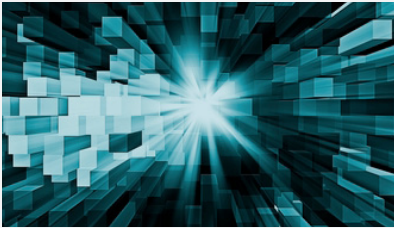


QUALITY TECHNOLOGY SERVICES

Company offers EMC RecoverPoint and Vblock Infrastructure Platforms as a shared cloud-based service for its customer base



ESSENTIALS

Challenge

- Accelerating growth in cloud services

Solutions

- EMC RecoverPoint
- VCE Vblock Infrastructure Platforms
- EMC FAST
- EMC CLARiiON CX4
- VMware technology
- VMware SRM

Key benefits

- EMC RecoverPoint supports IaaS with data availability and disaster recovery capabilities as part of cloud services
- Optimized resources through ease of use and by lowering WAN requirements
- Protection for a range of applications and databases including the Microsoft® Office Suite, SQL Server®, Lotus, Oracle, and more
- Snapshot and roll back features for recovery confidence
- Vblock Infrastructure Platforms for quick provisioning; decreases provisioning times by 80 percent and more
- EMC solutions—accelerating the growth in cloud

BUSINESS OVERVIEW

Quality Technology Services (QTS) provides core data center infrastructure—Custom Data Center, Co-location, and Cloud Services—to meet the demands of customers of all sizes. Coupled with carrier-neutral connectivity and a full array of monitoring and Managed Services, QTS offers complete solutions for its customers' IT infrastructure hosting needs.

QTS owns, operates, and maintains a dozen facilities encompassing 3.1 million square feet of total space. The company offers specific solutions to meet the exacting IT infrastructure hosting needs for its customers through secure facilities, flexible solutions, realtime component performance visibility, and expert support.

THE CHALLENGE

QTS is a leading proponent, practitioner, and provider of Infrastructure as a Service (IaaS). The company continually adds to its cloud-based product offerings, providing more cloud services to customers as technologies become available.

Joe Hayes, QTS director of storage, explains the tremendous growth in cloud services offered to the company's customer base.

“At QTS we run a wide range of applications in our cloud,” he says. “This encompasses almost the full suite of Microsoft products including SharePoint®, Exchange, and SQL, as well as many others.”

“Our customers come in and load any number of their own applications onto our infrastructure—there's really no limit,” he adds. “They can also purchase services from us on an on-demand basis. QTS cloud-based offerings, therefore, meet the IT infrastructure and application requirements of our customers, while maximizing performance and minimizing costs for them.”

Three years ago, the company became interested in providing backup and disaster recovery (DR) capabilities to its customers and its cloud offering. Following an intensive competitive product analysis, QTS chose EMC® solutions including RecoverPoint and Vblock® Infrastructure Platforms. By choosing these products QTS is positioned to continue its exceptional growth.

EMC RECOVERPOINT AS A SHARED SERVICE

Hayes explains the next generation backup, data availability, and DR offering that the company now provides using EMC RecoverPoint.

“Many of our customers were coming to us looking for a low-cost method to replicate their data,” he says. “We saw that as an opportunity. We recognized that we needed to implement data replication capabilities as a shared service so that our customers could get a higher end DR product without the high cost and CAPEX expenses. We implemented EMC RecoverPoint to meet this need.”

“RecoverPoint has allowed us to offer a comprehensive data replication shared service to our customers,” he adds. “Our customers are very excited about that because it allows them to replicate anything from Blackberry data to SharePoint, Lotus Notes, Exchange, Oracle, or simple file systems and custom applications.”

QTS chose RecoverPoint over other competitors mainly because of its ease of use.

“The ease in setting up RecoverPoint allowed us to bring in the service and set it up in our environment without hiring additional resources to manage the solution,” explains Hayes.

“The other great features that we like are snapshot and rollback, and the capabilities that these offer to our customers,” he adds. “Whenever someone does a replication they always wonder, ‘Will the data really be there? Can I access it? What’s going on?’ One of RecoverPoint’s biggest selling features for QTS is that we can map the customer’s data to their servers using virtual access. They can test it out and run their tests even while the production data is still being replicated. It’s a huge feature for us, and we can offer that capability to our customers each and every day.”

RecoverPoint allows QTS to help customers with DR planning as well.

“We offer customers a full DR test planning capability, and that is included in the service,” Hayes states. “Using that capability, customers can identify weaknesses in their DR planning and modify the plan so that it is more solid.”

Finally, Hayes explains how RecoverPoint lowers overall costs due to its WAN optimization.

“RecoverPoint allows us to better utilize our WAN links and get more customer data through on a smaller WAN,” he says. “That lowers our costs substantially, enabling us to pass that savings through to the customer.”

“As a shared service provider our needs change as our customers’ needs change,” Hayes adds. “RecoverPoint offers the capability to meet our customers’ demands for cloud services and to move forward at the pace we need to.”

LEVERAGING ADDITIONAL EMC CLOUD-ENABLED TECHNOLOGIES TO BENEFIT CUSTOMERS

Hayes recounts how QTS’s cloud initiative leverages additional EMC, VCE, and VMware® technologies to best serve its customers.

“Another part of our cloud initiative incorporates Vblock,” Hayes states. “EMC CLARiiON® CX4 systems are servicing some of our virtualized environments, but we are bringing in Vblock because it incorporates VMware and the Cisco UCS, as well as the hypervisor into one complete package.”

“Vblock provides significant benefits including FAST Cache and the new FAST data storage pooling, FAST VP,” he adds. “This has helped us to increase the amount of IOPS and performance that we have available to our virtualized environment. As our services grow, we plan to add additional similar environments to our other infrastructure sites in Santa Clara, Miami, and New Jersey, as well as our two sites in Atlanta.”

QTS is also planning to roll out other EMC solutions. “We have a test project underway in which we will integrate VMware Site Recovery Manager with RecoverPoint,” says Hayes. “This will lower the recovery time objective for our customers and give them a quicker failover to another site in case they have a local disaster, or in the event that we have a disaster and

need to move all of our virtual machines over to another data center very rapidly. We are very excited about that, and we're in the testing phase now."

ACCELERATING GROWTH IN CLOUD OFFERINGS

QTS' accelerated growth into cloud offerings is only made possible by innovations in technology. Hayes explains how EMC supports that growth.

"QTS's cloud initiatives rely on EMC products such as RecoverPoint and the Vblock platform," he states. "For instance, with the Vblock platform we have seen our provisioning times decrease by 80 percent or more. This helps us to lower our costs and meet customer demands at a faster pace."

"Those customer demands are coming in faster and faster," Hayes adds. "With EMC, we are able to give them the quick access that they need, which always translates into lower costs and better services for our QTS customers."

"RecoverPoint has allowed us to offer a comprehensive data replication shared service to our customers. Our customers are very excited about that because it allows them to replicate anything from Blackberry data to SharePoint, Lotus Notes, Exchange, Oracle, or simple file systems and custom applications."

JOE HAYES
DIRECTOR OF STORAGE, QTS

CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com.

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