

## ROUNDARCH

# Launching an Enterprise Cloud

Leading digital environment provider leverages Abiquo to deliver a flexible, secure, and scalable on-premise cloud service.

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### HIGHLIGHTS

- ▶ Customer demand for a private cloud hosting solution was increasing
  - ▶ Rapidly expanding new cloud service quickly created virtual machine sprawl
  - ▶ New environment was very difficult to manage
  - ▶ No charge back policies were in place for the new service
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### Company Profile

Roundarch designs and implements rich digital experiences for many of the world's largest organizations. Starting as a small Internet design and strategy agency in 2000 the company now creates compelling web sites, social media, mobile, and web applications, as well as digital marketing campaigns. Roundarch clients include the New York Jets football franchise, Bloomberg, Motorola, and the United States Air Force.

"Our projects range from HBO's high-traffic consumer site, to private banking portals, to Tesla Motors' touch screen dashboard," notes Geoff Cubitt, president and CTO of Roundarch. "But despite this diversity, all of our projects reflect a common need to optimize the digital channel in highly competitive and complex environments."

### The Challenge

Security is a primary concern for Fortune 500 companies and government clients, and it is a known barrier to cloud adoption. However, these enterprises want the flexibility and deployment speed that cloud offers. Cubitt explains, "Our team felt that a hybrid cloud approach would provide us with the most flexibility, enabling us to serve the unique needs of each of our clients."

The Roundarch enterprise cloud service pilot was a huge success, growing to over 25 virtual servers within just the first few months. Roundarch customers were rapidly adopting the new private hosting service to create additional development environments, launch a variety of lab projects, and for standing up instances of partner software.

Although Roundarch realized that the cloud service represented a potentially lucrative revenue source, it also introduced several significant management and operational challenges. "If you open the door to new service, but don't have policies in place, the environment can quickly get out of hand," noted Cubitt. "There are significant costs associated with providing this kind of hosting environment, including the additional infrastructure, VMware virtualization solutions, and IT resources needed to manage the new environment. Our clients were receiving significant value in reduced project timelines and infrastructure costs from the new service, but we weren't charging them any more for this. They would have happily paid for this, but we didn't have the policies in place to be able to charge them."

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## KEY BENEFITS

- ▶ Created a cost-effective multi-tenant cloud
  - ▶ Eliminated VM sprawl
  - ▶ Increased agility through self-service provisioning
  - ▶ Reduced costs through better utilization
  - ▶ Ability to charge projects appropriately for hardware resources consumed on a per project basis
  - ▶ Enables cloud users to consume different service levels of data storage based on the needs of their projects
  - ▶ Supports easy extensibility of the customer's cloud management framework into other datacenters
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To maximize the profitability of this new line of business, Roundarch needed to implement a secure and controlled means of providing management, automation, governance, and self-service resource consumption to its many clients.

Project goals included:

- ▶ Allocate infrastructure resources according to customer's availability requirements
- ▶ Reduce resource management complexity and costs; shorten project cycles
- ▶ Ensure adherence to rigorous security standards

### Choosing Abiquo

Roundarch chose the Abiquo enterprise cloud solution because it delivered resource visibility and control, multi-tenancy, multiple hypervisor support, and business policies to automatically enforce security and compliance across geographically dispersed datacenters. Cubitt explains, "The Abiquo solution has not only provided us with the ability to manage our own virtual resources better, it has enabled us to extend our business model and provide more value to our customers."

Cubitt explains the decision to choose Abiquo solution was based on its inherent flexibility. "We didn't want to be tied to any particular vendor," explains Cubitt. "What we liked about Abiquo was that it works with nearly every available hypervisor. This provides us with a great opportunity to reduce costs and avoid vendor lock-in."

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### Roundarch's New Private Cloud Environment

"We wanted to embark on a scaled approach to cloud implementation that would not entail rebuilding the infrastructure we already have in place," said Cubitt. "A major plus with Abiquo is its ability to fit within our current running environment." The Roundarch private hosted solution has now grown to nearly 70 virtual servers, deployed across three physical locations into a single cloud environment. And finally, usage metering provides the ability to charge for services and hardware resources consumed in the IT infrastructure on a per project basis.

### Looking Toward the Future

With the success of the first Abiquo deployment, the Roundarch IT team is now converting all of its existing customer environments to the new cloud infrastructure. In addition, all new client projects will be deployed within the cloud. Cubitt concludes, "Abiquo has provided the enterprise-level service and supportability needed for the most demanding customer scenarios, enabling us to exceed the high expectations of our different clients."

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