

Service Provider Takes Customers to Cloud with Flexible Computing



End-to-End cloud approach gives Cable&Wireless Worldwide edge in deploying enterprise-grade pay-as-you-go solutions.

EXECUTIVE SUMMARY

Customer Name: Cable&Wireless Worldwide
Industry: Service Provider
Location: United Kingdom
Number of Employees: 6,575

BUSINESS CHALLENGE

- Expand hosting product range with agile multitenant hosting offering to strategically grow hosting services
- Help enable customer agility and improve market advantage
- Acquire secure, high-availability, and trustworthy infrastructure to overcome historical customer concerns with cloud security and performance

DIFFERENTIATED SOLUTION

- Integrated, converged infrastructure positioned for cloud model
- Deployed a web-based portal to provide easy, yet controlled, access to IT resources from a catalog of standardized service options
- Brought knowledge from complementary business areas (pay-as-you-go): heritage of capacity planning, capacity management, and usage billing
- Leveraged expertise in delivering new models, evolving with customer

BUSINESS RESULTS

- Offers pay-as-you-go pricing and dynamically scalable options for infrastructure as a service offering
- Has enterprise-grade architecture necessary to meet target customers' needs
- Offers connectivity to worldwide next-generation network, providing scalable computing resource within security and performance of WAN

Business Challenge

Cable&Wireless Worldwide (CWW) provides integrated communications and data-hosting services to large enterprises and mid-market customers in both the public and private sectors. CWW envisioned early on that the transition to cloud was an opportunity to partner more closely with its customers to offer them a level of service flexibility and robustness not available from a traditional service delivery model. CWW envisioned that a cloud-enabled business model was an opportunity to not only help enable its customers to have a competitive advantage in their marketplaces by offering new services, whole offers, and reliable levels of support but to also cut operating costs. With the flood of cloud offers becoming available every month, CWW knew that to be successful, it would need a differentiated approach that brings real value to its customers.

From its 15+ years of experience in hosting services, CWW saw trust as intrinsic to targeting this market segment with a cloud solution. The company realized, too, that a cloud model's ability to easily scale up and down shifted CWW closer to having a vested interest in its customers' performance and success.

CWW also knew that, with the industry transition to cloud, gaps in knowledge would arise, and the company would need to act as a consulting partner. CWW saw that more benefits might be gained than simply virtualizing and consolidating resources. CWW had to take an active interest in low latency and service-level agreements (SLAs), pervasive management requirements, and dynamic consumption levels.

After diligent planning and customer feedback, as well as partnering with Cisco for data center design expertise, CWW introduced its Flexible Computing Cloud offering to the market in 2011. CWW promoted the enterprise-grade service as a proper balance between the expected control and personalized security expected of private clouds, on the one hand, and the cost benefits associated with a public cloud, on the other hand.

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— David Bartholomew, Director – Sales Specialists, Cable&Wireless Worldwide

Solution

Drawing insight from its strong relationships with its customers, CWW found that organizations were using only 10-15 percent of their server capacity and just 20-40 percent of their directly attached storage. CWW understood that its target enterprises and vertical industries for Flexible Computing needed application and solution delivery that is expected if data centers are located on-premise. However, CWW's customers required this service in a dynamic and automated fashion with the trust, agility, performance, and cost-efficiencies that a service provider can deliver at-scale. To address this need, from the beginning, CWW wanted to build its cloud infrastructure with the best IT equipment providers that had an industry-leading history, a strong brand, and the shared vision to act as a strategic and long-term cloud partner.

As a result of the search, CWW's Flexible Computing Cloud solution was based on Cisco's cloud platform, where the intelligence of the network is paired with the power of the virtualized, automated, and unified data center to enable service providers with a scalable pool of resources from which to deliver any service. CWW recognized that Cisco and its Cloud Enablement Services were capable of positioning Flexible Computing to deliver mission-critical applications to its customers with strong SLAs, variable pay-as-you-go pricing, and the ability to scale services up and down as necessary to reflect dynamic business trends. “It was key for us to develop a platform on technology that customers would recognize and trust, and that could be integrated into our existing management systems and environments. The solution from Cisco has allowed us to create an enterprise-grade cloud solution that is an integral part of our managed service offering,” says David Bartholomew, Director - Sales Specialists, Cable&Wireless Worldwide. Being able to offer these capabilities and more directly onto a customer's WAN by having an end-to-end platform for fully-managed cloud services gives CWW a competitive advantage over best-efforts offered by CWW's industry competitors for its targeted customer base.

Inside the data center, CWW combined ground-breaking Cisco Unified Computing System™ (UCS™) servers, Cisco Prime Service Catalog, the Cisco Nexus® data center switching family, Cisco ASA firewalls and ACE load balancers, EMC's Celerra NX-480 device Fibre Channel-based storage, and VMware's vSphere 4.1 virtualization to make its resources pooled and accessible for any service on demand.

Combining the Cisco UCS and Nexus 1000V virtual switching in a distributed layout gives CWW a scalable compute platform interconnected with the network to break down the barriers between separate, isolated entities and allow one joint network and server team to make decisions as a cohesive unit. The tight integration between the Cisco Prime Service Catalog and VMware vSphere provides CWW's customers with on-demand resources and the flexibility to adapt to their changing business needs. "Self-Service is a core feature of cloud computing and the Cisco Prime Service Catalog has put the power of provisioning capacity into the hands of our customers", says Tom Stockwell, Business Manager, Cable&Wireless Worldwide. CWW understood that an approach that uses the best vendors united with its customer-first approach would give it the distinct innovations and tactics necessary to be a leading player in the cloud industry.

Business Results

By combining the data center platform with the network platform, CWW can help ensure that, when customers are migrating applications from their own data centers to a remote location, the experience is matchless, and potential growth patterns are taken into account. CWW is also able to leverage the Flexible Computing environment in dedicated (private cloud) solutions based on similar Cisco technology, enabling customers to source a hybrid blend of hosting solutions in order that the current and future applications can be placed in the environment best suited to their technical, financial, and operational needs.

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— Neil Thomas, Product Manager – Cloud Computing, Cable&Wireless Worldwide

From the beginning, rather than joining the global race to offer only commodity cloud services, CWW saw its industry heritage and long-term objectives aligned with serving mid-market to large customers needing enterprise-grade cloud solutions. This strategic approach requires deliberate planning and ongoing assessment to attract and maintain these stronger relationships. In an advisory role, CWW can determine the ideal hosting solution for the different applications that its customers are running and provide full support, ranging from co-location to end-to-end cloud delivery. A real-world example of this advisory service is, if the customer is dividing its IT estate between different locations, CWW can advise on the whole offer with regards to management, latency, and application impact.

With Flexible Computing being part of an extensive hosted services mix, CWW can quickly and continuously adapt its cloud service portfolio in tune with its customers' requirements of meeting dynamic business needs and offering integrated full-scope solutions. "Cloud services are about enabling business agility, and as part of that, you are far more aligned to customer success, because if they aren't successful, they can just turn the services off, because they're just paying by the hour," says Neil Thomas, product manager - Cloud Computing, of Cable&Wireless Worldwide. "You are now intrinsically linked to both enabling and benefiting from your customer's success." The business world changes quickly, but with a premium-value approach to cloud delivery and Cisco's collaboration, CWW is prepared to stay ahead of the competition.

Next Steps

Cloud Leadership

With the robust and flexible baseline infrastructure of compute, network, and storage with a Cisco cloud architecture, CWW plans to expand its service portfolio ahead of its customers' requirements for stronger collaboration tools, adaptive business features, and integrated solutions. Committed to being a long-term partner, CWW understands its customers are at various stages of execution, from collocation to managed hosting to cloud, and as a partner in the cloud, the company looks forward to evolving as a leading service provider on the cloud front.

PRODUCT LIST

Server

- Cisco Unified Computing System

Routing and Switching

- Cisco Nexus 1000V Switches
- Cisco Catalyst 6500 Switches
- Cisco Catalyst 3560E Switches
- Cisco MDS 9148 SAN Switches

Storage

- EMC Celerra NX-480 Fibre Channel

Virtualization

- VMware vSphere 4.1

Security and VPN

- ASA 5580-40 with virtual contexts
- ASA 5520
- ACE 4710 load balancers and ACE Modules in Cat 6500s, with virtual contexts
- Global Site Selector (GSS)

Cloud Management

- Cisco Prime Service Catalog

For More Information

To find more about CWW's Flexible Computing Cloud offering, please go to: <http://www.cw.com/cloud/>.

For more about Cisco Cloud Provider Solutions, please visit: <http://www.cisco.com/go/spdatacenter/>.



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