



MOBILE TELECOM

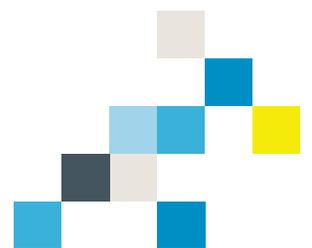
- **CLIENT**
Brightstar, wireless solutions and services company
- **CHALLENGE**
Needed to upgrade its IT infrastructure to help sustain extraordinary growth and meet demanding SLAs
- **SOLUTION**
Vblock™ systems that reduce data center costs and complexity, and speed time to market
- **RESULTS**
Turnaround time for new solutions and services has been reduced from months to days

BRIGHTSTAR LOOKS TO VBLOCK TO SIMPLIFY ITS DATA CENTER ENVIRONMENT AND SUPPORT RAPID GROWTH IN WIRELESS

PRIVATE CLOUD ON DEMAND WINS IN HIGHLY COMPETITIVE SERVICES SPACE

Brightstar Corporation is the world's largest specialized wireless distributor and a global leader in cloud services and solutions for the wireless industry. The company's offerings range from device insurance, extended warranties, and trade-in and buyback of handsets to customized wireless services and solutions for value-added distribution, supply-chain optimization, retailers, government entities, VARs, and consumers.

The 15-year-old company has experienced skyrocketing growth, with double- and even triple-digit annual revenue increases. Recently, Brightstar has continued its rapid rise by focusing on expanded service offerings, which often include demanding service-level agreements (SLAs). To meet its lofty objectives and satisfy customer expectations, Brightstar created its own on-demand private cloud capacity using VCE Vblock Systems.



“VCE is the market leader in converged infrastructure (CI). Every IT organization needs to be heading down the CI path to provide the business greater agility, speed, and focus on strategic initiatives. That’s what VCE has helped Brightstar do with our Enterprise Private Cloud built on Vblock systems.”
— Glenn Gonzalez, Director of Infrastructure Operations for Brightstar Corp.

The Challenge

It was becoming increasingly challenging for Brightstar to support its hyper-growth curve with an inadequate and aging IT infrastructure. In its North American data center, some assets were underutilized, while others were overused—and data center space and power were at capacity. Acquisitions added complexity by creating mixed environments with a jumble of platforms. Brightstar wasn’t able to deploy new services and solutions as quickly as desired—impacting its ability to keep up with customer requirements and meet its SLA agreements.

What Brightstar needed was a way to improve its time to market, minimize IT complexity, and free its staff from routine tasks so they could handle more critical functions. After evaluating leading vendors, the company selected VCE Vblock™ Systems.

“VCE was the most mature with its converged infrastructure,” said Glenn Gonzalez, Director of Infrastructure Operations for Brightstar. “Having the equipment pre-configured so it only needed to be interconnected when it arrived in our data center was a competitive advantage that enabled us to greatly decrease our time to market.”

The Solution

In August of 2011, the company deployed its first Vblock system in a new Florida data center to support its Latin American operations. The next month, Brightstar added a Vblock Series 300 system to its Florida installation. In early 2012, the company replaced its New Jersey-based North American data center with a new facility in Virginia—powered by another Vblock Series 300 system.

Vblock systems host on-demand, cloud-enabled wireless services for customers, in addition to supporting a range of leading business solutions used by Brightstar. In addition, the company runs a number of customized, web-based solutions on Vblock systems, including its proprietary Handset Information Tracking Systems (HITS™), which enable wireless carriers and retailers to manage the whole customer experience, as well as profit margins for our eSecuritel™ insurance program.

The Results

Brightstar has gained significant market and customer advantages by being capable of virtualizing nearly 100% of its IT platforms on Vblock systems:

- Decreased time to build IT environments to respond to internal business requests or deliver new customer services from 30–90 days to 3–5 days
- Reduced server provisioning expenses by more than 50%
- Have won substantial new business due to the company’s significantly enhanced responsiveness and excellent performance on SLAs
- One financial report that printed in 20 minutes on the old infrastructure now requires only two minutes to run
- Attractive aesthetics of the Vblock system cabinets impress customers who tour Brightstar’s data centers

As the company continues to grow, Vblock systems are expected to remain central to its plans. Brightstar has already completed a number of enhancements of its Vblock systems to better meet its dynamic business requirements.

“We’re calling the process of upgrading our IT environment ‘Infrastructure 2.0,’” Gonzalez stated. “Right now, Vblock systems are clearly the underlying foundation of our Infrastructure 2.0 process.”



Copyright © 2012 VCE Company, LLC. All rights reserved. Vblock and the VCE logo are registered trademarks or trademarks of VCE Company, LLC. and/or its affiliates in the United States or other countries. All other trademarks used herein are the property of their respective owners.