

ZeroChaos' move to a single network service provider and data center cloud adds nimbleness and innovation – while giving time back to IT staff.

## ZeroChaos

ZeroChaos is a workforce consultancy of unbiased, completely transparent contingent workforce solutions. Services offered include global employer of record, vendor management, private label sourcing, risk management, independent contractor management, statement of work solutions and employee screening.

An international firm with its solutions at work in over 96 countries across the globe, ZeroChaos is transforming the staffing industry with innovative ideas that enable organizations to build proactive relationships with quality talent. The company provides its services entirely through an automated and web-enabled delivery platform.

### The Challenge

**Move from legacy service providers to a single source offering global exposure while migrating data center infrastructure to the cloud to meet explosive company growth**

Over the past 15 years, ZeroChaos' dynamic growth has been driven by its customer-centric approach to solving workforce management issues. In fact, it was global expansion that led the firm to search for a new network service provider.

"We had a long-standing relationship with a major carrier," says Gary Flowers, CIO at ZeroChaos. "However, we did not want a different network infrastructure in the U.S. versus our operations in the rest of the world."

The company's explosive growth was also the catalyst for its interest in moving data center operations to the cloud. "We felt the need for data center agility and scalability for growth," Flowers adds. "Expanding our cloud use would also simultaneously help control costs."

At this point, ZeroChaos turned to the CDW aggregation services team for consultation. "We had been working with ZeroChaos on a number of other IT initiatives," says CDW Account Executive Mike Bayhi. "When the need for telecom and cloud services arose, I mentioned our aggregation services team and how they could help."

"ZeroChaos wanted to eliminate 'swivel-chair' or manual entry work by moving to the cloud," says Robyn Ackerman, CDW senior account manager. The objective was to have the CDW aggregation team help in that area as well as others, including:

- Network service provider analysis and recommendations



Kenneth Lawrence, Director of Infrastructure Technology  
Gary Flowers, CIO  
ZeroChaos | Orlando, Fla.

### Highlights

#### Customer challenge:

- Inefficiencies using several network service providers
- Limited data center scalability
- Geographically limited data center resources

#### Solutions/benefits:

- A newer and more agile global network via one provider
- Faster ramp up of new apps and technology
- Faster go-to-market capabilities
- Costs that are much more predictable

- Offering recommendations for a cloud service provider
- Running vendor request for proposals (RFPs) to provide ZeroChaos with marketplace options
- Assisting with cost structure and contractual requirements for new third-party vendors

### The Solution:

**Move to Masergy Communications for global network services and migrate data center operations to a private cloud hosted by Datapipe**

To start the process, ZeroChaos' IT management employed a matrix decision-making model. "In the matrix, we identified all of the requirements that we felt important in a global network service provider and cloud provider," says Kenneth Lawrence, director of infrastructure technology at ZeroChaos.

These included:

- The use of the ZeroChaos network backbone as an existing infrastructure
- Change orders that could be kept in one place for greater access and convenience
- Speed and agility that could be leveraged to keep up with company growth

Following a review of potential vendors, CDW recommended Masergy Communications as the best fit for global network service consolidation. Previously, the firm was using three legacy service providers that proved inefficient and cumbersome to manage.

"The newer network providers, such as Masergy Communications, give businesses the ability to see every single bit of traffic traversing the network in real time," says Andrew Klos, voice and data specialist at CDW. "Known for global customer service, Masergy offers agile, customizable and on-demand network resources which complement the ZeroChaos cloud strategy."

As for a cloud service provider, CDW recommended Datapipe. As it turned out, the firm's flexibility and ability to understand ZeroChaos needs proved invaluable. "We couldn't afford to work with a provider that would be rigid in its expectations of how we would communicate our requirements," Flowers says. "Datapipe was very accepting of our business needs, which really made a difference."

Following a nearly flawless migration in a small window of time, about four months, the cloud cutover took place on April 25, 2013. Currently, ZeroChaos has moved a number of applications to the cloud including its vendor management system, phone service, email, payroll, customer relationship management (CRM), SharePoint and remote desktop server farms.

## The Results

**A global services provider offering more insight into the network along with a cloud-based data center providing the ability to scale, keep up with company growth and the potential to do more with less**

"We consider the Datapipe team as an extension of our IT staff," Lawrence says. The scalability of the private cloud provides ZeroChaos with faster go-to-market capabilities without sacrificing quality. "We like to talk about innovation

## CDW Aggregation Services

CDW is one of the largest telecom agents in the country, supporting hundreds of customers over the past decade. We work with more than 70 unique carriers and over colocation facilities who offer a variety of telecommunication-related services including WAN, Internet, voice and hosting.

As a \$10 billion company, coupled with the volume of telecom services, we source for our customers. CDW is uniquely positioned to leverage and investigate the market on behalf of your business. CDW does not resell any service offerings. Rather, we act as an agent with the ability to provide multiple partner options as well as aggressive price points and enhanced support to your organization.

Our in-depth understanding of the marketplace helps customers reduce costs, increase productivity and be a leader on the forefront of technology.

### Areas of Focus:

- **DATA:** Metro and long-haul transit, MPLS, IPVPN, VPLS, VPWS, IP, CDN, dark fiber, point-to-point TDM, etc.
- **VOICE APPLICATIONS:** SIP, PRI, POTS, audio conferencing, enhanced voice services, hosted PBX/VoIP, etc.
- **HOSTING SERVICES:** Cloud computing, hosted email exchange, managed colocation, hosted voice solutions, etc.

### Benefits of Using CDW's Telecom Services:

- Multiple carrier designs and pricing
- Dedicated carrier resources – CDW has at least one dedicated person from each carrier onsite for all levels of support – pre- and post- installation
- CDW voice and data spend contributes to customer's overall CDW spend
- CDW customers save an average of 22 percent off of their existing contracts

and leaning forward," Flowers adds. "The new global network and private cloud services allow us to do just that." In fact, the firm just expanded its services in Europe and is looking for further expansion in the Asia-Pacific region later in 2014.

The benefits gleaned by the firm include:

- A more reliable and agile global network
- A leaner IT organization via cloud computing
- Faster ramp-up time for new applications and technology
- Faster go-to-market capabilities
- More predictable operating expenses (OPEX)

**Contact your CDW account manager today to see what we can do for your telecom environment.**

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