



ON THE HUNT FOR A PRIVATE CLOUD

CDW Professional Services helps a global sales organization narrow its technology options and realize all the benefits of private cloud automation.

When a global sales organization sought help in selecting and building a private cloud infrastructure to automate one of its U.S.-based data centers, CDW's Consultative Advisory Services team provided the guidance and support the company was looking for. The team helps align a company's organizational objectives with its IT strategy as a means to achieve its essential business initiatives. With full production rollout about to begin, the VMware solution selected by this particular organization has already shown it can deliver a host of operational efficiencies, CDW Professional Services Manager Gene Howell says.

"The process that we've taken them through has demonstrated that the solution makes their data center better, faster and cheaper," Howell says. "Less time is required to deploy resources, fewer resources are needed for deployments and there are more consistent deployments with the private cloud."

With an unmatched scope of expertise and vendor relationships, CDW brings a valuable and unique point of view to its customers.

A Tailored Solution

CDW advised the organization to evaluate and compare solutions from three leading private cloud technology vendors, then provided smart decision-making tools to help this customer make a final determination.

"They were new to private cloud technology, so they had little context for the decision about which technology best fit their needs," says Steve Mocolnikar, a professional services manager on CDW's Consultative Advisory Services team. "We recommended and drafted a decision matrix for the company based on use-case analysis."

Every client has a unique IT environment and business goals, which is why CDW's Consultative Advisory Services team remains vendor-agnostic while helping organizations define their requirements and identify the solutions that most closely match those objectives, Mocolnikar says. Here, a technology decision matrix was tailored to this particular organization's business and IT processes while also providing

77%

Percentage of responding IT professionals who said their organizations had adopted private cloud technology, in a recent RightScale survey.

SOURCE: [RightScale, "2016 State of the Cloud Report,"](#) February 2016

1 DAY

Time needed to deploy a Linux server in a global sales organization's data center using vRA and NSX private cloud automation, down from the typical 10 days for manual deployment

SOURCE: Dee Baker, CDW Engagement Manager

a framework to compare different vendors' products. The matrix focused on how each competing technology would perform in the organization's specific use cases. CDW also helped the organization develop a weighting scale to assess the value each use case might bring to the business.

The Solution

The decision matrix process made it clear to CDW's customer that its requirements would be best met by VMware's vRealize Automation (vRA) suite and the vendor's NSX software-defined network and security services. Once those determinations were made, CDW leveraged its knowledge of and close relationship with VMware to ensure the customer

would get the very latest version of the software, which had not yet been released.

"Customer, vendor and product knowledge are the key to what we do," says Consultative Advisory Services Engagement Manager Dee Baker. "We leverage our relationships with both to find and execute the best solution for our customers' business goals."

Expanded Scope

After selecting the products and technology to deploy, this global sales organization moved on to phase two — proof of value — with additional help from CDW Consultative Advisory Services and Data Center Services specialists. The customer's set of high-level criteria, which defined loose performance parameters for the system, allowed CDW to start working through specific use cases on the VMware solution, showing what would happen when manual IT processes were automated. The company was so impressed by the solution's performance that it tripled the scope of the project.

"Initially the project was loosely defined because they weren't sure how it would turn out," MociInikar says. "The more they saw, the more they wanted to do with the solution."

Ultimately, this global seller determined that it wanted a private cloud solution that could be used as the standard on which to automate the company's data centers worldwide.

"They were very much looking for the 'wow' factor in a solution, and they got it," MociInikar says. "They're eager to demonstrate the solution to their counterparts in China, who had been skeptical that there could be one automation standard for the company throughout the world."

The third phase of the project — full production rollout of vRA and NSX private cloud automation in the data center — started in late summer 2016. Specialists from Consultative Advisory Services and CDW's Data Center Services teams will see the deployment through to the end, ensuring that the transformed IT environment continues to align with business objectives. Along the way, the project will lay the foundation for the organization to adopt more Infrastructure as a Service technologies. ■

Key Considerations

Evaluating an unfamiliar technology is made easier with solutions and services like CDW's Private Cloud Readiness Assessment process. It allows organizations to compare how specific technologies would perform to meet a potential buyer's goals in their environment. CDW's Steve MociInikar, a professional services manager on CDW's Consultative Advisory Services team, lists some mission-critical benchmarks that companies should take into account when deciding on a new innovative service:



- Provisioning, automation and orchestration of services
- Software-defined networking
- Workload and infrastructure interaction
- User experience (UX)
- Requirements for high availability
- Agility and scalability
- Support for IT governance capabilities
- Service and operational support agreements
- Alignment with regulatory requirements

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