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# Private Cloud Benefits

## Technical Benefits

- Hosting and connectivity expertise – Datanet has 18 years of hosting experience and can also advise clients on connectivity solutions around the private cloud, such as private DSL and private point-to-point connection over layer 2 directly into the hosted environment.
- Direct management of databases – Clients can have access to their databases where they have the ability to run their own SQL code and procedures.
- Datanet takes regular snapshots of the client's infrastructure with immediate access to back-ups. Datanet also offers SRM (site replication manager) automatic failover to another data centre with 15 minutes recovery time.
- Clients are also provided with free rack space at the data centre so they can run their own backups and use it as a proof of concept test bed or as a FTP site for the next client data upload.
- Clients can run two or more CRM organisation databases in parallel on the same infrastructure, allowing them to maintain separate development and production environments.
- Private cloud facilitates use of a Private Active Directory domain which only the client has access to.

## Commercial Benefits

- Low capital expenditure – The server provision, licensing, maintenance and management costs are consolidated into one single monthly payment rather than having to purchase, set up, install and maintain on-premise servers.
- The utility billing model permits 'on-demand provisioning' and 'right-sizing', allowing the client to only pay for what they consume.
- Pay as you grow – clients have the flexibility to quickly up- or down-scale usage in response to their business needs.
- Faster deployment – Clients reduce on the amount of professional services required for deployment.
- Initial seed uploads take place within the datacentre, reducing ingestion costs and speeding up the whole process of uploading customer data'

## End User Benefits

- Version control – together with our partners we control the release of new software versions, allowing organisations to prepare their end users before rolling out upgrades.
- Mobility – Private cloud solutions are designed to embrace the spirit of "BYOD", giving end-users increased flexibility and mobility while providing management with a securely managed infrastructure.
- End users now get all the features and benefits they were used to in the on-premise environment.

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