

Green Cloud Technologies helps partners launch profitable cloud practices and protect critical data with Cisco and Veeam

Green Cloud Technologies:

Size: More than 50 employees

Industry: Cloud services

Location: Greenville, South Carolina
United States

Solutions

- Scale backup as a service business using Cisco UCS® S-Series Storage Servers
- Offer cloud-based infrastructure as a service (IaaS) and disaster recovery with Cisco Powered infrastructure

For More Information

For more Cisco customer stories visit: <http://www.cisco.com/go/casestudies>

Long before a disaster strikes, many businesses understandably worry if their critical data will be safe. Partners of Green Cloud Technologies don't worry, however, because Green Cloud is already hard at work prestaging their customers' data for recovery at its world-class data center facilities.

A channel-only business, Green Cloud helps its partners bring their customers into the cloud for cost-effective disaster recovery (DR) and infrastructure as a service (IaaS). By partnering with industry leaders such as Cisco, Green Cloud helps its partners to deliver complete solutions and build recurring revenue streams.

Challenge: supporting a fast-growing business

Ranking number 73 on the 2016 Inc. 5000 Fastest-Growing Private Companies list, Green Cloud's revenue increased nearly 4,000 percent over the three-year period examined by Inc. Media. To sustain this incredible growth, the company is always seeking to add new products that fill a need for its partners and their customers.

"Whatever our partners need is our next major priority," says Eric Hester, co-founder and CTO of Green Cloud. "We saw an

opportunity to launch a backup as a service product as an easy way for our partners to improve their customers' data protection. It's also a great door opener for us to bring on more partners and increase business."

Early on, Green Cloud prepared for its tremendous success by standardizing on Cisco UCS and Cisco® networking technologies. "Our DR and IaaS solutions are based on Cisco validated architectures," says Hester. "We wanted to do the same for our backup as a service offering, but the cost pressures are high in such a commoditized business. We needed to hit a certain price point to make the solution viable for our partners."

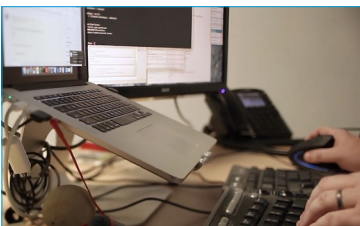
Green Cloud considered using white-box servers, but was concerned about a potentially high failure rate for the equipment, as well as operational inefficiencies that could increase costs.

"In the end, we decided that using Cisco UCS for our backup as a service offering would actually be more cost-effective," says Hester. "Using white-box servers might have seemed cheaper up front, but we would have had to buy more of them because they're inherently less reliable."

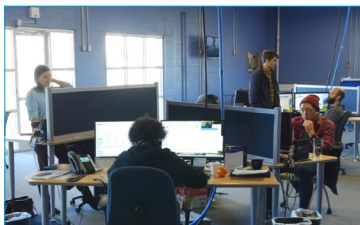
With Cisco solutions, Green Cloud Technologies:



Supports channel partners with reliable cloud solutions



Accelerates time to market for new products



Grew revenue nearly 4000% in just 3 years

That would create more work for us as we scale, chipping away at any cost savings.”

An integrated, high-density storage solution

To provide optimal value for its partners, Green Cloud decided to base its new line of business on Cisco UCS S-Series storage-optimized servers. With a dual-node, two-socket architecture, the S-Series gives Green Cloud both the storage and compute resources it needs to support backup as a service in a single solution.

“Just as Cisco leveraged its networking expertise to build a server that is tightly integrated with the network and virtualization layers, Cisco is now applying its expertise to storage,” says Hester. “We didn’t want SAN or NAS for this application—we wanted an intelligent device with a lot of storage capacity. We know UCS is reliable, we can use the same Cisco management tools we already use, and we improved density by 25 percent over a white-box solution.”

Green Cloud uses Veeam software to manage backup and recovery, which

easily integrated with Cisco UCS and VMware. “Cisco is a respected industry leader, so we weren’t surprised that Veeam already knew about the Cisco S-Series and were very quick to validate it for their software,” says Hester. “That gave us confidence that we were making a good decision. It also helped speed time to delivery and revenue.”

Giving customers confidence

With a reliable solution based on technology from industry leaders, Green Cloud can attract more business and use backup as a service as an entry point to its core offerings. “Many of our partners are also Cisco partners, and it makes them more comfortable that we’re Cisco Powered,” says Hester. “We benefit from reduced risk and a faster sales cycle.”

Green Cloud can also deploy backup solutions for partners faster using a standardized, all-in-one solution. “We don’t have to spend time putting components together and testing configurations like we would have had to do with a white-box solution,” says Hester. “With Cisco, the technology isn’t holding us up. We can scale quickly and cost effectively.”

Products and Services

Unified Computing

- Cisco UCS B200 M4 Blade Servers
- Cisco UCS S3260 Servers
- Cisco UCS C3160 Rack Server
- Cisco UCS Central Software

Routing and Switching

- Cisco Nexus® Switches
- Cisco ASR 1000 Series Aggregation Services Routers
- Cisco Cloud Services Router 1000V Series

Security

- Cisco ASA Next-Generation Firewalls (NGFW)
- Cisco Adaptive Security Virtual Appliances (ASA v)

Virtualization

- VMware vSphere

Data Protection

- Veeam

“When a disaster occurs—and that’s the business we’re in—every second counts. That’s when the operational efficiencies we get with Cisco become even more critical.”

Eric Hester
Co-Founder and CTO,
Green Cloud Technologies

When efficiency matters most

It’s often said that backups are like insurance: they only matter when something goes wrong. With the possibility of disasters striking at any time, Green Cloud can give its partners peace of mind that their data will be protected.

“Everything we do is to drive success for our partners and provide a better experience for their end customers,” says Hester. “When a disaster occurs—and that’s the business we’re in—every second counts. That’s when the operational efficiencies we get with Cisco become even more critical.”

What’s next

As Green Cloud continues to expand its business and offer new products, it will align its growth strategy with Cisco for optimal returns. “For any solution that requires reliable compute along with high-density storage, I’d highly recommend the Cisco S-Series,” says Hester. “You don’t need to pay the premium you might expect to get a validated, trustworthy solution.”



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